

Emergency Services Advisory Council October 19, 2022 Meeting Minutes

Members Present: Rick Baker, Director Michael Robinson, Bruce Fleming, Dan Plunkert, Michael Karolenko, Robert Buckley, Eddie Ruch, Linas Saurusaitis, Lynn Karr-Kratz, Brett Six, David Coe (virtual)

Members Absent: Commissioner Steve Wantz, Dr. Stephanie Kemp, Dr. John Murphy

Guests: Susan Mott- 1st VP CCVESA, Gene Curfman, Bill Rehkopf, Jeff Geiman

Chairman Baker opened the meeting at 19:00 with the Pledge of Allegiance and introduction of guests.

Strategic Plan Updates:

- Gene Curfman presented an update from the Strategic Planning Budget group (see attached).
 - The group cannot make much more progress toward their goals until more information is available, such as pay scales and hiring timeline.
 - The presentation outlined several budget-related suggestions and issues that need to be addressed.
- Bill Rehkopf presented an update from the Strategic Planning Corporate Communications group (see attached).
 - The group plans to review the Dept. of Fire & EMS's social media policy and other relevant policies.
 - They would also like to look at audience research, demographics and trends.
 - The presentation highlighted the importance of good internal and external messaging and outlined many suggestions for ways to market the Department of Fire & EMS.

Rick Baker and Bob Buckley requested corrections to the September meeting minutes. Dan Plunkert made a motion to approve the September meeting minutes with the corrections. Linas Saurusaitis seconded. The motion was passed.

Comments:

Mike Karolenko reported that \$500 was raised through sales of the 2022 CCDFEMS, CCVESA, IAFF breast cancer shirts. The money will be presented to the Center for Breast Health at Carroll Hospital Center on October 22nd.

Director's Report:

- Director Robinson gave an update on Chapter 37 of the County Code which will be back on the agenda for open session soon for a vote by the Commissioners.
- The MOU is still in process and is currently being reviewed by the volunteer fire companies and their attorneys.
- For FY24 the County will work with the volunteer fire companies to transition to one vendor for fuel.
- The Director announced the hiring of Tracey Estes as the EMS Billing Technician for the Department of Fire & EMS starting November 10th.
- The Director continues to work with Human Resources to begin the hiring process for uniform positions.

Commissioner's Report: Not present

Medical Director's Report: Not present

CCVESA President's Report: Nothing to report

Committee Reports:

FROPS- Eddie Ruch reports that the committee continues to review DFEMS policies.

The Chain-of-Command policy has been approved by FROPS and is ready to be voted on by ESAC. Eddie Ruch made a motion to approve the Chain-of-Command policy. Linas Saurusaitis seconded. The motion was passed.

EMSOPS -Nothing to report

Old Business:

- Review of joint ESAC/BOCC meeting
 - ESAC met with the Commissioners on October 11th. The meeting can be viewed online through the county's website.
<https://www.carrollcountymd.gov/government/commissioners/commissioners-calendar/commissioners-meetings/board-of-county->

[commissioners-and-emergency-services-advisory-council-joint-meeting-october-11-2022/](#)

-Commissioner Rothstein stated that he would like to see the MOU finalized the first week of November. He wants to see the issue settled before the new Board of Commissioners arrive.

- Discussion of new service requests

-The group discussed whether requests for new service should be reviewed by a new committee or an already existing committee. An example of a new service is a company requesting to add an aerial device, rescue squad or a third engine to their fleet and they have not had one in the past. If a new service was approved, county government would assume the maintenance cost of that piece of apparatus for the life of that piece of equipment.

-Eddie Ruch believes it should be a part of ESAC.

-Bruce Fleming added that reduction of service and replacement of service should be discussed as well.

-Rick Baker stated that accurate data is needed to make decisions about adding, deleting or replacing service.

-Linas Saurusaitis commented on the huge duplication of service that currently exists.

