



**INDIANA EMERGENCY RESPONSE COMMISSION (IERC)
COMMUNICATIONS COMMITTEE
Indiana Government Center South
302 W. Washington Street
Indianapolis, IN. 46202
November 19, 2018, 11:00 am**

COMMITTEE MEMBERS PRESENT:

Jeff Larmore—Local Government Representative, Chair
Ian Ewusi—IDHS
James Pridgen—Business/Industry Representative

COMMITTEE MEMBERS ON THE PHONE:

Stephanie McKinney—Local Government Representative

COMMITTEE MEMBERS ABSENT:

Shawn French—Business/Industry Representative
Matt Bilkey— Designee for Superintendent of ISP
Becky Waymire—Local Government Representative

The following Commissioners, IDHS staff, and audience members were present:

Dawn Mason—IDHS
Kraig Kinney—IDHS Attorney
Madison Roe—IDHS
Cara Cyrus— Business Industry Representative
Laura Steadham— Designee for IDEM Commissioner

WELCOME AND INTRODUCTION

Mr. Larmore welcomed everyone to the Communications Committee meeting and requested the determination of a quorum.

QUORUM

Ms. Mason indicated a quorum was present.

CONSIDERATION OF MINUTES

A motion to accept September 10, 2018, meeting minutes was made by Mr. Pridgen and seconded by Ms. McKinney. No further discussion occurred.

Roll Call Vote

Mr. Pridgen —Yes	Mr. Larmore —Yes	Ms. Roe—Yes
Ms. McKinney—Yes	Mr. Ewusi—Yes	

OLD BUSINESS

IERC Newsletter

Mr. Larmore opened the meeting with conversation about the IERC Newsletter discussed when Ms. Buster was the LEPC Coordinator. Mr. Larmore inquired about the future of the Newsletter and whether it was something the Committee should move forward with, and questioned where it was in the developmental stages. He also wanted to know what the timeline is for its development. Ms. Roe stated that due to staff the turnover the team is hoping to begin the newsletter by the middle of next year possibly with a June issue. Ms. Roe recommended further discussions at the March 2019 Committee meeting, and possibly creating a template. Mr. Pridgen interjected stating the Committee is looking at having a retreat and recommended discussing the newsletter as part of the retreat agenda. Mr. Larmore agreed.

Mr. Larmore discussed how the newsletter would be developed and issued. He noted the newsletter being would be electronically delivered and suggested what it would include such as stories involving what LEPCs have done well, and also about staff.

Mr. Ewusi ask how the Committee feels about the template, and explained the template would follow mostly what IDHS PIO approves of in content. Mr. Ewusi explained staff is instructed to ensure PIO reviews all external publications. He informed the Committee the newsletter would first be reviewed by the Committee for content, and then sent to PIO for approval. In addition, he discussed PIO helping with the development of the design and approved format. Mr. Ewusi also discussed making sure the IERC logo is always on the template sent out.

Mr. Larmore discussed revisiting the idea around what Ms. Buster suggested, including regular articles discussing LEPCs and activities. Mr. Ewusi requested clarify clarification that the Committee approves the PIO having the last say on the document. Mr. Pridgen approved, however he stated it needed to come back to the Committee allowing them to view the final approved copy. Mr. Ewusi stated the approval can be requested once the process has begun. He noted that an example is presentations going through PIO for approval before they are conducted. He explained PIO will read the content and develop the design, however they will give the presenter the last say on the finished product. Mr. Larmore stated he understood PIO's review is to confirm it is a professional publication, and Mr. Pridgen stated it would include determining grammar is correct. Mr. Ewusi confirmed they were correct on the process. Mr. Larmore stated PIO checking the newsletter would be a good idea to make sure the content is up to the state standards.

Mr. Larmore noted the delivery of the first newsletter in June and suggested the information from the communications committee be submitted by May. Ms. Roe suggested gathering everything for the newsletter in March and bringing it to the IERC Communication Committee to determine what would published, which allows the Committee to see the draft product. Mr. Pridgen stated if there is a retreat before the March meeting and the newsletter could be developed during that time allowing for a collective collaboration of suggestions from everyone.

Mr. Pridgen stated the IERC has not had a retreat in a couple years, and there are a lot of open issues that need taken care of. Mr. Larmore ask Ms. McKinney if there was anything she would like to add concerning the newsletter. Ms. McKinney stated no but she obtained a sample LEPC flyer

while she was in Kentucky and she would send a copy to everyone to use as an example of information LEPCs could use to reach out to the communities.

