

**2023 First There First Care Gathering of Eagles
Committee Meeting
December 7, 2022**

ATTENDEES: Meeting started at 10:07

Randi Alfonzo, Bruce Caruso, Johana Cinque, Todd Draizin, Joel Gordon, Jeff Levy, Bill McGrath, Paul Pepe, Candace Pineda, Vanessa Quiles, Tim Roche, Rachele Solomon, Jaime Torres, Marc Vermont, Alison Zerbe

PHONE: Colleen McMahon, Sergio Pellecer, Kelly Keys, Tammy Nugent

I. CALL TO ORDER

E-Board Meeting Minutes from November 16, 2022

MOTION to Approve the Minutes

Motion made by Johana Cinque

Seconded by Tim Roche

MOTION passed unanimously

II. OLD BUSINESS

- Chair Report – Chief Draizin
 - Hard Rock Line of Credit – Approved to give FTFC \$200,000 credit limit (same as last year). Gave HR first deposit of \$25,000. Second deposit \$21,409 is due May 12, 2023. Final payment after the conference.
 - Eagles back at Hard Rock
 - FCABC Eagles MOU – Eagles decided they want to go back to HR so they won't be in two locations. Le Meridien will be an overflow hotel, cadaver lab, and other things. Still working on the MOU for 2023. Once they have that finalized bring it to FTFC committee to review.
 - Website and SEPI Marketing Agreement Update – Last meeting they talked about a marketing company to reach other markets to increase attendance. Lieutenant Cinque made the recommendation to have the website be more researchable and friendly. With Chief Gordon's help created a Scope of Work. SEPI marketing came in at a reasonable rate of \$600/month recreate the website, optimized it for research, create the all marketing infrastructure for print-ready, but won't print. Also in Agreement per month: five hours of web design, and graphic design. One hour of proofing removing grammatical errors and installation of new text, three hours per month/three posts per week of social media specialists using FTFC Facebook, twitter, etc., and SEPI's social media, posting the website at no cost with SSL certification, and user-friendly, imaging and licensing at no cost. FTFC can keep all imaging to be reused.
 - Chief Draizin had questions for those who vetted the companies. Any

expenses beyond the \$600/month requires FTFC approval, and no travel expenses. If the website is not ready to be launched at a certain date there was a \$300 fee/per month and Chief Draizin said there should be no fee because the \$600 includes the \$300 dollars. Additional costs need to be removed. Chief Draizin didn't know what accreditation they were talking about. On page 4., the intellectual property; means if FTFC discontinues their use FTFC retains all their property? Sergio Pellecer recommended that the intellectual property is clearly defined in the agreement. When Chief Draizin gets the agreement version that includes these points, he will present it to SEPI and move forward with SEPI based on these answers.

- Chief Caruso said that he didn't see anything about the print-ready and that's important to be put into the Scope of Work and clarify the \$600/month they agreed upon. Chief Caruso wants to include updating the website is ongoing.
- Chief Gordon mentioned SEPI's focus is primarily on digital marketing/digital platform surrounding the website and everything springs off of that. Chief Gordon said to consider not only printed material but print advertising. After these issues are addressed FTFC will move forward with a meeting with SEPI.
- State Meeting – Chief Draizin spoke to Chief DiBernardo with the State meeting. The State is definitely coming back to HR next year. All EMS meeting will be under same group FTFC and Eagles. State conference dates are Wednesday, Thursday, and Friday. State wants interaction with the Eagles.
- Vice Chair Report – Chief Caruso
 - ALS Shirts – Chief Caruso displayed an early draft of the shirt design. He was thinking more about the background and theme: 'Doing more than ever before'. ArtWorks is proposing putting two sharks, hammerhead, and traditional shark. Chief Caruso wanted the logo in the background and two sharks superimposed over the logo.
 - Committee Polo Shirts – Chief Caruso suggest continuing to wear their shirts, He will have enough shirts for those who are new to the committee. People working all week receive a couple of shirts. Looking into getting a work shirt this year.
 - Grant – FTFC accepted \$59,500 funds from the EMS grant for scholarships for fire rescue agencies, private providers, and hospitals. County Commission has approved all the grants.
- Finance/Budget Report – Randi Alfonzo for Chief Cinque
 - Finance Report – The residual check from the Fire Chiefs has been deposited in FTFC account.
 - Vendors sponsorship is having a meeting on December 13.

