



## PIERCE COUNTY FIRE COMMISSIONERS' ASSOCIATION

MINUTES April 22, 2021

Via Zoom

### **CALL TO ORDER – FLAG SALUTE**

President Tom Sutich called the meeting to order at 7:00 p.m. no flag salute was held due to meeting virtually. He requested everyone mute their microphone so there's not a lot of background sound.

### **WELCOME and THANK YOU TO HOST**

President Sutich thanked everyone for attending tonight's meeting.

### **ROLL CALL – SELF-INTRODUCTIONS**

There were 20 people in attendance.

President Sutich stated there was a wonderful recognition for Commissioner Mitchell.

### **PROGRAM –**

Vice President Moffett introduced the Guest Speaker, Jeffrey Bell, Director of Strategic Engagement for WSU College of Medicine. Thanked everyone – lives in Ponderay County, appreciates dedication and passion for what you all do in the communities you serve. Thanked for the honor to be here. He sent a guideline of his presentation to Commissioner Moffett. In 1990 started working on congressional campaigns. Federal to State to Local now. Last year worked with Stan and Chief Morrow on a levy campaign. Talked about communication in general and role in that. Fire Districts need to continually tell your story day in and day out. Great connection with communities. Always new people moving into your area. Have a plan on communication goals and objectives to taxpayers. Key statements, facts, issues to communicate. Who is the audience you want to reach? Certain demographic group. Organized and strategic. Clear and compelling message for your levy or bond campaign to be successful. What are the tangible benefits to the community for asking for money? Strong support base. Data – look at past campaigns and areas that were weaker support and why? Lists of current supports, emails, social media to communicate to. Use the media, positive relationships with reporters, etc. Engage your opposition. Elections continue to evolve. Boils down to do you have a compelling message, have the support you need and are people getting out to vote. Every vote counts.

The Association thanked Jeffrey for his presentation. Vice President Moffett stated as a token of appreciation from this association, will be sending an Association Challenge Coin to you.

### **APPROVAL OF AGENDA and TREASURER'S REPORT**

President Sutich asked if there were any changes to the Agenda. It was moved by Commissioner McElligott and seconded by Commissioner Cathey to approve the agenda and Treasurer's Report (see copy on the backside of the Agenda) as presented. MOTION CARRIED. Passed unanimously.

### **MINUTES OF March 25, 2021 MEETING**

President Sutich asked if there is any discussion or opposition. Commissioner Egan moved and Commissioner Linboe seconded to approve the minutes. Any discussion? Hearing none, anyone opposed? Hearing none, the March 25, 2021 minutes as presented were passed unanimously. MOTION CARRIED.

## **SGT. AT ARMS – NAME BADGES**

N/A

## **CORRESPONDENCE**

Nothing at this time.

## **REGULAR REPORTS:**

### **a) Regional Representative Report – Mike Cathey**

Reported WFCA quarterly meeting was last Saturday. Went over finances, are in good shape. Health Insurance will have some small changes. Chelan conference was cancelled. Will be a webinar series on May 12<sup>th</sup>, labor management and June 2<sup>nd</sup> panel on COVID 19 issues. Modified the By-Laws to be able to do electronic voting. Pierce County fell back into Phase 2. Commissioner Rankin stated an email was sent out regarding two (2) Commissioners that have passed away recently. Reservation list for the conference, filled to 325 people in 4 days. Commissioner Mitchell was honored by the Board of Commissioners for his time and work in the Association and the County Council also recognized him.

### **b) Legal - Joe and/or Eric Quinn**

Joe reported couple of items of interest – WFCA learned Federal government may support COBRA payments for 6 months for anyone laid off. Commissioner Cathey stated it was discussed, not sure if it has been approved yet or not. Other item is requests from clients on process/timing on ending emergency declarations, etc. How and when to end? Happened after Governor declared, doesn't seem going to end anytime soon. Nothing has changed yet and would wait and see what happens with this pandemic. Would keep them in place for the time being. Legislative session not a lot of changes. Should RCW 52.30.020 amendment to charge other government agencies for providing them for service. Such as housing authority.

### **c) SouthSound 911 – Debbie Grady**

Reported special study session yesterday from PCDEM Director regarding 911 excise tax and uses of it within Pierce County DEM office. Good discussion. Longstanding topic and a timely presentation. Next Wednesday is regular Board meeting. Chair is Lillian Hunter, Vice Chair is Mayor Door.