Mr. Pridgen stated there once was a newsletter called the Sercular and that can be used as an example. Mr. Ewusi noted he had copies of that newsletter. Mr. Larmore asked if there needed to be a title for the publication. Mr. Ewusi stated he did not know why the name changed from Sercular to Hoosier, and Mr. Pridgen explained the Sercular was cut down in size and included as part of the Hoosier publication to save on print cost. Mr. Pridgen understood the reason behind having IERC independence with the publication.

Mr. Ewusi asked Ms. McKinney about the flyer she received from Kentucky and stated he also received something similar from Posey County discussing LEPCs and how they operate. He decided to discuss the information under New Business.

EMAI/IERC Conference

Mr. Larmore moved to the EMAI/IERC conference discussion. Mr. Pridgen stated he had two items he would like to discuss. The first item was the IERC logo and how it was not printed on the coin presented at the EMAI conference. Mr. Pridgen ask Ms. McKinney if the missing logo was an oversight. Ms. McKinney stated it was not an oversight and from her understanding the IERC funds cannot be used for the coins, so she was advised she could not put the logo on the coin. Mr. Pridgen discussed the money given to the EMAI and how it did not specifically specify where the money had to go. Mr. Pridgen acknowledged that Ms. McKinney was correct, however, the money was transferred over to her organization and they could make the decision to take it out of their budget because they have the money to replace it. Ms. McKinney explained she understood and informed the committee it was not openly discussed. Mr. Pridgen said there have been quit a few hiccups in the process stating this is one of many. He suggested at some point in time they sit down with the group and share some thoughts with her regarding how to move forward to prevent further hiccups from occurring time and time again. He also noted they need to make some kind of decisions at least from the commissioner's standpoint from sponsoring the conference. Mr. Pridgen stated they cannot go into the conference representing a commission organization and not having visibility to the printed materials. Ms. McKinney stated Mr. Larmore and Mr. Ewusi are on the board, but are not voting members, and advised of a conference call to be occurring on Wednesday where they could discuss the topic.

Mr. Pridgen discussed the second item of concern involved push back from vendors regarding the frequency of breaks. He noted the vendors approached him asking if they were getting the exposure they should receive. Mr. Pridgen researched some past agendas and times of presentations verses breaks which showed the following schedule:

Presentations starting at 7:15 to 8:00 a.m. as a warm up session

8:00 a.m. to 10:00 a.m. actual presentation

10:00 a.m. to 10:45 a.m. as breaks

10:45 a.m. to 12:00 noon more presentations

12:00pm to 1:00pm lunch.

In addition, there were breaks from 2:45 p.m. to 3:30 p.m. and 4:30pm or 5:00pm for more presentations.

Mr. Pridgen noted conference attendees confirmed the fifteen (15) minute breaks were not long enough to visit with vendors before they had to return to their seats during this last EMAI and explained this type of schedule would give vendors a chance to interface with everyone.

Ms. McKinney agreed with Mr. Pridgen and stated she makes the agenda but advised she is only one voice. She said originally she created longer breaks but it was decided to shorten them and suggested they discuss the issue in the January 2019 meeting. She agreed to create fewer but longer breaks with longer sessions. Ms. McKinney recalled longer breaks last year and acknowledge people did not have enough time with the vendors before they had to return to the conference. Mr. Pridgen explained the schedule this year was not fair to the presenters due to people trying to get other things done in that short amount of time.

Mr. Larmore questioned McKinney about a summary bill and ask if she would be able to share that with the Communications Committee. Ms. McKinney said yes. Mr. Larmore also ask for a copy of the reconciliation report with it if available and Ms. McKinney acknowledged.

Mr. Larmore thanked Ms. Roe and Ms. Mason for all their work getting everything prepared for the awards and sent his appreciation to everyone involved. He stated there were a lot of submission for awards and stated everyone was very deserving of them. Ms. Roe suggested a different approach when submitting awards next year. She noted an example of reviewing them in more detail so there would be one award for planning and one for training. Ms. Roe stated she understands it would cut down on everyone getting an award but thinks narrowing them down will allow the awards to mean more to the counties. Mr. Pridgen discussed the multiple awards and how they were made intentionally to contribute to the value of the process, and he suggested subsets but agreed with Ms. Roe on one award for planning and one for training. He explained they tried the process earlier but noticed many counties dropped off, therefore this year they encouraged them to submit whatever they wanted to the committee for review. Mr. Pridgen state the Committee feels it is appropriate because it gives equal opportunity to counties in different regions.

