



Minutes

CESA Board Conference Call

7/12/19

Board members in attendance: Ray Riordan, Dana Carey, Robert Ullrey, Mary Jo Flynn Nevins, Donna Mayer, Vicki Osborn, Janice Bell, Brentt Blaser

Staff in attendance: Andrea Messina

Guests in attendance:

Call to Order at: the meeting was called to order at 9:07am

Approval of Minutes: Dana made a motion to approve the minutes. Robert seconded. The motion carried.

Financial Report:

Andrea provided the financial report. The balance sheet shows a checking balance of \$143K and a savings balance of \$97K. Our income is significantly higher than this time last year and it's due to opening conference registration earlier. The total income is a net negative of \$300 compared to last year's net negative of over \$16K. Conference registration through June is \$35K compared to last year at this time of \$8K. Expenses are \$14K higher. This is mostly due to the conference deposit of \$10K.

The checks for the chapter distributions based on 2018 net income were provided to the chapter presidents. On the balance sheet we will show the checks as payables broken out by chapter. So for year-end 2019, we will show the year end net income on the balance sheet broken down by each chapter as a payable and take it out of the checking account.

Chapter Updates

Southern: The southern chapter is hosting two different professional development workshops. The first one was in LA and the next one will be in San Bernardino. The LA meeting had 35 people register and about one third were nonmembers. Donna is blasting the emails to the OAs so nonmembers are also getting the information so county departments are sharing them. Then at the event, they have the membership fliers available and talk about all the benefits. It's

actually cheaper for them to join rather than pay for all the workshops as a nonmember. They also hosted the program in the afternoon and then hosted a networking event at a brewery so people could socialize and informally discuss issues. About 12 people went to the social event afterward and some of them didn't even go to the workshop.

Southern set up a new member engagement/sponsorship committee. The chapter also wants to promote scholarships for members that they could use in various professional development events. Southern is reviewing their policies. Donna also shared the website update information with the Southern Board and told them to send all their website changes to Andrea or submit through the online form. They did a strategic planning meeting but the summary is not done yet. The board changed up their schedule to accommodate availability when in past years they would have a poor showing so they will go dark in months that they don't have a ton of participation anyway due to vacations, etc...

Coastal: Ray provided the report for Coastal. They have regular monthly board meetings with good discussion on policy items like awards and other programs. They have had two recent workshops. There has been change in the credentialing activities so that was one of their workshops. All training will need to be within five years. Another workshop is coming up in September. It will likely cover power shut off training with a panel discussion. They will also give out their chapter awards at that event. Ray will be terming out.

Inland: The new board started with six main goals. They are doing online document storage and communicate consistently with membership. Dana has been trying to educate people at the MARAC meetings, university and tribal representatives. They have a Secretary that is trying to document everything. They are going to use Zoom and offered to share the cost with other chapters. Inland and Training and Education Committee are going to use Vimeo for video training. They are trying to increase membership and organize the policies and board rotation so their terms are staggered so officers are not all terming out at the same time. The chapter will be voting on the policies that will be in line with state policies at the next meeting.

Committee Chair Reports

Legislative – AB 291 is a two-year bill, so there's not much happening now but there will be next year.

Public Affairs – Soraya Sutherlin: The committee has been working on the communication strategic plan. They are working on Instagram metrics. They are having an issue with participation on the committee. It's usually just Mary Jo, Todd and Soraya. They need more participation. They are suggesting that each chapter provide a representative to sit on the committee. Donna suggested we ask the membership to participate on the committee and maybe ask specifically targeted people. Social media has improved, but what's really lacking is content from the board and chapters. They need to send information for the weekly emails and the newsletters as well as social media. **Action:** Andrea will set up a "meeting" reminder for chapter and state board members as well as committee chairs to get content for publications in advance – ie schedule it so that we have the content two weeks in advance of publications.

It was suggested that we recognize members that participate on committees.

Action: Andrea will change the weekly to every other week. We need to post the news on the website, in the every other week email and possibly social media if it's not something that would be a member benefit.

Coastal will send out a note to their chapter asking who would like to collect content for the public affairs committee. All the chapters will commit to this as well. Each chapter will send something in monthly. Ray suggested the members at large on each chapter provide the content.

Action: Andrea will pull email statistics for the next meeting

We could also ask the conference attendees if they would be willing to be part of a focus group.

Training and Education – Dana Carey: The committee went through all the classes, which standard they met, and determine if they are beginner, intermediate and advanced. Most of what the committee saw were beginner classes. Leadership is a weak training area so Dana noted that CESA can fill that gap in training. Relationship management was also somewhat weak. These two standards could use some focus for CESA training.

The training committee is also struggling with participation. This was a big undertaking, so Dana put off a few other initiatives. Dana noted that she suggested the SEMS technical training subcommittee could participate on the CESA training and ed committee. CESA members had a part in the CSTI branding materials.

Strategic Partnerships – Robert Ullrey: Robert does not know the goal of this committee and would like to know if the board would like to keep this committee going at the state level. Ray noted that it was originally started to make sure we are in line with other groups like League of Cities, CSAC, and other agencies and association. Robert has begun reaching out to a few of the organizations.

Conference 2019 – Yoli McGlinchey: They have a committee meeting on Monday. They are pretty much on track with the timeline. Yoli will put together a report about items that might be good for the speaker chair in the future.

Can we add an evening chat regarding MARAC/SEMS as discussed with Eric Lameroux. The committee will discuss this on their call on 7/15/19.

We could send out a survey to attendees about hot topics.