-David Coe relayed how the issue is handled in Frederick County which is that the Research and Planning Committee makes recommendations to the Director.

New Business:

-Bruce Fleming stated that he plans to propose several changes to the ESAC bylaws.

Rick Baker made a motion to adjourn. Linas Saurusaitis seconded.

The meeting was adjourned at 21:32.

STRATEGIC PLAN BUDGET AND REVENUE SUBCOMMITTEE

PREFACE:

UNTIL MORE INFORMATION IS AVAILABLE, OUR GROUP CAN'T PROCEED WITH MUCH OF THE WORK NEEDED TO BE DONE.

GOAL 1: Funding Requirements:

Without salary scales and the detailed plan of Department positions and hiring timelines, our group can't project the funding requirements.

We're unable to determine funding requirements and inadequacies to be able to give the Commissioners and the public any information on the Department funding needs and requirements.

Goal 2: Revenue and Cost Sharing:

The County has 4 sources of revenue available to it.

Two of the sources are on-going, sustainable and predictable:

- Taxes
- Assessments and Fees

The other two sources are time limited and one-time type:

- Grants
- Debt Issuance

Cost Savings:

(Continue reviewing budget categories for areas of savings).

GOAL 3: Budgetary Process/Model:

If this is to be a cooperative transition to one Department, the arbitrary 3% limit placed on the volunteer budgets has to be removed. The Companies need to be able to budget for the operational costs needed to complete the mission of the Department.

Company expenses are affected by inflation the same as individuals and other businesses are. The inflation rate is often higher because it's for emergency services.

The budgets should be indexed to CPI or another method to ensure the Companies have the operational funding to meet operational needs. (With the Companies budgets being reduced by the County assuming many of the expense categories, the flexibility within the Company budgets is being reduced. The Companies don't have contingency funds, as the County does, to cover added expenses. They have to cover any overages out of fund-raising funds.

The Companies and the County Budget Department need to agree upon the definition of operational and capital budget items moving forward. The County needs to realize that the Companies operate as businesses and not a governmental agency. Many items the County categories as operating expenses are considered as capital expenditures by the Companies, and in some cases the reverse applies.

GOAL 4: Service & Use Fees:

Service Fees-

A service or use fee should be established for facilities that require higher demands of service (ie. Nursing homes; extended care facilities; group homes; assisted living communities). (Custodial Care Usage Assessment)

GROWTH CREATES DEMAND → RESULTS IN USAGE/VOLUME → INCREASED COSTS

There are many nonprofit and tax-exempt properties in the County that don't pay property taxes, but still require service. Therefore, some form of service fee or assessment fee should be established for these properties.

Use Fees-

-Insurance billing for fire and rescue services. (County could bill and remit the funds back to the fire companies).

Assessments-

A one time or annual assessment should be considered for a Capital Improvement Fund to help cover the cost of equipment replacement and building improvements.

GOAL 5: Capital Planning

- Develop a plan for ambulance replacement;
- Develop a plan for replacement of Company 1st. responder units (with the County taking all of the EMS billing money, the Companies will no longer have the funding to pay for these units). Since these units are directly in support of the EMS function, the Companies shouldn't be burdened with having to fund all of the cost of replacing these units.



Carroll County DFEMS Strategic Communications Work Group

*Mission Statement: Establishing the vehicle by which information
Will be provided to all internal and external CCDFEMS stakeholders*

“Minimum Delay, Maximum Transparency”



Carroll County DFEMS Strategic Communications Work Group

Chair Bill Rehkopf, Robert Buckley, Bob Cumberland
Jeff Geiman, Sue Mott, Kati Townsley, Marianne Warehime

“Minimum Delay, Maximum Transparency”



Communications Objectives

1. Providing information to the public

“Minimum Delay, Maximum Transparency”



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2. Public Education

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4. Intergovernmental/Agency Relations

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Communications Objectives

1. Providing Information To The Public
2. Public Education
3. Marketing and Promotion
4. Intergovernmental/Agency Relations
5. Establish/Maintain Relationships With Schools