Mr. Larmore indicated awards are an incentive for the LEPCs to be recognized for the work they do and Mr. Pridgen expressed they would like to see more awards presented. Mr. Larmore stated some of the categories would be challenging to judge but believes presenting awards would increase based on staff recommendations. Mr. Ewusi explained the selection and a challenge in determining awards for plans produced by vendors such as Commodity Flow Studies and noted Ms. Waymire's question regarding if the Commission was providing awards for LEPCs chooses of the best vendor they can get, or if the award was actually being presented to the LEPCs for their work. Mr. Ewusi explained the Committee discussed changing the process for the upcoming year and then hold further discussions next year.

Mr. Larmore discussed LEPCs paying a vendors to do a Commodity Flow studies and pointed out if the study is good then the award is technically going to the LEPC for picking a respectable vendor. Mr. Pridgen stated the process is acceptable because at the end of the day they are looking at the work and not the vendor since the result is to protect the citizens. Mr. Pridgen also stated if qualified people do the work for the counties then they should be recognized. Mr. Larmore agreed with Mr. Pridgen stating it is incentivizing people to complete task. Ms. Roe ask if vendors should also receive an award, in which Mr. Ewusi stated vendors are getting paid therefore payment is their award. Mr.

Larmore explained LEPCs are being acknowledged for making the effort instead stating they were not going to do it at all. Mr. Larmore stated at least they are hiring a vendor to make the effort.

Mr. Larmore suggested in the future counties show how they utilized documents created by a vendor. Mr. Ewusi suggested creating a chairman's award or something similar if needed for vendors. He asked Ms. McKinney if she had questions about awards and vendors at the last EMAI meeting, and he discussed the importance of hiring the right vendor to produce a good product by reiterating the importance of the document or plan is protect the community. Mr. Ewusi admitted he changed his original concern and determined it was a good idea.

Mr. Larmore pointed out Mr. Ewusi's previous concerns when moving forward regarding awarding counties for hiring a vendor to conduct a Commodity study and how every county could receive an award making every LEPC eligible. Mr. Pridgen agreed stating if there are ninety-two (92) counties all conducting a Commodity study that is ok, but if one county has an exemplary Commodity Flow Study it would be a separate award. Mr. Ewusi stated staff will evaluate whatever plan is turned in and decide if it is a good thing or not. Mr. Larmore deferred to Mr. Ewusi to determine what the intent is for recognizing LEPCs for Commodity Flow Studies by taking the initiative to hire someone or actually doing the study themselves. Mr. Larmore stated they would rely on staff and their position.

Ms. McKinney recalled her question from the minutes and reiterated putting credits on the credits page and describing how involved the county or LEPC was in the actually study after hiring a vendor. Mr. Larmore agreed and said the idea seemed reasonable and advised the policy can be polished up and worked on for next year. Mr. Ewusi encouraged discussing the subject at the retreat. Mr. Larmore agreed and expressed the importance of the process as an incentive for LEPCs by recognizing them for their work, however, determining who gets an award based on paying someone to help with plans or not needs to be defined. Mr. Pridgen said at the end of the day it's about what they are doing for the local citizenry. Mr. Larmore stated if they tied the Commodity Flow Study to how it is being used to benefit the community, although it is still a great product, it is not a product by itself. Mr. Pridgen guaranteed if they looked at the north where there is a market in crude oil, and they did a rail Commodity Flow Study it would rise to the top. Mr. Larmore voiced the concern again regarding how the information is used, and they need to make sure all the first responders and the elected officials are aware. Mr. Pridgen interjected by explaining typically there is an Evacuation Plan within a five mile radius as well as analysis. Mr. Larmore pointed out the recent fires in California that approached rapidly and discussed the evacuations were challenging.

Mr. Larmore agreed with Mr. Ewusi about discussing the topic at the retreat and not just make decisions but also receiving input from the LEPCs. Mr. Pridgen asked Mr. Kinney for input on whether they were on the right path by discussing the subject as part of the retreat, and to have staff make the determination which one they would bring forward. Mr. Kinney stated yes it makes sense.

Mr. Larmore discussed the topics presented at the conference and stated he thought they were appropriate. Mr. Pridgen and Mr. Larmore agreed the presentations were good. Mr. Pridgen was exceptional impressed with the speaker from the west coast. Mr. Ewusi like the presentation discussing art and its effect on perceptions.

