

VILLAGE OF GRAFTON

GRAFTON FIRE DEPARTMENT RESOURCE MANAGEMENT AD-HOC COMMITTEE MEETING MINUTES

FEBRUARY 8, 2010

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, Deputy Chief Don Gibson, Tyson Novinska, Rescue Squad Captain Karen Kottke, Trustee Jim Grant, and Lisa Leider.

Village Staff/Officials present: Administrative Assistant Melissa Depies and Todd Sprenger – Branding Consultant.

HEAR PERSONS REQUESTING TO BE HEARD

None.

MINUTES

Motion by Trustee Grant, seconded by Karen Kottke, to approve the June 8, 2009, meeting minutes. Approved unanimously.

RECRUITMENT STRATEGY DISCUSSION – TODD SPRENGER

President James Brunnquell stated that he recently met with Fire Chief John Place who stated that he would like this Committee develop a marketing plan. The plan should create a new face for the Fire Department and create a greater sense of interest.

Karen Kottke introduced Lisa Leider stating that she is a new member of the Fire Department. Ms. Leider has a background in marketing; therefore, she will be joining this Committee.

Lisa Leider stated that she has done some research on the past practices of the Fire Department including where they currently are and where they want to be in the future.

Branding consultant Todd Sprenger stated that he reviewed minutes from previous meetings and came up with some tag lines and marketing ideas. He focused his recruitment ideas on recruiting EMT's. Mr. Sprenger distributed a packet that contained various ideas, tag lines, and wording that he is recommending.

Mr. Sprenger stated that the promotional ideas can be geared toward individuals or businesses. However he believed that if the Fire Department were to approach the employers and recruit people through the employer the chances of retaining them for a longer period of time may be greater.

Mr. Brunnquell questioned if we are still working in the right direction or if something has changed in the Fire Department on what direction we should be heading.

Ms. Leider commented that the ideas presented tonight were very good; however, she would like to take them back to the Fire Department membership for further discussion. She liked the ideas for recruiting EMTs; however, she believes that the approach to recruit fire fighters needs to be different.

Ms. Leider stated that the Fire Department has created a marketing calendar or calendar of events. This calendar was given to Mr. Sprenger for review and comment. Mr. Sprenger commented that the events were a good start; however, he did not believe that they would be any more effective than what they have done in the past. He believed that they needed to take a new approach.

Trustee Grant questioned if there was a timeline they were striving for. Ms. Kottke stated they would like to gain 4 to 6 people per year to maintain the current level of service. She stated that 2009 was a good year, they recruited six new people. She also noted that they like to do a big recruiting drive two or three months prior to EMT school starting so they can get the people properly enrolled.

Ms. Kottke stated that she was in favor of approaching the businesses. She noted that they have issues with the businesses allowing their employees to leave their jobs to respond to a call. Some businesses will allow employees to respond to calls; however, the employee does not get paid during the time they are off and the responder actually loses that income. It would be great if we could get the business support to allow the employee to leave with pay to serve the community.

Mr. Sprenger stated that volunteering for an organization such as the Fire Department is about feeling good about what you are doing. The same is true for businesses; however, you need to give the business the proper community recognition. He stated that it may be beneficial to create a time loss chart to present to the businesses to show that the volunteer time allowed to the employee would be minimal but the service to the community would be priceless.

Mr. Brunnquell stated that through their branding efforts, the Village has been successful at building a positive relationship with the schools and neighboring towns over the last few years. He believed it would be beneficial for the Fire Department to develop a brand and build a relationship with the schools, towns and businesses.

Mr. Sprenger stated that you first need to develop a brand. Then you need to believe in the brand and live the brand in order to achieve the brand.

Mr. Brunnquell stated that without the brand we cannot go any further. He stated he liked the ideas presented tonight but does not think we are ready to go public with them.

Tyson Novinska stated that with a new Chief in place there are some things that need to be ironed out at the Fire Department before they can move forward. There may be a new mission statement coming forth in the near future.

Trustee Grant questioned if there was a minimum and/or maximum age to be a member. Ms. Kottke stated that you must be 18 to be a fire fighter or an EMT, there is no maximum age. The Department has an explorer program for kids ages 14 to 18; however, their involvement is limited. Mr. Grant suggested talking with the American Legion Post to recruit older volunteers for EMT service.

Mr. Sprenger again stated that he believes if you worked from back to front by getting the business support recruiting efforts may be more successful. If you get the employers permission and support, you may get the employees.

Mr. Brunnuell stated that the mission statement and branding must be in place before we can move forward on this.

Ms. Kottke stated that state law requires that two people staff the ambulance at all times. Grafton requires one EMT Basic and one EMT Intermediate. We would love to have three EMTs staff the ambulance; however, there are currently not have enough volunteers.

Mr. Novinska stated that most volunteers are between the ages of 30 and 45, the seconded largest age group is 18 to 30, and people over 45 are the lowest.

Mr. Sprenger stated that we have three different areas to target, which means we need three different ways to approach them.

The next meeting of the Grafton Fire Department Resource Management Ad-Hoc Committee was set for March 8, 2010, at 5:00 p.m.

ADJOURN

Motion by Trustee Grant, seconded by Don Gibson, to adjourn at 5:47 p.m. Approved unanimously.