- Prospectus is in final phase and waiting for the PO Box. The decision to get second PO Box makes checks more available on a daily basis.
 - Budget Sheets - Committee Chairs have not received a budget sheet for this conference. Johana Cinque will send last years' budget until they get official budget sheet.
- Vendor/Sponsorship Report – Chief Cinque
 - Vendor/Sponsorship Update – How do you enter vendor registration information early for those we are invoicing and receiving payment currently? Chief Levy Ngoc is tied up with Health and Safety. She should be able to dedicate time to FTFC sponsorship before Fire Rescue East. Chief Levy said he expects to get that done before the first of the year.
 - Eagles are planning to come back to HR. Chief Draizin said the schedule is final on who's coming here. They know the State is coming back. The Eagles are back, and they know what their schedule is going to be. Now FTFC can start the space planning.
 - SIM lab may be open Tuesday, Wednesday, and Thursday. SIM lab is possible for additional sponsorship. When they decide they have space for SIM lab they will decide on what days.
 - Prospectus
 - Exhibit Hours
- Health and Safety Report – Captain McMahon
 - In the news there was talk about a new level of COVID and new flu season. Dr. Pepe said they were having deaths from Streptococcus in children UK and Ireland, a secondary complication of the flu.
- Event Coordinator Update – Lieutenant Cinque
 - Conference Update – she met with Chief Carter regarding the space planning and some ideas for topics. She displayed what they had primarily for their space. On Monday they have an active shooter component and a mental wellbeing aspect. That will give them space for the Honor Guard in the Grand Ballroom.
 - Resuscitation and the ALS competition setup are in the same place as last year.
 - Since the State will be doing Wednesday they will move them to Terrace Ballroom. There are four meeting rooms. With theater-style instead of classroom-style seating they can fit more people in the room. Wednesday end the class early to turn over room for the gala.
 - Le Meridien overflow and possible Cadaver lab – Met with Le Meridien. They are aware of hotel issues they had last year. They are willing to work with FTFC to draw up an agreement. Going to have the cadaver lab there.
- Registration Report – Chief Levy

- Registration Update - His goal is to get registration open by first of year for vendors and sponsors. Chief Levy said want general registration open by February 1.
 - First priority is Ngoc dedicating time to FTFC (dependent on Ngoc). He asked Ngoc if she could get FTFC grandfathered in for additional administrative license, but he hasn't heard back. Should have her attention by next week. Chief Levy researched the website. He will look at required fields.
- MOU update -The MOU, Chief Cinque is working on that, and Chief Levy will speak to him.
- Registration Hardware/Software rental - Hardware/software Ngoc able to secure dates with Swoogo Direct. Going to do direct print badges with lanyards. Ngoc able to increase the font size.
- Website – under website they put '*sign up here for more information*' and they have 150 signed up. Chief Levy will work with Chief Gordon to get a canned message ('*This is where we are...as sponsorship coming up...*') to send out through Ready Op.
 - Chief McGrath said they should have a sign up for 2024 conference, especially national attendees to pre-register. It will free up FTFC with the media company and a license either grandfathered or FTFC's own license. Chief Levy said getting FTFC's own license they would not be able to transfer what they developed from Fire Chief's URL; they would have to start from scratch and wouldn't have Ngoc.
- EMS Speaker's Report – Candace Pineda for Chief Carter/Chief Shaw
 - Speakers Update – Keynote speaker Dr. Lori Moore-Merill confirmed. Candace Pineda will send details to Chief Draizin and input it on the registration page. They have 50% of the speakers confirmed and invited speakers from last year. Closing on day two the plan will be the same as last year: multiple session and closing with MCI panel. Quad County EMS Chiefs' meeting on Thursday but need to work on registration piece. Will extend so Fire Chiefs' can go to Eagles conference and have their meeting.
 - FTFC's opening ceremony will be at 9:30 a.m., classes from 8:00-9:30 a.m., opening and keynote speaker is 9:30 to 11:00 a.m., following is lunch, and then afternoon session is Tuesday/Wednesday. the same as last year. Awards will be announced at the Fire Chiefs' luncheon. Keep the pipes and drums on track at the opening. Jacqueline Sandoval, honor guards, will have that covered. Still need a MC. Have opening remarks from Fire Chiefs' Association president and Seminole Fire Rescue. Need someone for keeping opening ceremony on track. Chief Gordon, MC, will introduce the keynote speaker and then leave for ALS finals; need someone to close opening ceremony. Chief Gordon will coordinate the process. Candace Pineda can have a speaker coordinate the MC opening/closing ceremony. Opening ceremony coordinator will be Chief Ricketts.
 - Training Classes Update - Candace said currently only one vendor, Teleflex, for cadaver lab at Le Meridien. FTFC is meeting tomorrow with Teleflex for their