Todd will talk to Soraya about communications for the conference.

Casino night – people can dress up or they will have some fun options at the event. The staff will send out the details in the know before you go email.

Ray will introduce the keynote speaker, Fugate. Beth will put together the script.

On Monday, the conference committee will discuss the CalOES exhibit table and the issue that CSTI is not providing training this year and will send Ray the update.

Membership – Janice Bell: Janice would like to send an email out to the Inland membership about being on the membership committee. Janice sent a mailing to past Inland members and several came back returned mail. Janice will be doing a quarterly membership push through various agencies and other associations. Andrea sent Janice the expired membership report.

Mentoring – Brentt Blaser: Brentt sent out the mentoring plan to the board and presented it at the meeting.

- Expanded the program to include any and all CESA members
- Added table 1 in order to create mentee classifications
- Created a simple diagram (Figure 1) within the R&R section
- Incorporated EM Standards & Competency Framework into the activities and first meeting recommendations
- Selected and classified 9 texts for the reading list
- Updated the Mentee and Mentor application questions

Products that still need to be developed & reviewed/The to do list:

- Mentee / Mentor application forms – this will be an online form on the website
- Webpage updates
- Conference presentation
- Chapter materials (template EMMP presentation?)

Action: Board members need to review the document and provide feedback to Brentt so he can include it in the website updates.

There are questions that he took from NFTA standards and suggested instead to use the competency standards. The only issue might be the mentees not knowing what the competencies are.

He provided a list of suggested books to read. We should keep the reading list on the website as a member benefit (behind the login).

Action: Andrea will get the page on the website and create the online forms for the mentee and mentor applications.

Action: Andrea will send the mentoring “handbook” to the graphic designer (when Brentt says it’s ready) so it’s nice looking but still editable.

The applications would be due by 12/31 (for example) and then they would be matched the first quarter and culminate to the end at the following year’s conference.

There would be an evaluation for both the mentee and mentor and it might be great to send an additional evaluation to the mentees after a few years to see how it might have helped them reach their career objectives and maybe come back to be a mentor.

It would also be great if people in the program could network and get to know each other.

Policy – Vicki Osborn: Social media policy – Vicki would like to create a whole communications policy that will talk about website, social, emails, etc... this would be in line with the Public Affairs strategic plan.

Vicki presented a change to the board election process. Where once the board is elected, the board will elect the officers. Brentt noted that Coastal's concern is that the same person/people would be elected. Vicki noted that we could institute term limits. No President could serve for more than one two-year term. There was discussion about if the president can be from the same chapter for multiple terms. Immediate past presidents wouldn't need to be chapter board members. No state board member can occupy the same officer role for more than one board term. With this change, members at large would be eligible to be an officer.

Motion: Donna Mayer made a motion to accept the change to the policy. Dana seconded the motion. There was discussion about the Immediate Past President and if they have a vote. The answer was no, the IPP does not have a vote. The motion carried unanimously.

Awards – Vicki Osborn: The timeline was changed so the deadline submission is 8/12/19. Vicki suggested that at the awards banquet at the conference we could recognize both state and chapter volunteers. Vicki will update the policy to reflect a CESA volunteer award.

New/Old Business:

- Managing Member Concerns – the board discussed an issue that was brought up in an email submitted to the President by a member. The response could have been handled better so we need a procedure for handling member complaints/grievance. There could be a grievance committee, like the chapter presidents, executive committee or something similar. WE could make it the Exec Committee (three officers) and the chapter presidents (if they are not an officer). This committee should be made up of an odd number of people. We will not want to wait until the next meeting. This meeting could be done by teleconference. We need a member behavior guideline or code of conduct. **Action:** Brentt will draft the procedure for responding to these types of issues. **Action:** Ray will send a response to the complainant next week.
- Strategic Planning and Survey – we went through the survey summary. There were changes needed for mentoring, but we are not going to change it now since mentoring is going to be rolled out in October. Ray was going to draft a letter. Action: Mary Jo will send the member survey question every other week so we can send the results out in priority order. We can start with mentoring, conference, communications, but wait on the website one until we make the changes. There were recommendations on the last page. Recommendations were not prioritized so the board will prioritize them. **Action:** Andrea will put recommendations in Survey Monkey so the board can rank the recommendations.
- Website – need work session day combined with board meeting and possibly meet with web developer, functionality, concept, etc...
 - Can volunteers have direct access to edit website content? Committee chairs and chapter presidents will have access.
 - Vicki will work with Andrea on documentation posted on the website because staff does not know what to keep and what not to keep.
 - **Action:** Andrea send email back to the three boards, state board and committee chairs – send high level big ticket items like design, new pages, higher level changes. We need to work out the navigation. **Action:** Dana will work on the menus/navigation/architecture.
 - **Action:** Andrea will schedule a webinar after the changes are submitted on 7/31, so

- beginning of August.
- Members should be able to post to their chapter forums.
 - **Action:** Andrea will schedule a webinar with your membership for functionality.

Previous Action Items:

Action: Ray will communicate the survey results to the committee chairs and what is required of them.

Action: Ray will draft a letter and send it to Ron Alves congratulating him on honorary membership.

Action Items from July 12

Action: Andrea will set up a “meeting” reminder for chapter and state board members as well as committee chairs to get content for publications in advance

Action: Andrea will change the weekly to every other week. We need to post the news on the website, in the every other week email

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Adjournment: Mary Jo moved to adjourn the meeting. Robert seconded the motion. The meeting was adjourned at 3:08pm.