

**2023 First There First Care Gathering of Eagles
Committee Meeting
January 11, 2023
MINUTES**

ATTENDEES: Meeting started at 9:35 am

Randi Alfonzo, Steven Carter, Bruce Caruso, Johana Cinque, Vince Cinque, Todd Draizin, Jessica Fischer, Joel Gordon, Jaime Greene, Kelly Keys, Wayland Morrison, Sergio Pellecer, Paul Pepe, Candace Pineda, Cliff Ricketts, Tim Roche, Jacqueline Sandoval, Rachele Solomon, Marc Vermont, Alison Zerbe

PHONE: Ngoc Huynh, Jeff Levy, Colleen McMahon, Jeff McMahon, Vanessa Quiles, Kristin Schmalz, Rick Sluman

I. CALL TO ORDER

- o Please silence your cell phones
- o Minutes approval from December 7, 2022 FTFC Committee Meeting
Committee Meeting Minutes from December 7, 2022
MOTION to Approve the Minutes
Motion made by Chief Marc Vermont
Seconded by Candace Pineda
MOTION passed unanimously

II. OLD BUSINESS

- Chair's Report – Chief Draizin
 - o FCABC Eagles MOU – Amended 2022 for the Eagles had a profit from last year and will rolled the profit into this years' agreement. Amended for money to remain in FTFC account. Now working on the new MOU for 2023.
 - o Website and SEPI Marketing Agreement Update- SEPI (a company that creates websites and optimizes for searching the website) is revamping the FTFC website, and creating market material (consistent) at a cost of incredibly reasonable @ \$600/month. They do graphic of media but not printing. Agreed to three social media bursts each month through FaceBook Twitter, and Instagram. They will be creating advertising with Chief Gordon.
- Vice Chair's Report – Chief Caruso
 - o ALS Shirt – sketch went back to ArtWorks for the changes they made last meetiing. As soon as they get returned he will send them to the committee.
 - o Committee Polo Shirts – Chief Cinque has been working with the same company from last year and reusing last years' because they are not dated. Will be ordering for new committee members and anyone that needs a new shirt.

- Chief Cinque was wearing a shirt from a new provider to update polo shirt and work shirts that will work with the temperature at Hard Rock and can be worn over uniforms.
- Grant \$59,500 for the Fire Chiefs' Association and used for scholarships for fire rescue, private providers, and nurses. It was approved by the County Commission and pending State approval.
- Commemorative Pin – FTFC is leaning towards red Option B . Even with only 800 they will charge \$3.00 per pin. Some committee members, if continuing with the pins yearly, would like it to be changed more than the number 26. Chief Caruso freshened up GOE and looks like an Eagles' guitar. He will be giving them out to committee members, VIPs, and selling the remainder. Chief Caruso working with company in California and he will email them to see if they could fit 'Doing more than ever before' on the neck since Garthering of Eagles was legible. He will bring it back to committee.
 - Have about 800 to sell, leftover from last years' 1,500.
 - If FTFC put a pin at each place at the Fire Chiefs' meeting and each place at the EMS Chiefs' meeting that's a couple hundred pins.
 - Chief Caruso wants to give it three years to see if pins should continue.
 - Johana Cinque mentioned pins every five years.
- Finance/Budget Report – Chief Cinque
 - Finance report – FTFC has their own bank account. They were able to link the new account to the website for vendors and exhibitors. Pending approval after the E-Board meeting they will send invoices and prospectus to their sponsors, and exhibitors from last year. Once they start getting returns they can start having regular reports.
 - Budget Sheets – built budget sheets for the subevents based from last year. Some increased costs with Eagles Creek coming back to Hard Rock and how they will offset. Credit cards are now linked to the FTFC website.
- Vendor/Sponsorship Report – Chief Cinque
 - Vendor/Sponsorship Update – The big change is the Experience Hall which is a SIM lab and a personal touch. This was attractive at the EMS World in Orlando. It was a large area near the Exhibit Hall with a limit number of additional booths. If you were a 'Stryker' spending a few hundred dollars a square foot in the exhibit hall they could have an additional area in the Experience Hall for particular hands-on presentations, classroom, or theater seating. Currently, they limited it to 12 exhibitors. Everybody entering the Experience Hall gets scanned. They priced it less than EMS World. One of the things that was a problem in the main exhibit hall is people walking past, shaking hands, and interrupting.
 - They discussed directing traffic to Experience Hall, possibly from Fire Chiefs' meeting. Fire Chiefs' do not get badges. They discussed them registering and getting badges and possibly a link for just for Fire Chiefs that could also track their participation.

Registration goes through FFCA. Candace Pineda has that information.