Mr. Larmore discussed the EMAI discussions about similar formats and stated topics about Hazardous Materials or the IERC is always good. Mr. Pridgen spoke about what would occur if they called the California Department of Forestry and ask what they would do if they crossed a Hazmat storage area during those fires, or how they would prepare for it. He noted good information is available from that incident. Mr. Larmore and Mr. Pridgen discussed other incidents and how these affected first responders and response in general.

Mr. Larmore ask Ms. McKinney if she had any comments or thoughts regarding the EMAI conference in general, looking at it from the IERC perspective regarding the awards presentation, the discussions relating to Hazardous materials, or the IERC activities. Ms. McKinney said for the most part she thought everything was well received and she explained how real world presentations always go over well at Conferences. She stated there is feedback about some presentations not getting very high praise for example the gentleman from Florida but she thought everything else went fine. Ms. McKinney advised she would like to see some changes, and she thinks there needs to be discussions between Mr. Larmore, Mr. Ewusi, and the members of the Committee when they plan the next conference by considering and trying to make a different schedule. However, overall, she thought the EMAI conference went well.

Mr. Pridgen ask Ms. McKinney about \$600 overage in meals and how that occurred. Ms. McKinney reported the hotel miscounted and she was disappointed when the announcement was made at the conference over the cost of meals. Mr. Pridgen agreed he did not think that was the place to make an announcement either and stated if the miscount is correct, they need to contact the hotel and discuss the issue. Ms. McKinney said they will await the reconciliation of the bill to see how it is worked out. She noticed there were a lot of people that did not show up, so this should even out. She also said they will check the cost when the bill comes in and figure out what happened. Ms. Roe informed the Committee she sat a table with two plates of food not consumed. Mr. Pridgen questioned the process of determining the number of people attending linked to a specific number of Identification cards issued and wondered how the numbers were inaccurate. Mr. Pridgen asked how much each meal cost. Ms. McKinney explained on average it cost around \$30 a meal. Mr. Pridgen reported an organization he worked with and the cost of about \$8000 for one night of meals. Mr. Pridgen was impressed meals cost around \$30 at the EMAI conference. He stated the current cost is about \$45 per person on the low end.

Mr. Larmore inquired about the EMAI conference being held at the same facility next year and Ms. McKinney explained it will be at the same location due to signing a three year contract but she suggested they start looking at other options. She stated she is unfamiliar with the Indianapolis area so she isn't aware of a new location. Mr. Pridgen suggested a couple venues for future conferences. Mr. Larmore ask if there is a group within IDHS that conducts conference planning to talk to about ideas and pricing. Ms. Roe said she would check into it but currently she did not know of any specific groups. Mr. Larmore suggested helping the EMAI find a new venue since Ms. McKinney is unfamiliar with the area. Mr. Larmore and Mr. Pridgen asked Ms. McKinney if the three year (3) contract was the hotels idea or the EMAIs idea, and if there are incentives for signing the contract. Ms. McKinney stated she was not sure and that Ms. Jen Toby and other representative handled the contract, therefore she wasn't aware of any discounts. She also stated the EMAI is not bound to the Indianapolis area and suggest it could be held on the outskirts. She advised the main issue is parking. Mr. Larmore offered assistance from IERC's to help in any way possible since the IERCs name is on the conference as well.

Mr. Larmore asked Ms. McKinney for the dates of next year's conference. Ms. McKinney listed October 22, 2019 as workshops and October 23, 2019, through October 25, 2019, as the actual conference. Ms. McKinney suggested discussing options and ideas for the next conference under new business on the next agenda and Mr. Larmore agreed and stated he hoped by the next meeting they will have some feedback from attendees to share with the Committee members. Mr. Larmore ask Ms. Roe and Ms. Mason if they had any feedback, thoughts or comments since they attend the conference. Ms. Roe stated she thought it went smoothly. Ms. Mason stated it was her first conference and she enjoyed attending.

NEW BUSINESS

Public Information Materials for Indiana LEPCs

Mr. Larmore discussed an attendee in the audience at the last meeting who talked about the SERC/IERC and if they had materials for LEPC's to pass out to the communities. Mr. Ewusi recalled the conversation and pointed out Posey County took the initiative to submit materials a week after the conference. He explained Posey County uses the materials in orientations for LEPC members. Mr. Ewusi requested the flyer Ms. McKinney received in Kentucky, and explained he would look into creating something similar as a flyer to send out to LEPCs. Mr. Larmore ask if the documents were for the LEPCs or the public. Mr. Ewusi stated the document is more for the LEPCs. Mr. Larmore stated a tri-fold already exist for LEPCs and Mr. Ewusi explained there is also currently a factsheet. Mr. Pridgen explained the flyer is planned for LEPCs to hand out at county fairs. Mr. Larmore stated they are looking for something to hand out to the public that explains exactly what an LEPC does and where to get information. Mr. Pridgen stated they mentioned it this year but it was too late to get them printed. Ms. Roe explained the LEPC documents currently available are for the LEPCs specifically and how to be compliant. Mr. Larmore explained he would like a document that could be passed out to the public or facilities that explains the LEPCs and what it does in the community and allow the IERC to explain what the SERC is with the idea of it being a standardized document.

