



**INDIANA EMERGENCY RESPONSE COMMISSION (IERC)
COMMUNICATIONS COMMITTEE
Marion County Health Department
4012 N Rural Street Indianapolis, In 46205
March 12, 2018, 9:00am [Start Time: 9:23am]**

COMMITTEE MEMBERS PRESENT:

Jeff Larmore—Local Government Representative, Chair
Ian Ewusi—IDHS
Stephanie McKinney—Gibson County LEPC

COMMITTEE MEMBERS ON THE PHONE:

James Pridgen—Business/Industry Representative
Becky Waymire—Morgan County LEPC

COMMITTEE MEMBERS ABSENT:

Shawn French—Business/Industry Representative
Matt Bilkey—Designee for Superintendent of ISP

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

Bernie Beier—IERC Commissioner
Charles Heflin—IDHS
Larry Hamby— Designee for IDHS Executive Director
Marc Torbeck—IDHS
Alex Straumins—IDHS
Kassandra Buster—IDHS

WELCOME AND INTRODUCTION

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

QUORUM

Ms. Buster indicated a quorum was present.

CONSIDERATION OF MINUTES

A motion to accept November 13, 2017, meeting minutes was made by Ms. McKinney and seconded by Mr. Ewusi. No further discussion occurred.

Roll Call Vote

Mr. Ewusi—Yes
Ms. McKinney—Yes

Mr. Larmore—Yes
Mr. Pridgen—Yes

Ms. Waymire—Yes

Motion Carried.

OLD BUSINESS

Spill Card

Mr. Larmore requested a status on the spill card. Mr. Ewusi reported that the spill card was developed and approved by Indiana Department of Homeland Security, Public Information Office (IDHS PIO) and recounted that the spill card was available at the 2017 Emergency Management Alliance of Indiana/Indiana Emergency Response Conference (EMAI/IERC) Conference. Ms. Buster advised that the brochure was available at the EMAI/IERC Conference, but not the spill card. Mr. Ewusi reported that staff would review the status of the spill card and have it available at the next IERC meeting. Mr. Larmore requested a status on facility tours. Mr. Torbeck reported that staff had not conducted any facility tours since the last IERC meeting. No further discussion occurred.

NEW BUSINESS

2018 IERC Communication projects

Mr. Larmore began the discussion with the first agenda item under the 2018 IERC Communication projects, the IERC Newsletter.

Newsletter (Semi-annual)

Ms. Buster reported that staff derived the idea of developing a semi-annual newsletter and exhibited an example of the IDHS Employee Newsletter. Ms. Buster conveyed that she would like the opinion of the Communications Committee and advised that the newsletter would include photos of Local Emergency Planning Committee (LEPC) exercises, meetings, reminders of due dates, and other essential information. Ms. Buster reported that the newsletter would be circulated to LEPCs in January and August. Mr. Larmore inquired if the newsletter would be distributed electronically or posted on the website. Mr. Ewusi and Ms. Buster replied, both. Mr. Larmore noted that the newsletter was a good idea and requested that staff reach out LEPCs for photos and articles. Ms. Buster advised that staff would write articles about LEPC meetings and exercises.

Mr. Larmore requested clarification that the newsletter would be semi-annual and distributed in January and August and Ms. Buster confirmed yes. Mr. Ewusi reported that the newsletter was an excellent opportunity to communicate staff interactions with LEPCs. He advised that articles about LEPC meetings could encourage LEPCs to become active. Mr. Larmore requested clarification on who would develop the newsletter, and Ms. Buster conveyed that the LEPC Coordinator would

construct the newsletter. Mr. Larmore expressed that the newsletter was a great idea and hoped that LEPCs would feel the same. No further discussion occurred.

Community Outreach (County and State Fairs, other community events)

Mr. Larmore reported that the Communications Committee had been talking about spreading the word to LEPCs about having a booth at their county fairs. Ms. Buster informed that the booth spaces at the Indiana State Fair cost around \$10,000 dollars. Mr. Larmore advised that the Marion County Health Department (MCHD) set up a booth at the Marion County Fair and not the Indiana State fair due to costs. Ms. Buster reported that Marshal Greeson planned to discuss with Director Langley about setting up an IDHS booth at the Indiana State Fair. Mr. Hamby reported that in the past, IDHS set up booths, and the previous IDHS PIO Pam Wright set up a Community Emergency Response Team (CERT) booth at the Indiana State Fair and she used CERT funds. Mr. Larmore reported that the Indiana State Fair opened in August and an opportunity may arise for a booth space.