- Exhibit Hall open at 10:00 a.m. (close at 6:00 pm) on Tuesday, and Wednesday to allow for opening ceremony and creates consistency. Thursday opens at 8:00 a.m. because the exhibitors depart at 4:00 p.m. and breakdown is after Eagles finished. Try to keep exhibitors from leaving before 4:00 p.m. on Thursday. Thursday break between 3:00 p.m. and 4:00 p.m. Chief Draizin said to Dr. Pepe if GOE could have their break around same time that could keep exhibitors in their booths.
- A new address for Chucks Payable, the old address was in Plantation. Chief Caruso said they need to emphasize to sponsors and vendors that new address. But, not removing old address right now. New address is more convenient for Chiefs Draizin and Cinque to check the mail frequently.
- Prospectus – completed and sent out through the E-Board and vendor committee. Randi Alfonzo helped with the changes. When they studied prospectuses from EMS World, FDIC, FDOA they used a table format in some of the different levels. FTFC included the details on subsequent pages, and major exhibitor questions and answers.
- MOU Update with FFCA – Chief Cinque expects to finalize this with Ngoc and Ray next week.
- Event Coordinator Report – Lieutenant Johana Cinque
 - Conference Update – Johana is meeting with Hard Rock today to discuss hotel accommodations for appropriate amount of room blocks and separating since GOE coming back to Hard Rock. (She will also ask about scafolding, ceiling anchors, and breakfast).
 - Johana has preliminary diagram for space planning.
- Registration Report – Chief Levy
 - Registration Update – Last night they went live with the link, thanks to Ngoc. Went live with link for registration for sponsors and exhibitors and ready to take payment. e wants to set up a meeting with the players to discuss participant registration.
 - How are they going to do it from Grant perspective? Last years' account codes became too cumbersome. He wants to make sure all TEN/CEN Nursing Symposium, and Resuscitation Academy, is registered through Swoogo so all people are accounted for and get badges. Resuscitation last year was unsure where to check in and they came to Registration for questions.
 - Will send out an email for Zoom meeting within the next few weeks to get registration for participants ready to go for the first week of February.
 - Registration Hardware/Software rental – Ngoc has it locked in for the equipment through Swoogo.
 - Chief Draizin will asked Chief Pellicer to put Registration's link on the current website in case vendors go there first.

- EMS Speakers Report – Chief Carter/Chief Shaw
 - Speakers Update – In the next few weeks they will be sending out contracts and confirming content. Next is to get the agenda 95% complete to have Registration set up. Chief Draizin said that February 7 is the hard date for Registration to go out. He needs all content for all the speakers for the prospectus no later than January 31. Chief Gordon said to share the info on confirmed speakers with him to send out to SEPI marketing. Dr. Pepe mentioned about the keynote speakers that Dr. Lori Moore has now been named the Fire Administrator for the U.S. Government. She has been liaison for EMS with the Eagles.
 - Training Classes Update –
 - Added two sessions of Active Shooter workshop partnering with University of Miami.
 - Two-hour MIH panel.
 - Health and wellness component partnering with AT&T and other vendors on Monday.
 - Honor Guard, if as big as expected, will affect other things that will happen. First day they would need a half day to set up and walk through. Discussed when to do this. The second day would be complete competition. Those who say they want to be part of the competition are all paramedics and fire fighters. It will be a full day with no breaks and then the awards, and last man standing. She wouldn't be able to do 20 teams, do a walk through, and answer questions for this new competition in one day. Johana said they may be able to do two days. Could do the walk-through and set up on Sunday going into Monday.
 - Tuesday they have resuscitation workshop and various other events.
 - Wednesday – area trac, trauma, two session with Dr. Pepe-Eagles, other sessions, plus panel session about events in the West Coast and lessons learned.
 - Marketing opportunity for conference is teaching specialized EMS standards targeting EMS testing standards.
 - Dr. Pepe will included sessions addressing wellbeing of females, homelessness and reorienting crews to deal with this population, family approach to patient care, EMS standards for future, and fellowship. Fellowship will help increase attendance.
 - National Association of EMS Physicians is having annual meeting in Tampa, January 23-28, 2023.
 - Thursday and Friday is the GOE and conference, and EMS Chiefs.
 - Leadership Symposium Update – Will have other leadership-type sessions other than symposium.

