



**El Dorado County Fire Protection District
Communication Committee Special Meeting**

AGENDA

Station # 25

**3034 Sacramento St
Placerville, CA 95667**

**24-May-2024
1:00 PM**

Dial in Logistics:

<https://us06web.zoom.us/j/81604359405?pwd=fa6gww6JUImPLbwoA1mR9wbFFR2fUH.1>

Meeting ID: 816 0435 9405
Passcode: 284338

District Participants

**Fire Chief, Tim Cordero
Capitan, Jacob Poganski**

**Div. 5 Director Paul Gilchrest; Committee Chairman
Div. 1 Director Mark Brunton**

- 1) Call to Order 1:04PM
- 2) Roll Call: Present
- 3) Pledge of Allegiance
- 4) Agenda Adoption
- 5) Public Comment N/A
- 6) Communications Committee Matters
 - New Business:
 - Marshall Hospital & ECF Marketing (Fernando Diaz or Alex Write)
 - Marshall Hospital would like ECF to provide authorization to film at EDC Station
 - Press release fuels reduction project at Gold Bug Park
 - CalFire Ponderosa Crew Performing work on the Pine Hill Preserve Cameron Park Unit.
 - ECF to provide information on social media about community & resilience work.
 - ECF & CalFire PIO's working to develop message to promote defensible
 - Show case a before and afterwork perspectives & photos
 - Social media with photos & video
 - Old Business:

- Diamond Springs – El Dorado Fire Protection District Annexation
 - Increasing communication outreach
 - Defined landing page on DSF Web site
 - Add FAQs
 - Summary of the value add to go through annexation
- Newsletter
 - Annual report is taking priority
- Finance Campaign
 - In process
- Interdistrict Communication & Collaboration
 - Office of Wildfire Preparedness and Resilience (OWPP)
 - Sharing information on Wildfire Preparedness
 - Ensure agencies on communicating with consistency
- EMS & Fire Suppression Communication Campaign
 - Continuing and on going
- Confirm & Set 2024 meeting quarterly location, time & dates
 - Location; Station 25
 - Time; 1:00pm – 2:30p
 - Dates; 8/23 & 11/15
- Statistics: Oct 2023 – Dec 2023
 - Website
 - 7.3K users,
 - 16,568 total page views
 - Most popular page: “Homepage” with 6.2K unique views
 - Second most popular page: “Careers” 2.2K unique views
 - 261 email subscribers
 - Social Media

Domain	Facebook	Instagram
Page Reach /Views	6.4K	6K
Followers	11.1K	6.1K
Most Popular	10/3 Multi company extraction drills	Extraction 4 uninjured occupants of an upside-down vehicle Hangtown Creek, Placerville.
Reach	25.1K	3.3K
Reactions	532	385
Comments		8
Shares	37	32

Domain	YouTube	TikTok
Video Views	3.8K	1.9K
Subscribers / Followers	337	1,371
Lifetime Views	161K	N/A

7) Future Communication Committee meeting items;

- 8) Recap items to take to the next monthly board meeting for consideration.
 - [Marshall Hospital](#)
 - [Gold Bug Park Clean Up](#)
- 9) Committee Member Comments
 - [Is there a way to utilize a common link on ECF site to Carousel](#)
- 10) Adjournment [1:42PM](#)