

VILLAGE OF GRAFTON

GRAFTON FIRE DEPARTMENT RESOURCE MANAGEMENT AD-HOC COMMITTEE MEETING MINUTES

APRIL 13, 2009

The Grafton Fire Department Resource Management Ad-Hoc Committee meeting was called to order by Village President Jim Brunnquell at 5:02 p.m.

Members present: President Jim Brunnquell, Trustee Jim Grant, Dean Proefrock, Assistant Fire Chief, Jason Dickmann-Firefighter, Karen Kottke, Captain - Rescue Squad, Jennifer Tarrantino-Aurora Health Care, Wendy Peche-Director of Employee Organizational Development-Aurora Health Care

Members absent: Don Gibson, Deputy Chief

Village Staff/Officials present: Village Clerk Teri Dylak

HEAR PERSONS REQUESTING TO BE HEARD

None.

MINUTES

Motion by Trustee Grant, seconded by Jennifer Tarrantino, to approve the March 3, 2009 meeting minutes, as presented. Approved unanimously.

REVIEW AD-HOC COMMITTEE MISSION AND PURPOSE

Chair Brunnquell reviewed the mission and purpose of the Committee. The Committee established the following mission statement at their initial meeting:

To develop processes to encourage the ongoing recruitment of volunteer Emergency Medical Services (EMS/EMT) and Fire Department personnel.

This mission statement will be utilized as the foundation to move forward and create recruitment materials.

DISCUSS AND ESTABLISH KEY MESSAGE

Fire Department representatives distributed copies of the current literature used for recruitment of members, including a recent newspaper recruitment ad, newspaper insert mailer and an open house flyer. In addition, the "New Member Orientation Pamphlet" was available for discussion.

Recruitment efforts need to define who the Fire Department is. Central to that message is the need to determine the vision of the Department.

The Committee broke down the WHO and WHAT components relating to the Department.

WHO ARE WE?

- ✓ Does the Department lead or follow the goals and objectives of others or work to set the goals and objectives for others to follow. Who we are defines what we do and the attitude towards the Department to be able to move forward to the future.

Mrs. Tarrantino questioned how many members are both firefighters and EMT's. Karen Kottke responded that approximately 10 of the GFD members are both.

WHAT DEFINES US?

- ✓ The community can count on the Fire Department / we are always there.
- ✓ GFD is a technologically advanced volunteer department.
- ✓ Professional group providing quality service to the community.
- ✓ Members have many special talents.
- ✓ Dedicated and consistent level of care.
- ✓ Proud organization that is committed to community service.
- ✓ Proud of organization and commitment to community service / caring.
- ✓ Sense of teamwork / camaraderie
- ✓ Consistent and expert service.
- ✓ Provide the same level of service as area communities, are fortunate to have funding available for training and be well supported by the community.
- ✓ Community admiration.

Trustee Jim Grant commented that the select few who are supplying service to community are about 1 percent of the population.

Chair Brunnquell questioned how the Department reacts to opportunities as they arise. Dean Proefrock responded that the Department is very conservative and weighs each opportunity on its own merit.

Mrs. Kottke informed the members that the Department is very careful when spending funds and prior to any major expenditure receives input from the entire Department.

Mr. Proefrock stated that change is needed from outside and inside the Department.

Trustee Grant asked what applicants are told when they ask about the risks associated with firefighting or EMT service.

Mr. Proefrock responded that potential members are told about the Department's safety record. GFD has a very good safety record. There has only been 1 major worker compensation claim in the past 20 years and only 1 death in 35 years. The significant training regimen of the Department is a testament to the statistics.

Chair Brunnuell questioned if the Department has any type of "awards program" for members. Mr. Proefrock indicated that the Department holds an annual "Member Appreciation Award Dinner" where significant service awards are presented. Currently the program is only internal. The possibility of opening the annual award dinner to the general public was briefly discussed.

Trustee Grant questioned the average length of service for GFD members. The average Department tenure is approximately 10-15 years.

REVIEW SHORT TERM RECRUITMENT OPTIONS

The members briefly discussed several short term recruitment options. Mr. Proefrock informed the Committee that a member of Grafton Fire and Rescue has created a Fire Department Facebook account. The site was not completed at the request of the Fire Department Board of Directors.

The possibility of joining "Twitter" was discussed. Mrs. Tarrantino indicated that Aurora has a "Twitter" connection and it has been a success. Chair Brunnuell also stated that the Village of Grafton recently established a "Twitter" account.

Trustee Grant commented that "Twitter" users would likely be a part of the target group for Department recruitments.

It was the consensus of the members to add a "Twitter" connection to the short term recruitment goal listing.

Mrs. Tarrantino questioned if the Department membership would be identified as "risk takers". Mr. Proefrock responded yes; however, there are positions within the Department that do not involve risk.

A tag phrase of: GFD - Room for everyone / A need for all was discussed. This phrase would target not only those individuals who fall into the "risk taker" category but also those individuals who just want to be involved in the Department.

Mr. Proefrock commented that, unfortunately, there are no passive members in the Department at this time. Anyone entering GFD has to take firefighter or EMS training to become a member. This requirement provides the members with a better understanding of the workings of the Department.

Mrs. Kottke indicated that there was a previous effort to organize a GFD Auxiliary for spouses of members but it did not proceed.

The criteria for becoming a member of GFD was briefly discussed. Mr. Proefrock stated that the Department does not have any established requirements; however, a physical, similar to an employment physical, is required.

The members briefly discussed the option of changing the current GFD logo to assist in better identification of the Department. This item will be brought to the membership for discussion.

Short Term Goals-Update

Incorporate “catch phrases” into the Flyers – Adjust colors to reflect a change in logo should that occur. Flyer should invoke questions about the Department and provide the necessary contact information.

The Department membership will need to determine if they want technology to be a recruitment tool. Mrs. Kottke will be discussing this option with members of the Department to hopefully start the process to implement a “Twitter” account, and join Facebook, You Tube and MySpace.

Trustee Grant questioned if reasons are given when a potential recruit decides not to join the Department. Both Mr. Proefrock and Mr. Dickmann responded that the significant time commitment for training and meetings has a definite impact on personnel deciding not to join the Department.

Mrs. Tarrantino stated that Aurora will utilize their marketing resources to create a draft recruitment flyer for presentation at the next meeting.

The members briefly discussed community awareness of the need for daily EMS service. Trustee Grant stated that GFD is a top rated Department and there is a sense of security by the community that when they call for service, service will be provided.

The possibility of some of the members questioning the need to “change” strategies was discussed. Recruitment changes will not change the core of the Department, but will provide a clearer message to the community of the services offered and will provide a fresh face for the Department.

The next meeting of the Grafton Fire Department Resource Management Ad-Hoc Committee was set for Monday, May 11, 2009 at 5:00 p.m.

ADJOURN

Motion by Trustee Grant, seconded by Dean Proefrock, to adjourn at 6:07 p.m. Approved unanimously.