



Council of Virginia Beach Volunteer Rescue Squads, Inc.

Meeting Minutes: Wednesday, December 17, 2014

Date/time: Wednesday, December 17, 2014 Started: 6:00 PM Ended: 8:00 PM
Location: Rescue 8
Purpose/notes: Regular scheduled meeting
Chaired by: VbRescueCouncil President
Minuted rec. by: VbRescueCouncil Secretary
Status: Minutes approved

Attendance

Present: David Coulling, Chris Dozier, Chris Florio, Tom Harp, Bobby Hill, Jay Kerr, Kevin Lipscomb, VbRescueCouncil President, VbRescueCouncil Secretary, VbRescueCouncil Treasurer, VbRescueCouncil VicePresident, Bill Walker
Absent: Mike Bradberry, Joan Davis, Nancy Gregory, Tracy Hegglund, Eric Hoyt, Tom Kiernan, Debi Leonard, Jim Rose, Erica Waldron
Invited guests: Nick Askew (Absent), Judi Baker (Absent), Kathleen Cope (Absent), Bruce Edwards (Absent), Deborah Joyner (present), Bill Kiley (present), David Luca (present), Ellen McBride (present), Pam Pietrzak (Absent), Zach Smith (Absent), Gary Wilks Sr (Absent), Rebecca Wood (Absent)

Meeting documents

None

Agenda

1. Committee business

1.A. Attendance

April Achesinski (R09 alt rep), Denny Stewart (Explorer Post) and Rich Maguire (R14) also attended.

Status: Completed

1.B. Review Agenda

Status: Completed

1.C. Approve Minutes of Last Meeting

Status: Completed

1.D. Department of EMS report, Q&A

- Crews needed on holiday shifts.
- Office is checking on patterns and processes regarding tap-outs.
- EMS-2 Town Hall meeting Feb 5th, 18:00 at EMS Training Center.



- Squad Commander Bootcamp, Jan 17th @EMS Admin.
- Special event checks should be going out soon based on which vehicle was involved; please advise EMS-2 when received.
- Money must be moved w/City Council approval to buy jump bags. DEMS will seek approval in January. Direct questions through Chief Stround.
- Looking for a squad to buy Rescue Council's former recruitment trailer.

Status: Completed

1.E. Treasurer's report

Approved.

Status: Completed

1.E.1. MOTION TO: Approve Treasurer's budget proposal for 2015

Approved.

Status: Completed

1.F. President's report

- Foundation to conduct retreat sometime around April; official notice to come from Kitty Schaum.
- Foundation awarded grant to RC for ambient CO monitors.
- Still working to arrange meeting w/R13's president.
- Will be seeking to fill Recruitment Coordinator.

Status: Completed

1.G. Coordinator reports

Status: Completed

1.G.1. Foundation Recruitment & Retention Coordinator

Status: Completed

Report

~~Robert S. Hill, Jr.

Recruitment Coordinator Summary

Council of Virginia Beach Volunteer Rescue Squads Meeting

December 17th 2014

1. 2014 Recruiting Highlights

a. 2014 radio recruiting results

i. During 2014 eight radio stations ran four 1-week marketing ads driving people interested in knowing more to call the VA Beach EMS Admin Office for more information or to the Lives Need Saving recruiting website.

a. The number of email request for more information exceeded 2013 but is slightly lower than 2012.

b. VBEMS has indicated phone calls during the ads runs high.

ii. WHRO radio testimonials run all year long.

b. 2014 Facebook Sharing results.

i. First time we have invested in paid recruiting Facebook ads.

ii. At beginning of January 2014 our Facebook reached stood at 928. As of Dec 1st 2014 Facebook reached rose



to 6,198 and climbing.

2. Other Marketing Venues.

a. Story telling about volunteer opportunities through posting of photos, video on Instagram, Pinterest, Twitter, YouTube, etc.

b. Print ads including Flagship News, Jet Observer, Tidewater Women, and India Fest 2014. In addition recruiting on the social media sites of the mentioned newspapers.

c. Traditional career fairs, malls, special events.

3. 2015 Recruiting Programs

a. Well over half of our operational volunteers were born 1980 to 1995 “Millennials”. Focus on this group primarily via social media links.

b. Continue to reach out to other age groups through targeted venues.

Sincerely
Bobby Hill

1.G.2. Halfway Luncheon Coordinator report

Status: Completed

1.G.3. Multi-squad fund drive coordinator

Status: Completed

1.G.4. Personnel tracking survey coordinator

Status: Completed

1.H. Bag Standardization Coordinator Report

Status: Completed

2. Old business

3. New business

3.A. Annual elections

- President: **Tom Harp ELECTED by acclamation**
- Vice President: Votes were 2 for April Achesinski, 5 for Chris Florio. **Chris Florio ELECTED**
- Secretary: **Kevin Lipscomb ELECTED by acclamation**
- Treasurer: **Bill Walker ELECTED by acclamation**
- Executive Committee Member At Large: Vote was 4 for April Achesinski, 3 for Dave Coulling. **April Achesinski ELECTED**

Status: Completed

3.B. MOTION TO: Keep voice recordings of all Rescue Council meetings



Withdrawn during discussion.

Status: Completed

4. Committee business

4.A. Station reports

Status: Completed

4.A.1. R01

Jay would like to see squads form softball teams for friendly competition.

Status: Completed

4.A.2. R14

Photos in Foundation photo library are for any squad to use.

Status: Completed

4.A.3. R09

April Achesinski reports there are opportunities to collaborate on contracting for stretcher, stairchair, and mounting device maintenance.

Status: Completed

4.A.4. Tom Harp to chair a workgroup...

Regarding equipment.

Status: Parked

4.B. Date Next Meeting

Status: Completed