President Sutich moved Pat McElligott up on the Agenda – Reported the meeting went well, more discussion. Why isn't 911 office tied into SS911 office. Jody Ferguson did a great job on describing the issues. Clarification needs to continue on how that money can be used. Money can't be used for radios, etc. A lot more to be discussed yet. Debbie stated there is often confusion and misunderstanding regarding the differences in Proposition 1 (1/10 of 1% of tax) vs 911 Excise Tax (70 cents, SS gets 20 cents and a percentage of the 50 cents, PCDEM retains the rest about 50% of 911 fees). These are two (2) very separate taxing streams. Discussion followed.

## **STANDING COMMITTEES:**

### **a) Fire Chiefs Association - Dan Rankin / Tom Sutich**

Commissioner Rankin reported met on April 1<sup>st</sup>, Business Meeting, Speaker was from Amtrak, one of their regional emergency managers went over the passenger train emergency response training to first responders that they provide.

**b) Legislative -**

President Sutich stated he thought someone from Thurston County was representative. Asked Commissioner Cathey to touch base with replacement and invite to attend our meetings. HB1159 – from 5 to 7 Commissioners clarifies things. HB 1168 deals with wildfire, Hilary Franz looking for \$125 million dollars to fund. Hoping that will pass. SB5198 rural ambulance services. SB5338 fire district authority training for workplace safety for joining jurisdiction. SB5384 volunteer FF leave of absence. These were on high priority list from 6 days ago.

**c) Bates Technical College - Dan Rankin**

Reported he hasn't heard anything more with regards to reforming.

**d) Fund Raising Activities - Ed Egan**

N/A

**e) Annual Picnic/Potluck – Bill Eckroth and Arlene Dannat**

Commissioner Eckroth reported hasn't heard from Commissioner Dannat. Concerned since moved back to Phase 2 and have heard rumblings that we may be moved back to Phase 1. Commissioner OHarra Buttz spoke with Arlene, we should be able to cancel without a hassle. Hope we are out of the woods by July, but hard to say. Commissioner Dannat stated there's no charge for the food truck, they understand and we can cancel right up before the event if we need to.

**f) Annual Banquet – DORMANT - Mike Cathey**

Reported reserved the Country Club.

**g) Scholarship & Education - Tom Sutich / Stan Moffett**

Commissioner Moffett stated if anyone would like to submit for the fall conference to do so. Needs to be submitted two months in advance. If anyone has any suggestions on how to put fund to good use, please reach out to him.

**h) Awards Committee – DORMANT – Margaret O'Harra-Buttz**

Reported they have not met yet, emailed Ed and Stan today.

President Sutich asked Commissioner Cathey if he has the permanent award. Award company is on South Hill. Between now and December have engraved as well as the personal award.

**i) Membership – Kevin Gorder**

Not present. Commissioner Egan moved, East Pierce met and don't know protocol – have replaced new replacement for Dale. Denise to get ahold of Michelle to get contact information.

**j) Programs – Stan Moffett**

Reported not yet confirmed for May meeting, Hilary Franz lined up for June meeting.

**k) Sunshine - Arlene Dannat**

Received two emails and working on those.

**l) NAEFO – Gerry Gustafson**

Reported the met 2 weeks ago. Las Vegas is on now for September 20 and 21. 8 webinars and more coming up.

**m) Nominating – DORMANT - Dan Rankin**

**n) Audit – DORMANT - Dan Rankin / Margaret O’Harra Buttz**

Commissioner Rankin reported Denise is going to scan and email the audit paperwork to them to look over.

Commissioner Linboe update on HB1168 unanimously passed and sent to Governor’s Office to be signed today.

**o) SS911 Committee – Pat McElligott**

Reported earlier in the meeting.

**OLD BUSINESS:**

Nothing at this time.

**NEW BUSINESS:**

Nothing at this time.

**GOOD OF THE ORDER:**

Commissioner McElligott asked Ed or Mike to get back to Commissioner Holm with Dale Mitchell’s phone number.

**ADJOURN**

There being no further business, the meeting adjourned at 8:10 pm.

Submitted by:

Denise Menge,  
Secretary/Treasurer

Website: <http://www.pcfirecommissioners.org/SitePages/Home.aspx>

**2021 Meeting Schedule:**

January 28, 2021 – Remotely via Zoom  
February 25, 2021 – Remotely via Zoom  
March 25, 2021 – Remotely via Zoom  
April 22, 2021 – Remotely via Zoom  
May 27, 2021 – Remotely via Zoom  
June 24, 2021  
July 22, 2021 – BBQ/Potluck – Orting Park  
August 26, 2021  
September 23, 2021  
October 28, 2021 – No Meeting – Annual Conference

November 18, 2021  
December 2, 2021 – No Meeting – Annual Awards

## **Fire District Campaign Tips**

### **Need to continually tell your story – building trust and community value.**

If you are not telling your story, someone else is. People of constantly coming and going. You are in campaign mode all year long varying from low intensity to high intensity

### **Develop an Annual Communication Strategy**

Includes: goals, objectives, key messages, key audiences, messengers, communication channels, and budget

### **Incorporate Campaign Strategy into the Annual Strategy**

Focused on specific key audience – voters

Includes: key messages, voter segments, messengers, communication channels and budget

### **Have a clear and compelling message – The Headline – short, brief positive statement**

What is the value proposition?