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1. Providing Information To The Public

GOAL 1: Providing Information to the Public	
Goal 1	Provide timely and accurate CCDFEMS information to the citizens of Carroll County
Objective 1A	Provide information regarding incidents and organizational matters is to the public and stakeholders
Objective 1B	Ensure maximum transparency and minimum delay in providing essential information to all stakeholders
Objective 1C	Establish and maintain the official social media platforms for CCDFEMS
Objective 1D	Use appropriate means to distribute information, including traditional and social media methods
Timeframe	July 2022 / Ongoing
Responsible Person/Group	Communications Group, PIO Committee, Administration
Critical Tasks	Establishing standards and guidelines for info dissemination to CCDFEMS stakeholders / Objectives 1B & 1C

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2. Public Education

GOAL 2: Educating the Public About CCDFEMS	
Goal 2	Educate the public and other stakeholders on CCDFEMS's mission
Objective 2A	Conduct audience research, including demographic and development trends, in order to determine the best practices and platforms for delivering information
Objective 2B	Include in educational messaging the historical evolution of the volunteer and combination fire and EMS services in Carroll County
Objective 2C	Develop and maintain relationships with government and civic organizations
Objective 2D	Develop and maintain relationships with media organizations
Timeframe	July 2022 / Ongoing
Responsible Person/Group	Communications Group, Administration
Critical Tasks	Create awareness of CCDFEMS to stakeholders including government, residents, business and civic groups / Objectives 2A & 2B

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3. Marketing/Promotions

GOAL 3: Marketing CCDFEMS	
Goal 3	Market all of CCDFEMS messaging
Objective 3A	Ensure transparency to the public and stakeholders on budget issues
Objective 3B	Ensure that CCDFEMS is the authority on external Risk Reduction and Prevention Messages
Objective 3C	Ensure external marketing of CCDFEMS Recruitment and Retention messaging
Objective 3D	Maintain regular internal communications with volunteers and career personnel
Timeframe	July 2022 / Ongoing
Responsible Person/Group	Communications Group
Critical Tasks	Establishing and maintaining programs aimed at education, public awareness and internal operations communication / Objectives 3A & 3D

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4. Intergovernmental Agency Relations

GOAL 4: Intergovernmental / Agency Relations	
Goal 4	Support CCDFEMS's relationships with Intergovernmental / Agency partners
Objective 4A	Support establishment of relations with federal, state, county and local agencies and governments
Objective 4B	Assist in the education of intergovernmental partners and agencies about CCDFEMS growth and goals
Objective 4C	Facilitate shared interests and collaborative educational opportunities, e.g. training
Objective 4D	Support efforts to establish and maintain strong relationships with law enforcement agencies
Timeframe	July 2022 / Ongoing
Responsible Person/Group	Communications Group, Director
Critical Tasks	Establishing strong relations with federal, state, county and local governments and agencies, law enforcement and surrounding fire agencies / Objective 4B

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5. Schools

GOAL 5: Maintain Relationships with Schools	
Goal 5	Support CCDFEMS's relationships with all public and private school administrations, as well as local and state school officials
Objective 5A	Support the EST program, working with county and state school authorities
Objective 5B	Support volunteer and career recruitment efforts on behalf of CCDFEMS
Objective 5C	Support Risk Reduction and Prevention Programs on behalf of CCDFEMS
Objective 5D	Support CPR/AED/First Aid Training for middle/high school students on behalf of CCDFEMS
Timeframe	July 2022 / Ongoing
Responsible Person/Group	Communications Group
Critical Tasks	Creating relationship with schools to enable a pipeline for students interested in volunteering or a career with CCFDEMS; also establishing strong training programs / Objectives 5A & 5B

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Next Steps:

NEXT MEETING: TBD

Work to further develop priorities

Review and adjust plan as needed

Address any outstanding concerns

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Questions?

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