

**Jefferson County Homeland Security & Emergency Management
Public Awareness, Education & Training Committee
October 10, 2018
Minutes**

The Jefferson County Homeland Security and Emergency Management (JCHSEM) Public Awareness, Education, and Training Committee met at the Jefferson County Emergency Operations Center on Wednesday, October 10, 2018 at 0830 hours. Those present were Steve Allen, JCHSEM; Jeff Levesque, Jefferson County Community Ministries; Paula Marrone-Reese, Good Shepherd Interfaith Caregivers; James Sager, JCHSEM; and Brandon Vallee, JCHSEM.

Ms. Marrone-Reese, Chair, called the meeting to order at 0845 hours. Mr. Levesque moved to approve the September 12, 2018 meeting minutes. All approved.

I. Old Business

1. Goals for reaching groups
 - a. The committee continued discussion on key groups and individuals that should be on the committee or can distribute information. Ms. Marrone-Reese noted that key individuals in the faith-based community have been retiring or will be and that younger members need to be identified. She inquired how information can be distributed Mr. Vallee noted that information dissemination can include having a person sign up for the JCHSEM newsletter, following on social media accounts, to receiving hard copies of emergency preparedness information to hosting an emergency preparedness class.
 - b. Mr. Vallee inquired if the committee had reach out to specific individuals. Ms. Marrone-Reese stated that she spoke with Bonnie Gross; Shane Marrone, United Bank; and Keith Stains, who works for a Home Owners Association. Mr. Allen stated that it would be worthwhile to reach out to Eastern Panhandle Homeowners Association to distribute information. Mr. Vallee stated that he reached out to Hayley Miller, with Briggs Animal Adoption Center.
2. Goals and planning priorities
 - a. The committee continued discussion on the goals of the committee, focusing on outreach topics and finalizing the mission statement. The committee agree to keep the following mission statement: "Help organizations and individuals prepare and communicate ways to keep our community safe."
 - b. Mr. Vallee distributed a Seasonal Preparedness Calendar to the committee and discussed upcoming events that messaging should be geared towards.
 - c. Mr. Vallee reviewed the results of the JCHSEM Preparedness Survey 2018 and how the findings mirror the results of the 2018 All Hazards Mitigation Plan. He encouraged committee members to think of potential community outreach events, such as Bark in the Park or the Jefferson County Fair, training opportunities, such as active shooter training or first aid, or exercises.
 - d. Mr. Vallee discussed the JCHSEM Newsletter and how it is a tool for the committee to use to disseminate valuable information to the general public. He

encouraged committee members to provide content for the newsletter and invite people to sign up to receive it.

3. West Virginia Homeland Security Region 3 - 2018 Exercise Series
 - a. On Saturday, October 27, the “Derecho Super Cell” exercise will continue with a Full Scale Exercise throughout Homeland Security Region 3.
 - b. Mr. Allen stated that the previous exercises tested plans, policies, and procedures for Jefferson Medical Center, Genesis, Hospice of the Eastern Panhandle, JCHSEM including emergency public information, the Emergency Communications Center, and the American Red Cross.
 - c. Mr. Vallee mentioned that the Jefferson County Health Department will be distributing free flu vaccines at Jefferson High School during the exercise and encouraged committee members to inform their constituents.
4. Social Media Statistics
 - a. Mr. Vallee noted that there has not been much change in social media followership since this September meeting. As of October 10, the JCHSEM Facebook page has 3,672 followers, the JCHSEM Twitter account has 257 followers, and there are 2,346 registered Nixle users.
 - b. Mr. Vallee expressed concern regarding the Nixle platform rebroadcasting simplified messages and the National Weather Service sending numerous flooding updates. He noted that there have been several complaints about the quantity of messages being sent out to the public and this has resulted in a slight drop of registered Nixle users since September.
5. Recommended Independent Study Courses
 - a. Mr. Vallee stated that each year, a list of recommended Independent Study Courses are developed for the JCHSEM Training and Exercise Calendar. The courses that were recommended for October and November are:
 - i. IS-912 – Retail Security Awareness: Understanding Hidden Hazards
 - ii. IS-907 – Active Shooter: What You Can Do
 - b. Mr. Vallee encouraged committee members to check out the Independent Study Courses that FEMA provides. Those courses can be found at:
<https://training.fema.gov/is/>
 - c. Ms. Marrone-Reese recommended that JCHSEM includes the Independent Study Courses in the JCHSEM Monthly Newsletter.

II. New Business

1. Quarterly Partnership Luncheon
 - a. On Friday, October 19, JCHSEM will be holding their Quarterly Partnership Luncheon at Shepherd University at noon. Tickets are \$14.00 a person, payable to Shepherd University. Carla Hunter, American Red Cross, will be the speaker for the event and she will be discussing the American Red Cross’ Pillow Case Project.
 - i. You may register for this event by going to Eventbrite:
<https://www.eventbrite.com/e/jchsem-quarterly-partnership-luncheon-october-2018-tickets-50973301517>
2. 18th Annual Public Service Banquet

- a. On Tuesday, October 16, the Jefferson County Chamber of Commerce will be holding their 18th Annual Public Service Banquet at Hollywood Casino at Charles Town Races from 1730 hours to 2100 hours. Tickets are \$12.00 a person.
 - i. You may register for this event by going to the Jefferson County Chamber of Commerce Website:
<http://www.jeffersoncountywvchamber.org/events/annual-public-service-banquet/>
3. SKYWARN Basic Course
 - a. On Wednesday, November 7, JCHSEM will be hosting a SKYWARN Basic Course at Independent Fire Company from 1830 hours to 2100 hours. This course is free to attend.
 - i. You may register for this event by going to Eventbrite:
<https://www.eventbrite.com/e/skywarn-basics-jefferson-county-tickets-50757979483>

III. Member Sharing Time

1. Ms. Marrone-Reese inquired if the agenda for the Public Awareness Committee could be enhanced with additional information, such as topic spokespersons and more details for specific events. The committee agreed to look into including additional information in the agendas.
2. Mr. Levesque stated that Jefferson County Community Ministries has resources available to assist individuals and families dealing with opioid addiction. Mr. Vallee inquired if there was a flyer or additional information about the programs, in order to distribute the information to the public. Mr. Levesque reported that he was unaware if there was, but they can put something together.

IV. Adjournment

1. Ms. Marrone-Reese adjourned the meeting at 1005 hours. The next meeting of the Jefferson County Public Awareness, Education, and Training Committee will be on Wednesday, November 14 at 0830 hours at the Jefferson County EOC.