- Cadaver Lab Update - Cadaver lab has been able to confirm with the precon day, Monday, with Teleflex. They have 96 participants. They are partnering with them to get a second day with another vendor.
- Nursing Trac – Kelly Keys
 - Tuesday is Nursing Symposium. They are having a discussion on who is going to handle the speaker contracts for the nurses. Last year Coalition handled speakers. She had conversations with Johana and Vince Cinque and through the State if acceptable to pay the Fire Chiefs and have them do the speaker's contracts. Hopefully have answer to share within the next couple days. and she will continue to work with Johana and keep E-Board updated.
 - The Healthcare Coalition can't cover CENs, so the CENs is not here on Tuesday. Wednesday and Thursday as in the past. She asked if this group wants to move forward? Would need to find a sponsor since Healthcare Coalition won't cover CENs. Chief Caruso said they had preliminary discussions and they sent it back to the nurses. Is CENs invaluable to hold? Thought nurses felt the Critical Care Course was more valuable. Candace Pineda thought CENs should be eliminated. They can bring it back next year if there is a demand.
 - Coalition class commitments - \$18,100 allocated for the Nursing Symposium. That will cover room reservations, AV, and all speakers.
 - Co-Chair is Jessica Fisher
 - Critical Care course update – A five-day course and it takes them out.
 - ABLs – They have some money being reallocated out of the Coalition's budget. Board of Directors meeting on January 18. Kelly is trying to increase in funds for the ABLs. If she has to pay ABLs separately she will have to get approval from the State.
 - Thursday is open and they would have room for ABLs.
 - By the 1st they should be able to give a more formalized draft and have finalized by the 7th. Nursing Symposium's agenda potentially involve paramedics and other types of disciplines.
- Health and Safety Report – Captain McMahon
 - Flu going around but is decreasing. The current variant is HBN2 is responsible for 70% of the cases now. In Broward there are around 3500 COVID cases, 7500 Dade, 2500 Palm Beach. Positivity rates are 17.3% Statewide, and in Broward 18.6%, Dade 18.8%, Palm Beach 19%. They estimate that 30% of the positive are not reporting. The common variant right now is the BQ.1.1 for 34% of cases, followed by XBB.1.5 for 28% cases.
- PIO Report – Chief Gordon
 - Starting to push heavy on PR to put on the website. Faster put on website the more interest. If they get information they can market within 24 hours, i.e., nursing marketing.

- ‘*Save the Date*’ cards are in production. Will be ready for Fire Rescue East. He needs some help distributing them there. Dr. Pepe said that the National Association of EMS Physician’s would be a great group to recruit, asking for 700 cards. Need cards by Friday. Chief Draizin said to give him a quantity and he will get cards.
- Advertising Update – He has commitments from the three media publications basically for *First Responder* and *Fire Service* have agreed to the agreement they have had the last couple of years. Five hundred dollars per insertion over the six months. FTFC gives the graphics on what publication comes up with. The big change is they have all gone to a digital version (no print). For *First Responder* instead of having ¼ page they will have a banner head to match the website. FTFC wants all the advertising to point back to website. Quicker get those turned around to push out the door.
- Because FTFC no longer have that cooperative agreement (in kind exchange) with *EMS World* that they had last year, package they have offered to FTFC is \$11,475. They have agreed to the same package as last year: advertising, social media blasts, emails, etc., and the feature article.
- Chief Draizin said he thinks that is a direct conflict to *EMS World’s* confidence. Their last years’ help with FTFC conference was very late and PR package was not timely. Chief Draizin doesn’t think we should use them. They also have a relationship with the Eagles. Chief Caruso said that now we have invested a large amount of money into SEPI and he thinks that’s what FTFC is looking for. Chief Gordon said also SEPI’s website is a direct marketing tool to reach out to the markets FTFC wants.
- It was agreed to stick to the direction FTFC was going with SEPI’s, and maintain *First Responder* and *Fire Service* (at \$3,000 each, for six placements, plus *First Responder* is giving two email blasts at no charge, and feature placement in both publications.)
- Social media: FaceBook, Twitter, and Instagram. SEPI has requested access to all accounts. Chief Gordon will find out what SEPI’s needs for them, i.e., admin access, analytic access.
- Videographer Update – Chief Gordon has finally received the videos from Jason, but they need some tweeking. One thing he like was instead of static header they have videos playing in background. Have those videos for Nursing Competition, and YouTube. Chief Draizin mentioned a monitor for videos.
- Kelly Keys mentioned partnering and advertising with ENA. Chief Gordon needs an outlet for nursing messaging. Chief Gordon said ENA advertising is very costly. Candace Pineda mentioned the South Florida Nursing Coalition was free to advertise. Candace will message Chief Gordon, and will bring back to Committee.

