

Public Information, Education and Relations Committee
Orange County Convention Center, Orlando, Fla.
October 10, 2007
10 a.m. – 12 p.m.

Attendees

Members

Cory Richter, Chairperson, Indian River County Fire Rescue

Melanie Delaney, Century Ambulance

Mike DeSouza, American Ambulance Service

Carl Kaufman, EMS Alliance

Paul Filla, Lee County Public Safety

Diane Kessluk, Winter Park Fire Rescue

Sandra Vasca, EMSC Advisory Council

Deanna Chapman, Lake-Sumter EMS

Non-Members

John Bixler, Florida Bureau of EMS

Unable to Attend

Freida Travis, Department of Health, Office of Injury Prevention

Review of Minutes and Old Business

Dr. Smith to be the recipient of the Injury Prevention Award for 2007.

Robert Smallacombe was in the running.

Announced that Lee County will be represented by Paul Filla in the interim. Ashley Younger is no longer employed with Lee County. Paul will also reassume the secretarial role on the committee.

Spotlight Article

Lee County will provide the article for the next one.

Sandra to provide the article for the following quarter.

Strategic Plan

Goal 2.1. Spelling error noted 'caused'

Goal 3.4 That should be realigned. It is not really a PIER core requirement.

Goal 6 added for disaster. PIER should play a role in this. Assists with 6.2.

PIER Movie and Prevention CD

Carl Kaufman presented to the group. While still in draft, the initial plan was to post the presentation on line as well as distribute. Questions about the funding for the mailing remain. Also, outstanding issues remain with legal to include release forms for photos and audio.

PIER members given assignments to complete prior to the November workshop.

Format, pictures can be changed. Some suggestions to keep music playing throughout at lower volume. Also, suggestion to have narrator slow down narration at the beginning. There are other sources in the public domain that can be included. Discussion about potential of making the CDs on a regularly scheduled basis. Also, about the potential of having someone else produce.

Upcoming Business

Proposed workshop meeting on November 26, 2007 in Winter Park to work on the Resource CD. The next teleconference meeting will be announced at a later date. Next physical meeting is January 23, 2008 (Wednesday) in Jacksonville.