

Volusia Community Organizations Active in Disaster (COAD)
Steering Committee Meeting Summary – 8 March, 2016

The meeting was brought to order at 10:06 AM by Frank Bruno, Chairman.

Steering committee members in attendance:

Brandon, Andrea	Bruno, Frank	Brandon, Jerry
Greenberg, Warren	Howell, Charlie	Law, Audriana
Lewandowski, Frank	Parkhurst, Ray	Selvaggi, Karen
Troxler, David	White, Pat	

Guest: Deanie Lowe

- Mr. Bruno gave the treasurer's report on behalf of Ladell Crookston who could not attend:
 - The balance = \$ 1,083.08 which includes a \$ 1,000 contribution from Deanie Lowe.
 - \$ 61.25 was paid by Ray Parkhurst for the corporate return.
 - \$ 50.00 was paid by Frank Bruno for our COAD's dues to "One Voice for Volusia".
 - Mr. Bruno will have Mrs. Crookston give a written report in the future.
- Mr. Bruno asked if there were any questions or corrections to the minutes of the Steering Committee meeting of 9 February, 2016. The only correction was for the time of adjournment from 10:08 to 11:08. Jerry Brandon, seconded by Charlie Howell, moved that the minutes be adopted as revised. Motion passed.
- Next on the agenda was a discussion regarding presentations of Map Your Neighborhood (MYN):

- Mrs. Lowe stated that the former Preparedness Strike Team, who has the task of presenting MYN, has not been able to send invitations to Homeowner's Associations (HOAs) because of costs for postage, printing, and supplies.
 - Jerry Brandon, former Chairman of the Preparedness Strike Team and present Vice-Chairman of the Steering Committee, said that his team members will move forward with contacting ten (10) HOAs to start with. The cost should be under \$ 25.00 per month.
 - Mr. Bruno made a motion for cutting a check for \$ 25.00 for postage and supplies. Motion passed.
 - Mrs. Lowe said that she had delivered envelopes to Mr. Parkhurst's office.
 - Mr. Parkhurst said that he would take care of printing the letters, forms, and envelopes.
 - Mrs. Lowe suggested that we have a banner printed.
 - It would primarily be used for the EXPO.
 - It could also be used for MYN presentations.
 - It was decided that the banner would be six (6) feet by three (3) feet.
 - It would include the COAD logo.
 - The colors would be red and navy blue on a white background.
 - Mr. Brandon will pay for it and be reimbursed.
 - Pat White talked about the HOA at the Spruce Creek Fly-in:
 - They would like a COAD presentation of MYN at their next meeting on 28 April, 2016.
 - They are also very interested in funding a CERT team for their neighborhood.
- Our COAD's third EXPO on preparedness for all types of disasters was discussed next.
- Mrs. White has spoken with the manager at the Lowe's in Orange City.

- Mr. Parkhurst suggested having factory representatives on hand at the Expo in addition to the people we have had in the past.
- Mr. Brandon said that he hoped there would be specific activities for children such as:
 - Mini-workshops to teach, for example, how to build a birdhouse.
 - Fingerprinting which can be done by the Sheriff's Department.
- The next topics of discussion were in regard to our General Membership meetings:
 - The next meeting will be on 16 March, 2016.
 - The speaker will be Ken Skalitzky who is with Volunteer Florida.
 - Suggested talking points are:
 - How our COAD can interact with Volunteer Florida
 - CERT
 - Building partnerships
 - Mr. Bruno said that he would like to make the General Meetings as informative and interesting as possible. Potential speakers might be:
 - The new director of the Volusia County Health Department.
 - Someone to speak about fire evacuations and escape plans.
 - A weatherman from a TV station who could include the actual activity of having everyone present to put the weather APP on their Smart phone.
 - An insurance person.
 - Make use of the great variety of speakers now available through our COAD's membership in One Voice for Volusia.
 - Mrs. Lowe suggested that we find a way to fund the giving away of one weather radio at each General Meeting.
 - Mr. Bruno went on to say that we should investigate through the Emergency Operations Center (EOC) the getting of a grant so that we can buy weather radios for people who can't afford one.