- Eagles Update – Dr. Pepe/Dr. Antevy/Dr. Gillmore

- Next week Dr. Pepe will contact people to buy plane tickets.
- Johana asked if Eagles had a cap on how many people allowed to be in Eagles Creek? Johana needs head count for food and space. Dr. Pepe will know in 2 or 3 weeks. Johana has a space that can accommodate 100 people. Dr. Pepe, asked if they will have smaller rooms for breakouts (10-12 people) for Tuesday and Wednesday? They will look at it.
- ALS Competition Report: Chief Tim Roche
 - Preliminaries coming together. For final he has couple questions. Would like to bring scaffolding into Hard Rock and what they need. Is there a weight concern with ceiling anchors? If it's a company they will need insurance and who's liable. Johana has a meeting with Hard Rock today.
 - What are their options for food for the day? Tell Johana what they would like and she will figure out the cost. Chief Vermont said also need food for volunteers and judges (no breaks).
 - Start time is at 10:00 a.m. with run-through team, keynote should be done by 11:00 a.m., then start the first team. Have to be finished by 4:00 p.m. because awards at 5:00 p.m. Five or more teams for finals. Breakdown as soon as possible just have to set up tables and chairs for next day for Dr. Antevy. Last year while award going they started breaking down.
- Nursing Competition Report- Krisitin Schmalz or Kelly Keys
 - Once they get numbers they can order food: refreshments in morning and depending on how many teams they have may be done by lunch. The Healthcare Coalition is sponsoring the competition. Kelly is going to be reaching out to ArtWorks for the shirts. Want to do a challenge round this year. Nursing pays FTFC for ArtWorks.
- EMS Awards Report – Chief Draizin for Chief Turpel
 - EMS Awards Program – Will be done at the Fire Chiefs' luncheon, and the Chiefs don't have to be uniformed at the Gala.
- A/V Report- Rick Sluman
 - SMP Vs. Outside vendor – Everything scheduled for schedules and rooms; will get working on that. He will talk with Johana about possibly having outside vendor. He will share at the next meeting. Nursing needs to know the AV cost. Basic screen and microphone levelier; may have session with more than one presenter. She will inform Johana, for pricing.
- Honor Guard – Jackie Sandoval
 - She has gotten with the National Honor Guard Academy. They spearheaded FDIC's confirmation every year. They want to be a part of it. She has spoken with Chief Doug Schwartz. He would want to come to the conference and bring six instructors, who will be judging the competition. They would bring everything. She needs about 4-5 flights and about 2-3 rooms.

- She needs to reach out to the vendors that did the FDIC competition to see if they want to come here.
- Jackie doesn't need to purchase any equipment. She will borrow it from BSO, or Delray or Palm Beach County. Entry fee she spoke about was \$250 last meeting, but, she thinks it should go up to \$350.
- Johana said Jackie would need to select a reimbursement, and whatever she needs for that. Chief Cinque said for her to have a Honor Guard discussion outside of here so they know how to price. People that want to come into town, but, they're not coming in for free. FTFC needs to be part of the process for getting sponsors. He was probably pricing the Honor Guard too low and they need to have an idea about cost.
- It's an all day event and Honor Guard wants to be included in food and beverage. If cafes open they can get it by themselves.
- They don't need to be sequestered but need a room for them.
- Chief Cinque needs the rules and regulations for the competition and breakdown for the registration pitch. On Honor Guard website they will change competition name to FTFC. FTFC needs Honor Guard link and details.
- Give Aways - Theresa Curbelo
 - Going to give smaller books.
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III. **NEW BUSINESS**

- To Johana, Jaime Greene mentioned the hotel needs to do a better job for breakfast for the vendors and attendees. They had one spot in the food court that was ridiculous. Johana will mention this at the meeting with Hard Rock. (scaffolding, ceiling anchors, and breakfast)
- Chief Caruso mentioned about a student discount rate. He thinks they are missing an audience to tap into. Discount the students from college and paramedic schools. Can use their school ID to validate. For E-BOARD discussion student and food discount. Kelly said for 2024 to have a student pass.
- 2024 Date – Same time next year June 10-14, 2024.

MOTION that FTFC has 2024 conference June 10-14.

Made by Chief Caruso

Second by Chief Cinque

Motion passed unanimously.

- Videographer/Photographer – Chief Draizin said we should find new one. It is important to have current photos and videos of the conference each year for advertising. SEPI said they have someone and asked for a budget number. Chief Cinque said to tell them what FTFC want and how much they charge. Chiefs Caruso and Draizin said they don't need a photographer all week, maybe on Tuesday and into Wednesday. Whatever

is busiest day. Johana said you want to capture Honor Guard and Nursing Competition. Jackie Sandoval owns a photography company and will ask what they charge. Going rate \$250/hour, and some want no less than two hours others no less than five hours. Want to find a company that does both video and photography. Jackie will provide Chief Gordon names.

- She wants Google drive instead of Drop Box for pictures. Very easy. Chief Caruso said the drive for video/photography is advertising. Chief Gordon said to identify event they want to capture and go from there. Paying for both work at the conference and the work after.

IV. SUMMARY: Schedule of deadlines, annual timeline

Next E-Board Meeting: February TBD

Next Conference Meeting: TBD

Adjourned at 11:38 a.m.