Mr. Pridgen discussed the importance of having a flyer for the communities, and stated he would like to see them placed in public libraries, sheriff offices or police departments, city hall, court houses, or anywhere brochure stands exist containing informational sections. Mr. Pridgen also recommended spill cards be placed in the public locations as well. Mr. Pridgen suggested having a conversation with the PIO and discussing the format of the flyer which would also allow the LEPC to affix a sticker or stamp with their information to help the LEPCs save money on creating their own documents.

Mr. Ewusi asked Ms. McKinney if the Kentucky flyer is geared more towards the LEPC or facilities. Ms. McKinney stated LEPCs. Mr. Larmore and Mr. Ewusi collaborated on creating the flyer and requested Ms. McKinney scan the flyer and email it to staff for review. Mr. Larmore ask her to scan it to Ms. Mason, and ask Ms. Mason to forward it to the committees for analysis. Ms. McKinney stated she would distribute it to all the Committee members in one email.

Mr. Larmore stated he collaborated with Ms. Buster about creating a Public Service announcement and distributing it through the radio market or television. Mr. Pridgen advised conversation about Public Service announcements occurred about three meetings ago. Mr. Larmore recalled talking to the PIO and how they would move forward with the newsletter first, then the flyers, and finally build on the message in the flyers with Public Service announcements. Mr. Larmore said he was unaware of IDHS having the capabilities, however the Indiana State Department of Health (ISDH) has a studio located at the North Meridian location. Mr. Roe stated they would start with PIO and determine who they need to speak with to create the information, and Mr. Ewusi mentioned the meeting with PIO needs to occur again.

Mr. Larmore stated Indianapolis has a local cable access channel, Channel Sixteen (16), and they are always asking for content. He said he believes all the counties have some type of local access channel which could help with getting information out. Mr. Pridgen discussed Hamilton or Hendricks County putting information out that staff may want to research. Mr. Larmore said Hamilton County created a video as part of their community outreach but he was not sure if it was something they produced. Mr. Pridgen advised permission will need to be obtained if the commission want to make copies and/or obtain the copy righted materials. Mr. Larmore stated the idea was to help out the smaller LEPCs by creating materials and information at the state level. He also emphasized how this would allow the LEPCs to focus their funding on other things they need to do.

Mr. Larmore suggested viewing the video and speaking with Ms. Pam Eldridge at Hamilton County EMA to get more information. He recalled another LEPC doing their own video and Mr. Ewusi pointed out was Madison County. Ms. Roe and Mr. Ewusi specified Madison County has their own Pod Cast that he contributed to one time. Mr. Larmore wanted to know if there was any value in the IERC tweeting or sending information out on social media. Ms. Roe suggested going through the Indiana Department of Homeland Securities (IDHS) main page to report information about the IERC and LEPC updates. Mr. Larmore suggested discussing the topic at the retreat. Mr. Pridgen stated he looked at the flyer Ms. McKinney emailed and said it was a tri-fold similar to what the state of Indiana currently has in place for the LEPCs. No further discussion occurred.

ADJOURNMENT

A motion to adjourn the meeting was made by Mr. Pridgen and seconded by Ms. Roe. The meeting adjourned at 10:55 am.

Roll Call Vote

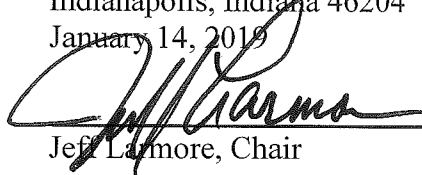
Mr. Pridgen —Yes
Ms. McKinney—Yes

Mr. Larmore —Yes
Mr. Ewusi—Yes

Ms. Roe—Yes

NEXT MEETING

Firefighter Union Hall
748 Massachusetts Avenue
Indianapolis, Indiana 46204
January 14, 2019



Jeff Larmore, Chair