budget, the days (coordinate it with what's happening), content, and space. Chief Cinque can get the same chartered buses as last year.

- Nursing Trac – Kelly Keys/Kristin Schmaltz
 - The nursing committee has met several times. They have emailed speakers from last year to recommit. They have interest in the west coast. Working together for evacuation in the west to coast to the east coast. They may need help with some other classes the nurses want to host. Kelly Keys needs to work with Danielle on vendor sponsorship.
 - Coalition class commitments
 - Co-Chair is Jessica Fischer
 - CEN vs. Critical Care - Kelly needs to speak with Randi for a sponsor for critical care transport. It can be done if the vendor is willing to do it. Critical Care Transport is a four-day class. They need three days classroom and a day to go offsite to use a pool. Need sponsorships because this is not on Coalitions approved list. Johana Cinque said Kelly mentioned the same instructor can do the class. Johana asked for a quote for critical care transport. Candace Pineda will catch up with Kelly this afternoon. Chief Caruso said Le Meridien may help with the pool. There is a park off Griffin Road, Patrick J. Nealy, that has an Olympic-size swimming pool. Kelly may use Martin Park's pool.
 - ABLs nursing competition Kristin Schmaltz is out this week. Kelly wants to speak later with Johana for the nursing competition.

- PIO/Marketing Update – Chief Gordon
 - Advertising Update - Ad contracts: Florida Fire Service, and First Responder have agreed to match last years' contracts. First Responder will also give FTFC editorial space. He spoke with Jeff Slepak, EMS World. They agreed to the same package as last year (which was part of a greater agreement with HMP and no actual cash but a value \$22,000). Is FTFC going to do greater agreement with EMS World or are they going to do it separately? Chief Draizin said to keep them separate. EMS World is giving FTFC two editorial pieces at no cost. EMS World going to review cost (EMS World at high end) of agreement to make it more powerful for FTFC. Agreement will be six-month consecutive January through June.
 - Chief Gordon held off on producing artwork because they will use marketing company as the standard. When they meet with the marketing company they will produce the *Save the Date* and push out rapidly. Needs to be completed very soon.
 - Videographer Update – Chief Gordon made it clear to Jason to finish the video production. Jason promised content by the end of the week. Chief Gordon expressed his disappointment with Jason. Must discuss what they are going to do this year. Get everything upfront.
 - Video/content: they had several conversation about vendor time with the Eagles and Chiefs. Chief Gordon suggested a meeting with vendors *to have 'latest and greatest meet and greet'* (each vendor will meet with Eagles/Chiefs for five minutes). FTFC would record that and produce it for