- There was much further discussion about the organization, On Voice for Volusia. The meetings are on the second Wednesday of each month at 9:00 AM. Audriana Law will act as our representative. Mr. Bruno and Karen Selvaggi will try to attend the meeting on 13 April, 2016.
- Mr. Bruno brought up the topic of our having a newsletter.
 - Even though they are expensive to produce perhaps we could get advertisers to off-set the costs.
 - It could give up-dates on what we are trying to do.
 - There could be a feature article every month.
 - It would be good to do it in printed form as well as electronically.
- Discussions continued on the following topics:
 - Mr. Brandon suggested that we have business cards with the COAD logo and information which could be handed out at various meetings attended by our Steering Committee members.
 - We should try to get more business involvement. Mr. Bruno asked for comments and suggestions.
 - Mr. Brandon said that we should reach out to other chambers of commerce throughout the county and follow through more thoroughly with Nancy Keefer, CEO of the Daytona Beach Chamber of Commerce.
 - Mr. Bruno said that because we want to support local businesses and not the “fly-by-nights” who come in after an event happens, perhaps speakers from businesses could talk about the help and support they could provide during recovery activities.
 - Some businesses may provide a team to physically help out.
 - The two matrixes previously developed were discussed. These lists detail the type of support which might be given by specific entities and businesses. Both of them need to be considered “living documents” which need periodic up-dating.
 - A summary question was then asked by Mr. Bruno: “How do we get everybody involved?”

- Charlie Howell suggested that we need to go back to review our original purpose. It's possible that we have somewhat deviated from it. Unless it is an undeclared disaster, we would be working through the EOC.
- Mrs. White pointed out that one of our primary purposes from the beginning was to help those people who “fall through the cracks” like what happened during the Terra Mar event. People need help until their insurance kicks in.
- Mr. Parkhurst pointed out that the ordinary citizen is not going to know to call ESF 15 at the county level. He went on to say that we could be the “keepers of the knowledge” with lists of businesses and support groups. Mr. Howell agreed that this would be a productive methodology.
- Mrs. Lowe suggested that there could be a teaching time at the General Meetings in addition to a speaker. Examples she used were learning CPR and establishing escape routes from a facility.
 - We need to promote our organization.
 - We could use someone from a TV station and perhaps we could get some advertisement on the channel because of using one of their people as a speaker and teacher.
 - We may need to pay for advertising.
- Mr. Bruno next asked each Steering Committee member if there was something further to be discussed.
 - Ms. Law has put a disaster section on the United Way website with suggestions and pointers. It includes an area with an application for people interested in registering to volunteer as well as to list their specific skills and other information. She also briefly discussed the topic of the software purchased by the United Way which we would have access to. At this time, the issue is on hold waiting for further investigation of other software.
 - Mrs. White reminded all of our members that we need to be sure that our own homes are secure so that we can indeed help others when the need arises. She also suggested that this preventative type of

discussion could easily be included in the presentations of MYN and went on to say that grants are available at the county level to help people with this type of thing. Mr. Brandon asked her to put together a package on this topic which could be used at the MYN presentations. It was noted by Mrs. White that there can be a huge savings on home insurance if it is inspected after changes such as putting up shutters are made.

- Mrs. White also talked about future training sessions which would be very valuable to our members. She will continue to forward emails on these topics.
- Mr. Howell reviewed the General Membership list in preparation for sending an email blast announcing the next General Membership meeting.
- Mr. Howell also went on to have a long discussion about a federal law dealing with spam and that we need to be absolutely certain that the email addresses given are for the specific purpose of our COAD'S contacting them.
- Mrs. Selvaggi discussed the fact that we are missing out on how we can get monies from donations and grants. She went on to talk about our rebuilding our membership and using our September General Meeting as the time to restart all of this type of work.
- Andrea Brandon, secretary, asked those present to review the Steering Committee member list and email any corrections.
- Mr. Brandon suggested a list of future agenda items which need to be reviewed, revised and/or re-addressed.
 - Our list of partners in COAD which includes non-profits, schools, the faith-based community, businesses, and the government.
 - The COAD flow chart showing movement of activities from the Steering Committee to and through the Strike Teams.
 - School involvement both public and at the university level.

- Possible Reader’s Editorials
- Advertisements
- A Master Class or Seminar for disaster preparation
- The Activation Calling Tree which needs to be totally revised
- Quadrants of the county with contacts for each one
- Lists such as membership, the Resource Matrix and the Capabilities Matrix need to be up-dated.
- Frank Lewandowski gave two up-dates:
 - The software being developed by the LDS church for the specific purpose of training in the setting up of a Volunteer Reception Center (VRC) is taking shape and is almost ready to be used. It will be shared with the Florida VOAD.
 - There will be a VRC training exercise in Orlando in partnership with the Florida VOAD.
- Mr. Parkhurst said that the Red Cross is continuing the smoke alarm events to help with community safety.

The meeting was adjourned at 11:40 AM.