

Volusia Community Organizations Active in Disaster (COAD)
Steering Committee Meeting Summary – 11 April, 2017

The meeting was brought to order at 10:04 AM by Frank Bruno, Chairman.

Members in attendance:

Brandon, Andrea	Brandon, Gerald	Bruno, Frank
Clements, Jim	Greenberg, Warren	Howell, Charlie
Lewandowski, Frank	Martin, Francis	Troxler, David

- Mr. Bruno began the meeting by stating that we in Volusia County are still in a recovery mode from Hurricane Matthew and will be for months to come. He went on to say that we need to try to get as much grant money as we can in order to be able to help people who are still in need.

- The next topic for discussion was our next Expo:
 - Mr. Bruno has spoken with Pat White who has said that it is time for us to start gearing up.
 - Jerry Brandon, Vice-chairman, said that he also had been in communication with Mrs. White. Discussion points were:
 - Where:
 - Home Depot
 - Lowe's
 - Walmart
 - When:
 - We need to keep in mind that it takes approximately 6 weeks to gear up
 - June is the beginning of hurricane season.
 - Mr. Bruno said that Mrs. White had suggested enlarging the whole concept and having this Expo at the County Fairgrounds.
 - He also talked about the possibility of combining it into a Health Fair and Hurricane Expo. This would need a lot of advertising but would possibly get to a lot of people.
 - Francine Martin who is with the United Way, said that there is a calendar of events that the United Way participates in. She will forward it to Mr. Bruno and Mr. Brandon to see if there might be something that we could “piggy-back” on for our Expo.

- Mr. Brandon went on to say:
 - We need to begin soon. We're in mid-April and hurricane season starts on 1 June.
 - We need to capitalize on the fact that disaster planning is at the forefront of everyone's mind because of Hurricane Matthew.
 - Who do we want and/or need to target?
- Mr. Bruno said that he is open to holding our next Expo at a place other than a Lowe's or Home Depot such as CVS or Walmart.
- Pastor Dave Troxler said that no matter where we hold the Expo, we need to catch the people on their way into the store, not after they have done their shopping.
- Mr. Brandon said that perhaps a change of venue to a place like Walmart would work well since we would be targeting people who are doing a different kind of shopping.
- This discussion continued:
 - A major key is communication.
 - Station Telemundo which is tied to the Spanish Chamber of Commerce advertised the last event in which they were involved in Volusia as well as surrounding counties. The result was a very large turn-out from the public. This event included tables for several different kinds of companies such as mortgage and title companies as well as banks.
 - Mrs. Martin will check with this Chamber of Commerce to see if we can join in their event.
 - Mr. Brandon talked about what needs to happen if we do this next Expo on our own:
 - We should set up certain events and classes which will coincide with this event such as the ones promised by Lowe's which unfortunately did not happen.
 - Simply setting up a table and handing out our materials will not be sufficient.
 - We should have something scheduled, perhaps on the hour, to bring people in and also pique their interest.
 - These scheduled classes, as well as our Expo, need to be advertised as much as possible.
 - Perhaps a coupon booklet, valid only on the day of our Expo, could be given out as further advertising as well as giving an added incentive to attend. This type of thing must be approved by upper management which would take more time than we have this season, but which might be able to be done next year.

- It was noted that one point in which the general public needs more direction is what to do if they have to evacuate:
 - Have a “go bag” ready which is sufficient for all members of the household including pets.
 - Be aware of what needs to be taken to a shelter, including medications.
 - Mr. Bruno suggested that if we did do this at the County Fairgrounds we probably could get Lowe’s, Home Depot, and Ace Hardware to help sponsor the Expo.
 - It was further mentioned that we can get some help with the advertising by using local radio stations who have already agreed to work with us:
 - Goliath - Ormond Beach
 - WROD - Daytona Beach
 - WSBB – New Smyrna Beach
- Mr. Bruno said that he thinks our goal right now needs to be focused on long-term issues.
- Mr. Brandon suggested that our goals should actually be three-fold:
- Long-term
 - Short-term which would include MYN (Map Your Neighborhood) and CERTS programs
 - Education of the general public about preparedness. This is a major reason for our Expos.
- Mr. Bruno expressed mounting concern about our COAD’s future.
- We are still not getting support from the county.
 - We seem to be “spinning our wheels” a great deal of the time.
 - We need to work with the other organizations that have been mentioned during our Steering Committee meetings.
 - We need to get the MYN and CERTS programs moving actively.
 - He raised the question of whether we have the structure to do this?
 - Much discussion ensued regarding all issues with COAD and CERTS.
 - Mr. Brandon asked Frank Lewandowski how the LDS church managed to get the VRC (Volunteer Reception Center) activity together so successfully.

- Mr. Lewandowski's answer was that they had unity and a willingness to work together toward a common goal.
 - Mrs. Martin brought up that people in the state of Florida are ranked lowest in the country in the amount of volunteerism done.
 - It was then suggested that maybe we should tap into using businesses and corporations as partners where their employees would volunteer. Then we could work in teams rather than as individuals.
 - Charlie Howell said that the former president of the Hispanic Chamber of Commerce is Carlos Balderrama. His phone number is: 321-206-8377. He could be a contact for this group.
 - Perhaps we might want to add a couple of social events, extending invitations to possible partner businesses, corporations and various other groups to send a representative. In this way we could form a bond with them which could be used in the future. The social event could be a dinner, lunch, breakfast or simply refreshments at a meeting.
- Mr. Brandon asked Mr. Bruno about talking to Hyatt Brown with Brown and Brown Insurance about a low-cost liability insurance to be used with our COAD and with CERTS. This went along with something that Mr. Clements had brought up earlier regarding liability issues as well as the lack of county backing.
- In Plantation Bay, the CERTS was disbanded because of the lack of support from Flagler County.
 - He noted that all we as a COAD do is train individuals to become a team using the skills outlined in the CERTS program.
 - Liability should be as it has been in the past, a personal issue. We should get back to the simplicity that it was.
 - Grants are for equipment. However the backing of the local business community would be sufficient to be able to get the backpacks as well as all the other supplies involved.
- Mr. Brandon went on to say:
- Matthew was the 10th largest hurricane to hit here and we really “dodged a bullet”!

- We need to capitalize on the public awareness generated by the damage done and the number of deaths it caused.
 - The general public needs to really understand that these things happen and that they must know how to protect themselves and their families.
 - Therefore, the concepts and training given in the MYN and CERTS seminars can be critical.
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- Mrs. Martin suggested that we have some type of visual aid to be shown at our Expo which would emphasize the destructiveness of these types of disasters. It would help to drive the point home to the public in a way that just talking about it simply does not do.
 - Mr. Lewandowsky said that there is a video put out by Tallahassee on an APP called, “Last House Standing” which is very effective.
 - Mr. Lewandowski then made a motion to adopt the minutes of the Steering Committee meeting of 14 March, 2017 as presented. Seconded by Mr. Clements, the motion passed.
 - It was decided to cancel the May, 2017 General meeting due to the Governor’s Hurricane Conference that same week.
 - The meeting was adjourned at 11:06.