Ms. Buster provided a handout that listed the cost of booth spaces at the Marion County Fair. Mr. Larmore reported that the Communications Committee should develop materials for LEPCs to distribute at county fairs. Ms. Buster advised that there was a list of all county fairs in the committee member's folder and she could reach out to LEPCs for a count on how many set up booths at county fairs. Ms. Buster reported that the Commissioners could join LEPCs at their county fairs as a community outreach project.

Mr. Larmore requested input from Mr. Pridgen and Ms. Waymire. Mr. Pridgen reported that he would be willing to attend county fairs in his surrounding area. Ms. Buster asked Mr. Larmore if the Marion County LEPC would be interested in setting up a booth at the Marion County fair. Mr. Larmore reported that he would mention the idea at the April LEPC meeting, but the Marion County fair's audience was small.

Mr. Larmore advised that the IERC's role for county fairs would be to provide tabletop displays and handouts, not to fund booth spaces and Mr. Pridgen agreed. Mr. Larmore reported that the Communications Committee still had time to make a decision and staff could gather information on LEPCs that were setting up booths. Mr. Larmore advised that Commissioners could volunteer at county fairs with LEPCs if their time permitted. No further discussion occurred.

Public Service Announcements (PSAs, Podcasts)

Ms. Buster reported that she and Mr. Larmore discussed that possibility of creating a Public Service Announcement (PSA) and broadcast the video on Indy's Channel 16. Mr. Larmore reported that typically local channels throughout the state broadcast meeting schedules and other community events and the IERC could distribute the PSA to LEPCs. Ms. Buster advised that the IERC could record a PSA that would inform the community their right-to-know information. Mr. Larmore agreed and wanted to know what capabilities IDHS PIO had available. He also suggested that Mr. Greeson and the IDHS PIO could make a fifteen (15) or twenty (20) minute video.

Mr. Larmore reported that the PSA could be dispersed to local channels and they could broadcast the video when space was available. He advised that Channel 16 continuously requested videos to transmit when they were not live. He indicated that he was unsure if LEPCs had funding to make

videos. He reported that the IERC could record videos and distribute them to LEPCs to publicize on local channels throughout the state and the PSA could be either video or radio. Mr. Larmore inquired if the IDHS PIO needed to be involved, and Mr. Ewusi reported that staff would need to meet with the IDHS PIO and determine what was required to record videos.

Mr. Ewusi inquired if the recordings would be via podcast as well and Ms. Buster reported yes. He advised that he recently recorded a podcast with the Madison County Emergency Management Agency (EMA) in Anderson, Indiana, and they recorded a twenty (20) minute podcast. Mr. Ewusi reported that the Madison County EMA Director took the initiative to develop the idea of recording a podcast and he advised that podcasts and PSAs were two different ideas. Mr. Larmore agreed and indicated that podcasts were recorded and posted and inquired if IDHS PIO posted podcasts online.

Mr. Larmore advised that podcasts and videos could be similar if they were displayed online for the community to view. Mr. Larmore reported that the type of communication used depended on the audience and the message the Communication Committee wanted to deliver. He suggested that staff set up a meeting with the IDHS PIO to determine any legalities or policies to consider before creating PSAs or podcasts. Ms. Buster reported that staff would set up a meeting with the IDHS PIO and carry the agenda item forward to the next Communications Committee meeting. Mr. Pridgen advised that the idea sounded good and that radio stations and local channels could broadcast the PSAs at set schedules. No further discussion occurred.

2018 EMAI/IERC Conference

Ms. McKinney reported that she had a draft agenda for the 2018 EMAI/IERC Conference and requested updated items from the Communications Committee and IERC. She suggested discussing the LEPC 101 and the awards ceremony to decide on the final presentation, including where to include it on the agenda. She reported that the theme was "Managing Chaos," and workshops would begin on Tuesday with half days scheduled thus far. Ms. McKinney reported that there would be pin tests in the afternoon or evening. She noted that she would like the Communications Committee and IERCs input to get as much on the agenda as possible.

