

VILLAGE OF GRAFTON

GRAFTON FIRE DEPARTMENT RESOURCE MANAGEMENT AD-HOC COMMITTEE MEETING MINUTES

JUNE 8, 2009

The Grafton Fire Department Resource Management Ad-Hoc Committee meeting was called to order by Village President Jim Brunnquell at 5:00 p.m.

Members present: President Jim Brunnquell, Deputy Chief Don Gibson, Firefighter Jason Dickmann, Rescue Squad Captain Karen Kottke, Jennifer Tarantino-Aurora Health Care (via speaker phone).

Members absent: Trustee Jim Grant, Assistant Fire Chief Dean Proefrock, Wendy Peche-Director of Employee Organizational Development-Aurora Health Care

Village Staff/Officials present: Village Administrator Darrell Hofland, Administrative Assistant Melissa Depies

HEAR PERSONS REQUESTING TO BE HEARD

None.

MINUTES

Jennifer Tarantino stated that her last name is incorrectly spelled throughout the minutes, there is only one "r" in Tarantino.

Motion by Jason Dickmann, seconded by Karen Kottke, to approve the April 13, 2009, meeting minutes, with the requested correction. Approved unanimously.

UPDATE ON RECRUITMENT CAMPAIGN OPPORTUNITIES

Village President Brunnquell presented flyers that Ms. Tarantino developed as an example of what a promotional flyer could include.

Jennifer Tarantino explained that she compiled all the information that was shared at the last meeting to create a draft message for the flyers. Each flyer has a unique key message. The options are "Room for Everyone...A Need for All", "Quality, Caring Emergency Services Counted on in your Community", and "Your Partner in Serving the Community".

President Brunnquell stated that we are not looking for approval at this time. The flyers should be taken back to the Fire Department for direction on further expansion of the concept.

Karen Kottke stated that the color scheme being used for the promotional flyers is not an issue; however, a logo change was not well received by the FD membership.

President Brunnquell responded that we need to stay consistent with whatever color scheme is chosen throughout all propaganda so that it is easily recognized.

Ms. Tarantino stated that she wants to make sure what is being said in the catch line is what they want.

Don Gibson stated that the bullet points seem to be directed to different people.

Ms. Tarantino agreed but wanted the FD to look at them and determine which message is the most important.

President Brunnquell reiterated that we are looking for concept approval from the FD. Do they like the concept and the direction this is going.

President Brunnquell then questioned if we should incorporate both branding logos and try to co-brand between the two entities. Don Gibson responded that the FD has already embraced the new Village Logo and has tried to incorporate the two together.

Karen Kottke explained that she spoke with Steve Ebel, the technology person at the FD, and he does not feel comfortable with Twitter and Face Book, as he does not know enough about them. Ms. Kottke stated that she is in favor of Face-Book; however, she also does not know much about Twitter and how that would be beneficial to the FD.

Ms. Tarantino suggested recruiting a volunteer through the High School to update Face Book and Twitter for the department. Ms. Kottke stated that the FD Explorers (teens between the ages of 14 and 18 that are interested in firefighting) could do this as they are already affiliated with the FD.

President Brunnquell indicated that Jim Kacmarcik, President and owner of KAPCO Inc., has indicated that he is very interested in the initiatives of this group and may attend future meetings.

Jason Dickmann stated that the FD web site is updated pretty regularly. The site includes an electronic application and a weekly calendar that includes anything that is happening at the Department. The site also includes a member log in section.

Village Administrator Hofland stated that it is very important to stress that this is a volunteer organization, and that volunteers/new members are always welcome.

Ms. Kottke stated that the FD has a power point presentation that could be used for a presentation at a Chamber meeting or for the Citizen Academy.

Checklist of things to do for next meeting:

- ✓ Ms. Kottke to talk with Explorers regarding maintaining Twitter and Face Book.

- ✓ Invite Steve Ebel to future meetings.
- ✓ Mr. Brunquell to talk with Todd Springer, the branding consultant, on incorporating the Village brand with the FD brand.
- ✓ All documents will be given to Mr. Springer and he will now have a standing invitation to all future meetings.
- ✓ Promotional items should be added to the Welcome Wagon and New Comers Packets and given to new businesses at time of occupancy permit.

The next meeting of the Grafton Fire Department Resource Management Ad-Hoc Committee was set for July 13, 2009, at 5:00 p.m.

ADJOURN

Motion by Jason Dickmann, seconded by Don Gibson, to adjourn at 5:31 p.m. Approved unanimously.