

**Volusia Community Organizations Active in Disaster (COAD)**  
**Steering Committee Meeting Summary – 10 February, 2015**

The meeting was called to order at 10:00 AM by Deanie Lowe, Co-Chairman.

Steering committee members in attendance:

Brandon, Jerry	Bruno, Frank	Clements, Jim
Greenberg, Warren	Heald, David	Lewis, Danielle
Lowe, Deanie	Parkhurst, Ray	Pillow, Jim
Troxler, David	White, Pat	Wilary, Loretta

Guest present: Nancy Keefer

- After general introductions of those present, Mrs. Lowe announced that according to the attorney, Karen Leone, our COAD is now officially a 501 (c)(3) organization.
  - Any donations given to us are now tax deductible.
  - We have received a donation of \$1,000
  - The filing fees for the 501 (c) (3) were a total of \$850.
  - The minimum number of checks were ordered from the bank.
  - Debit cards were issued to Mrs. Lowe and Ray Parkhurst.
  - The balance on the account is now less than \$150.
- Mrs. Lowe introduced Nancy Keefer, President of the Daytona Beach Chamber of Commerce who spoke about her experiences during hurricane Charlie when she lived in Bonita Springs, Florida, which is near Sanibel and Captiva Islands. At that time, she was President and CEO of the Chamber of Commerce there from 1997 to 2008.
  - The theme of the most recent Chamber of Commerce dinner was, “Prepare, Perform, Perfect”. This theme corresponds perfectly for our COAD’s mission for disaster preparedness.

- The bottom line from experience is **KNOW THE PLAN**.
- The human factor must be dealt with: How people actually react and perform when the event occurs is difficult to prepare for.
- Some of the lessons learned were:
  - Cell phone problems: Within an emergency response group, cell phones should be split up as to providers so that they are not all using the same tower.
  - Radio systems: Can be used as a back-up but provisions for this must be incorporated within the over-all plan.
  - Communication with and access to businesses: Owners don't always live within the city limits of the actual business location. If the possibility exists that access is going to be needed, plans must be made in advance.
  - Communication, interaction, and planning prior to hurricane season is critically important.
  - Constant communication during an emergency must be provided for before something actually happens.
  - It is important to have a hierarchy of decision-making already in place.
  - Businesses need to be in a database which is kept up-dated. Mrs. Keefer used the example of ice machines that are still running in a business which could be accessed by refrigerated trucks.
- Much discussion ensued regarding generalities as well as details in preparation, planning, and how reality can be dealt with in an actual scenario.
- For Mrs. Keefer's benefit, Mrs. Lowe explained our COAD's strike teams and the Map Your Neighborhood (MYN) outreach.

- Frank Bruno, Co-Chairman, brought up for discussion the problems associated with licensed vs. unlicensed people who show up after a disaster has occurred.
  - We need to be able to protect our citizenry in this matter.
  - Perhaps some kind of “filter” can be used for this purpose.
  - Mrs. Keefer said that the Chamber should be able to help in this area.
  - She also said that she can outreach to other area Chambers of Commerce to help solve some problems.
- Discussion continued regarding the involvement of various businesses in our COAD.
  - Mrs. Keefer said to provide her with a list of types of businesses needed in COAD.
  - Make the list clearly articulated and explain what we do. We will get support.
  - She will try to connect us with them.
  - It was suggested that we have a person who can act as a liaison with our Chamber of Commerce and help is to determine the best fit.
- Ray Parkhurst said that COAD should be a resource for businesses.
  - We should help them design a COOP plan.
  - Also, we could use an adaptation of the MYN for malls and shopping centers.
- The next agenda item was a discussion of the brochures we have at this time. It was decided that this Steering Committee should re-evaluate this brochure after taking an inventory of what is on hand.
- There was an extended discussion and working through of the GroupMe method of communication. This included the making of a list of those people who are actually using our COAD’s GroupMe as well as talking through any problems that are being found by individuals.

- The next General Membership meeting will be on 18 March, 2015.
  - Potential speakers might include:
    - Bob Davis, President of the Hotel/Motel Association
    - A representative from FP&L to discuss various things including how that company handles disasters and how they prioritize businesses.
    - Other potential speakers are representatives from: Sam's, BJ's, Walmart, Lowes, or Home Depot.
  - We will try to have Nancy Keefer as the guest speaker for this meeting. If she cannot attend, perhaps she can suggest someone else.
  - We should try to make a list of types of businesses we would like to invite. This could include more than one per meeting.
  - Perhaps Mrs. Keefer could suggest people and/or businesses for us to invite as speakers.
  - Based on the total discussion, Mrs. Lowe suggested the following:
    - Mrs. Keefer as guest speaker in March for the General Membership meeting;
    - Some type of workshop for the Steering Committee in April;
    - Bob Davis as guest speaker for the General Membership meeting in May.
- The next agenda item was an extensive discussion of COOP programs:
  - COOP stands for Continuity of Operations Plans.
  - It is a planning process to ensure that a business is down for the shortest amount of time.
  - These plans are frequently very long and very detailed.
- It was determined that the Preparedness Strike Team needs to talk to members of CERT and ARES and bring a list to the Steering Committee. They could incorporate MYN.

Steering Committee Minutes

Meeting of 10 February, 2015

Page 5 of 5

- Jerry Brandon, Chairman of the Preparedness Strike Team re-iterated the importance of creating strong communications between our COAD and all of the Chambers of Commerce throughout the entire county. The strength of these ties could be of critical value when an event occurs.
- The next Steering Committee meeting will be on 10 March, 2015.
- The meeting was adjourned at 11:51 AM.