- the website.
 - Johana Cinque and Chief Carter discussed since attendees/vendors pay to get into the SIMS lab, vendors should have an adjacent room to give their five-minute presentation. Dr. Gilmore had suggested to have vendors talk about how they can improve or problem-solve patient health care issues for practical day-to-day procedures.
 - Chief Gordon suggested because FTFC has designed the logos and artwork, they should copyright them. He will get the cost, what's involved, and report back to committee.
- Eagles Update – Dr. Pepe/Dr. Antevy/Dr. Gilmore
 - Will reinforce what they do with EMS World.
 - Chief Caruso waiting for the report from EMS World about the shared revenue when meet \$4,500.
 - Candace Pineda suggested because they have it in the agreement EMS World will not record during Eagles session. After the session or at the end of the conference they could record the Eagles session.
 - Eagles will, at least quarterly, commit to deliver an article/podcast to EMS World. Candace said the \$2,200 they spent on two pushes were not worth anything. EMS World is behind on articles FTFC gave them. Chief Caruso said that they were going to deal with EMS World for advertising but not for video or online training. FTFC needs to decide what they will do with CAPCE.
- ALS Nursing Competition Report – Chief McGrath or Tim Roche
 - Bill McGrath said they have to do a walk-through soon, with Johana, about restrictions. The biggest challenge is finals. The problem is that it is hot in June and the judges are inside the training tower for eight hours with or/without AC. They are looking at locations that have AC and will be creative how they setup. If allowed, they will need some technical support from Broward County. Already talked with Broward County
- EMS Awards Report – Chief Turpel
 - Chief Draizin said the biggest problem with the award is they are not recommending people on their staff. They need to start recommending people; it was a struggle last year. Award forms have not been sent out. Need to make sure that is done. Chief Turpel needs to make a few adjustments to the forms and then they will be sent out. Fire Chiefs can go to subcommittees and let them know the deadline.
- A/V Report – Rick Sluman
 - SMP vs. Outside Vendor - Chief McGrath will discuss with Chief Cinque about technical AV needs. Chief Draizin found out FTFC can use any AV company. They are not going to use SMP. Candace mentioned there is another company that does body cam and does a lot for free. It needs to be able to be displayed on the large screens in the room. Probably can't have access to house video if

they don't use SMP. Have to rent them. Probably use FTFC own audio/video equipment. Will have a discussion with SMP. If they back out production with SMP, it will probably be cheaper, but could use SMP for the large gatherings.

- 26th Anniversary EMS Gala Report
 - Moving awards to the Fire Chiefs' luncheon. Gala will be three hours. Do they want it at the Motif and dress up? HCA wants to sponsor the gala with the logo "denim and diamonds". A problem wearing uniforms when drinking. Sponsorship level is approximately \$25,000. Chief Levy needs to know how to register for the gala. Chief Caruso suggested having a yes/no check box on registration. At the gala some people show up without registering. Chief Levy said to have a separate link for Broward Community.

III. NEW BUSINESS

- Giveaways – Huge expense providing food and giveaways. Chief Caruso says it's in the contract with HR. FTFC's commitment to HR is \$350,000; they are at \$357,000. A lot of conference have cut down on giveaways. Chief Draizin said no pins, no cups, no mugs. The pins were going to be collectables at conferences, but FTFC purchased 1500 which was too many last year. Order less this year. Chief Caruso checking with vendor to order about 800 pins this year and hope for the same price. Still have some from last year they are trying to sell. A lot of 25th anniversary cups to sell. May give this years' cups to Fire Chiefs.
 - Zoll will donate for the lanyard. Inform Zoll no do overs on badges.
- Chief Draizin said starting next year two meetings a month. E-Board and a conference team. Johana suggest have E-Board meet once a month and committee meet every other month.
- FTFC will announce to the whole community in one room, those who passed away this year.

IV. SUMMARY

Next Committee meeting – January 11, 2023 @ 9:30 a.m.
E-Board will follow Committee meeting

Adjourned at 11:47 a.m.