Ms. McKinney reported that Mr. Avish Parashar would be the guest speaker and he would present on Wednesday, October 17, 2018. She advised that she has been in contact with several IDHS staff to discuss their presentations, including Director Mr. Bryan Langley, Division Director Mr. John Brown, and Division Director Ms. Erin Rowe. The Planning Committee is also interested in presentations by InfraGard and Mr. Bernie Beier. She reported that Mr. Cliff Weaver could bring his response vehicle and discuss drones by either a show and tell or workshop.

Ms. McKinney noted the following presentations: Ms. Chetrice Mosley on Cyber Security, Mr. Stan Capobianco on the Greene County gas leak, and a session of follow-up questions with Mr. Roger Axe and Mr. Jerry Sears. She reported that Director Langley had approved IDHS to sponsor Ms. Amy Herman's presentation on visual intelligence. Mr. Larmore suggested including presentations from the Environmental Protection Agency (EPA) and the White River incident to have sufficient amount of hazmat materials.

Mr. Larmore reported that May 1st would be the deadline to develop ideas and to find additional hazmat presentations. Mr. Pridgen reported that the weather in the southern states triggered hazmat incidents, and Ms. McKinney advised that Director Langley mentioned the incidents in Texas or

Florida. Mr. Larmore indicated that Harris County officials could present on the explosions that occurred during Hurricane Harvey.

Mr. Hamby reported that there had been a lot of requests from various county jails on the exposure to synthetic drugs and rising medical costs. Mr. Larmore reported that there was a recent exposure of Fentanyl at the Marion County Jail, and Mr. Hamby recommended discussing the topic and the lessons learned. Ms. McKinney advised that the State Department of Health has been providing presentations on drug exposure and the drug epidemic. Mr. Larmore reported that the IERC contributed \$10,000 dollars toward the 2017 EMAI/IERC Conference and would like the IERC to contribute the same amount for 2018. He requested that the Fiscal Committee meets on May 14, 2018, to discuss the matter. No further discussion occurred.

IERC/LEPC Website (Outdated publications)

Mr. Larmore reported that staff would continue to review online documentation to ensure that the website remained current. Ms. Buster reported that staff had been working on updating documentation, and Mr. Ewusi recommended that Commissioners inform staff when they discover any outdated documents. Mr. Larmore reported that staff could write an article in the newsletter to have LEPCs notify staff of any outdated documentation. No further discussion occurred.

Stenographer Service

Ms. Buster reported that the IDHS Procurement Section requested that staff submit three (3) bids per meeting for the Stenographer Service, and staff were required to select the cheapest bid. She reported that different agencies would need to be used depending on the location of the IERC meeting. Ms. Buster advised that the recording, typing the meeting minutes, and the webcast created duplication of efforts. She further advised that discontinuing the service could save over \$500 per meeting.

Mr. Ewusi reported that staff recorded the IERC meeting, and the stenographer's transcripts were not utilized. Ms. Buster advised that the transcript was not a legal mandate. Mr. Larmore opened the floor for discussion. Mr. Pridgen required the meetings be recorded and keep the recordings on file based upon the retention rate. Mr. Larmore reported that the service recently started back and agreed with Mr. Pridgen that discontinuing the service would be approved only if audio records remain on file. Mr. Larmore reported that discontinuing the service would be voted on at the IERC meeting.

Webcasting (Purchasing equipment)

Mr. Larmore advised that the IDHS webcast equipment was in use by the IDHS Fire Training Committee, and the IERC needed to purchase equipment. Mr. Ewusi reported that the IERC approved \$2000 for the purchase of webcast equipment and staff was researching different types of equipment. Mr. Larmore conveyed that the discussion would carry forward to the IERC meeting, and Mr. Ewusi advised that equipment would be required if the stenographer service stopped. No further discussion occurred.

ADJOURNMENT

A motion to adjourn was made by Mr. Ewusi and seconded by Mr. Pridgen. The meeting adjourned at 10:10 am.

Roll Call Vote

Mr. Ewusi —Yes
Ms. McKinney—Yes

Mr. Larmore —Yes
Mr. Pridgen—Yes

Ms. Waymire—Yes

Motion Carried.

NEXT MEETING

Hamilton County Sheriff's Office
Main Training Room
18100 Cumberland Road
Noblesville, In 46060
May 14, 2018



Jeff Larmore, Chair