Why should I care?

How much will this cost me?

Message from the voters' perspective, not yours

Validate each message point with credible facts

### **Who's on Volunteer Campaign Committee Matters**

Members should to be actively engaged in the campaign, community influencers, fundraisers, and preferably have previous campaign experience

### **Secure Your Base**

Make sure your supporters including, employees, employee families, unions, volunteers, community leaders, vendors are inspired to vote and are encouraging their family member, friends and neighbors to vote

### **Use Data**

Successful campaigns need good data. Review previous elections and identify precincts and communities where support is lagging or turnout is low and focus on building support. Check voter roles to see who is registered and where registration is light and can be improved by a registration drive. Expand your data base of email contacts and Facebook followers.

### **Identify and Secure Community Influencers**

Having the right messenger deliver to their audience brings credibility to your message and builds support

### **Use the Media – Traditional and Social**

Local newspaper still #1 source of news in rural communities. Start working in positive stories months in advance of election. Build trust with reporters and help them tell the story. Need active presence on Social Media platforms to inform and correct misinformation. Social Media ads are inexpensive and you can target your voters

### **Engage the Opposition**

Engagement can mean working to win over members of the opposition, or when that is not possible actively counter misinformation with facts. Organized opposition is typically good at playing offense but make mistakes playing defense.

### **Election Day is Ballot Mail Drop Day**

Create a 6-month campaign calendar working backwards from Ballot Drop Day. The first 2 months finalize strategy, budget, recruit volunteers and organize tactics. The next 4 months, ramp up campaign activities, advertising, activate your voters, and fundraise. Campaign effort does not end until 8:00 pm Election Day.

Work hard for every single Vote.



**Resolution No. R2021-**

**A Resolution of the Pierce County Council Honoring Fire Commissioner Dale Mitchell for his Dedication to Public Service in Pierce County, Washington.**

**Whereas**, Commissioner Dale Mitchell was first elected Fire Commissioner for Pierce County Fire District 8 in 1989 and has served for 32 years; and

**Whereas**, Commissioner Dale Mitchell was a long time and beloved school administrator in the Puyallup School District; and

**Whereas**, during his tenure Commissioner Mitchell has contributed to the community in many ways by serving as Board Chair for East Pierce Fire and Rescue, President of the Washington State Fire Commissioners Association (WFCA), Chairman of the WFCA Fire Service Leadership Forum, Chairman of the WFCA Legislative Committee, Region 7 Board Director, and President of the Pierce County Fire Commissioners Association; and

**Whereas**, Commissioner Dale Mitchell was instrumental in securing funding from Washington State to support capital improvements to the Washington State Fire Training Center in North Bend, allowing the next generation of firefighters to be trained in a facility that prepares them to protect their communities to the best of their abilities; and

**Whereas**, Commissioner Dale Mitchell played key roles throughout his career to securing funding from the community for upgrades to fire stations and emergency vehicles throughout East Pierce County; and

**Whereas**, his outstanding service has earned the recognition to rename fire station 118 in Edgewood in his honor and will be known as the Dale Mitchell Fire Station 118; and

**Now, Therefore, BE IT PROCLAIMED** by the Council of Pierce County:

The Pierce County Council expresses its deepest gratitude and appreciation for Commissioner Dale Mitchell's 32 years in public service and dedication to the community and citizens of Pierce County.

**ADOPTED** this 20<sup>th</sup> day of April 2021.

**PIERCE COUNTY COUNCIL**

\_\_\_\_\_  
Derek Young, Chair, District No. 7

\_\_\_\_\_  
Dave Morell, District No. 1

\_\_\_\_\_  
Hans Zeiger, District No. 2

\_\_\_\_\_  
Amy Cruver, District No. 3

\_\_\_\_\_  
Ryan Mello, District No. 4

\_\_\_\_\_  
Marty Campbell, District No. 5

\_\_\_\_\_  
Jani Hitchen, District No. 6

(seal)

ATTEST:

\_\_\_\_\_  
Denise D. Johnson  
Clerk of the Council