



# Council of Virginia Beach Volunteer Rescue Squads, Inc.

## Meeting Minutes: Wednesday, May 13, 2015

**Date/time:** Wednesday, May 13, 2015 Started: 6:00 PM Ended: 7:30 PM  
**Location:** \*RESCUE14\* <<  
**Purpose/notes:** PLEASE NOTE, THIS MEETING WILL BE HELD AT \*RESCUE 14\*. PLEASE UPDATE YOUR CALENDAR. Regular meeting. PLEASE NOTE THAT THIS MEETING HAS BEEN RESCHEDULED TO AVOID PROXIMITY TO THE DEPARTMENTAL AWARDS CEREMONY.  
**Chaired by:** VbRescueCouncil President  
**Minuted rec. by:** VbRescueCouncil Secretary  
**Status:** Minutes approved

### Attendance

**Present:** Chris Florio, Tom Harp, Bobby Hill, Bob Jasinowski, Kevin Lipscomb, VbRescueCouncil President, VbRescueCouncil Secretary, VbRescueCouncil Treasurer, VbRescueCouncil VicePresident, Bill Walker  
**Late:** Chris Dozier, Jay Kerr, Jim Rose  
**Absent:** Antonio Bland, Mike Bradberry, Chief Ed Brazle, David Coulling, Joan Davis, Nancy Gregory, Tracy Hegglund, Debi Leonard, Erica Waldron  
**Invited guests:** April Achesinski (present), Nick Askew (Absent), Kathleen Cope (Absent), Bruce Edwards (Absent), Derek Fuller (present), Deborah Joyner (Absent), Bill Kiley (present), Trevor Kirk (present), David Luca (Absent), Richard Maguire (present), Ellen McBride (present), Zach Smith (Absent), Gary Wilks Sr (Absent), Rebecca Wood (Absent)

### Meeting documents

4 documents attached to agenda items below

### Agenda

#### 1. Call to order

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##### 1.A. Attendance

**Status:** Completed

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##### 1.B. Review Agenda

**Status:** Completed

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##### 1.C. Approve Minutes of Last Meeting

**Status:** Completed

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##### 1.D. Report on metrics & relationships



Involving regional unemployment rates and the size of our volunteer component's roster.

**Status:** Completed

- roster-v-unemployment-rate.pdf
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#### 1.E. Department of EMS report, Q&A

- Awards, May 21st. Critical for leadership of all squads to be present.
- New RMS system coming
- Standardized bags coming
- City budget includes money to maintain LifePaks
- City budget includes \$75,000 for recruitment -- committee to be chaired by Bianco
- More lifeguards at Sandbridge after July 1st
- Zone car fleet to increase by 2 cars
- Make sure to submit IRS 990 on time
- Important to impress on all released members that training un-released members is part of their job
- Ambulance procurement/standardization process is definitely in our future

**Status:** Completed

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#### 1.F. Treasurer's report

**Status:** Completed

- Balance Sheet.pdf
  - Budget vs. Actuals\_ VB RC 2015 - FY15 P&L.pdf
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#### 1.G. President's report

**Status:** Completed

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#### 1.H. Coordinator reports

**Status:** Completed

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##### 1.H.1. Foundation Recruitment & Retention Coordinator

**Status:** Completed

- Bobby Hill
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##### 1.H.2. Halfway Luncheon Coordinator

**Status:** Completed

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##### 1.H.3. Bag Standardization Coordinator

**Status:** Completed

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##### 1.H.4. Multi-squad Fund Drive Coordinator

**Status:** Completed

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## 1.H.5. Ambient Carbon Monoxide Detector Coordinator

**Status:** Completed

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## 1.H.6. Recruitment Coordinator

Meeting with Bobby Hill, May 8, 2015

General conversation on Recruiting Events...initial thoughts and questions:

- 1) How we find events?
    - a) There are a number of events large and small throughout Hampton Roads which benefit from representation. Most of the larger events (ODU, TCC, Navy, ECPI Career Fairs) are supported by Bobby Hill and/or Susan Palmer, however, they can use help and we need to work to communicate about their needs.
    - b) EVERY citywide event, Air Shows, Fireworks, Marathons, Festivals, Boat Shows, etc. Should have a recruiting component and presence. It should not be the responsibility of the command structure for the events, but we need to attract members to this role and put together tools and SOPs to make this work consistently.
    - c) There are a number of smaller, low-hanging fruit events in just about every first duty area. Especially, as a first we hope to help Squads focus on the Career Day/Field Day types of events at local schools. They provide a great platform for meeting people in our communities and spreading the word.
    - d) Squads should be encouraged to have recruiting "teams" of people pre-trained with the correct talking points and knowledge on how to work these events.
    - e) Every Squad member should be periodically briefed on how to recruit in a general sense. Word of mouth remains a powerful recruiting avenue and members on duty should also know how to react when "walk-ins" show up at a station looking to join.
    - f) Events need to be covered and should be offered to Squads in their first run, however, an understanding needs to exist that allows for other Squads to cover events as needed. It is too important to miss these events.
    - g) There are a number of "Service" Organizations who always need speakers. Can we train speakers and make available a Speakers Bureau?
  - 2) What events are upcoming?
    - a) We need to work on a master calendar of events large and small.
    - b) Management of the list needs to be collaborative.
  - 3) How we can develop a "kit" to support Squads in their recruiting efforts?
    - a) What do Squads want?
      - i) Table tops/skirts
      - ii) At a Glance Flyers
- (1) One initial quotation on flyer production has been solicited from Red Chalk (Current Fund Drive Producer)
- (2) About \$3000 for professional design or all 10 flyers



- (3) Full Color printing about \$350 for 1000 pieces. Printing costs vary widely based on quantity.
- (4) Do we want an 11th, Citywide Flyer addressing the entire system and specialty teams?
- (5) Do we allow/encourage specialty teams to have separate flyers?
  - iii) Give aways (pens. Stickers, band aids...)
  - 4) What we have tired and works great or doesn't work at all.
    - a) A Continuing effort needs to be made to analyze what works for us and what doesn't so that the good ideas are amplified and the process made more efficient.
  - 5) How we currently interface with City recruiting efforts.
    - a) There is room for improvement in this process
    - b) From the last Town Hall meeting, we may need to address Orientation talking points especially related to Squad selection
    - c) How can Squads generally support and help with the Orientation program
    - d) How can the Squads support Susan Palmer and Chief Bianco in finding and staffing events
    - e) How do we ensure that potential recruits the Squads push to the City are shepherded through the process and not allowed to fall into any cracks?
    - 6) If we can support a "Blitz" day(s) where we blanket the city with all Squads setting up a recruiting Open House.
      - a) Do Squads want this? Would it be worthwhile?
      - b) How many Squads do an Open House already?
      - c) Work with Fire?
      - d) Public Safety Day?
      - e) Recruiting/Fundraising/Community Involvement/Education
      - f) Would require Coordination.
      - g) For media support - \$3,000 - \$5,000

**Status:** Completed

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## 2. Unfinished business

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## 3. New business

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### 3.A. MOTION TO...

Revert to tracking unreleased members, within OscarTRACK only, as members of their squads (as opposed to being members of EMS).

PASSED.



**Status:** Completed

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#### 4. Closing business

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##### 4.A. Station reports

**Status:** Completed

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##### 4.B. Date Next Meeting

**Status:** Completed

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