

**SANTA CLARA COUNTY EMERGENCY MANAGERS
ASSOCIATION MEMBERSHIP MEETING
Thursday, February 15, 2018
9:00 a.m. Networking 9:30 a.m. Meeting
Amazon, Hercules Conference Room 117
1120 Enterprise Way, Sunnyvale**



APPROVED Minutes

1. Call to Order – Meeting called to order at 9:35 a.m. by President Ponce
President Ponce requested a moment of silence for the victims of Florida school shooting.
2. Welcome/Safety Briefing/Introductions – Cappy Myers, Amazon Lab 126 provided a safety briefing and was thanked for hosting the meeting.
3. Changes to the Agenda - None
4. Approval of December 14, 2017 & January 18, 2018 Member Meeting Minutes
MOTION – Bob Cascone – Approve 12/14/17 and 1/18/18 member meeting minutes
SECOND – Dan Bobier
UNANIMOUS APPROVAL
5. Presentation to Cindy Stewart – President Ponce presented former EMA Board Secretary, Cindy Stewart, with a plaque inscribed “Given in Grateful Appreciation to Cindy Stewart for your dedication and support of the Santa Clara County Emergency Managers Association. You will be missed!”
6. Announcements
 - Paul Marshall, SCAPA DART – April 7 10:30-1:00 Disaster Airlift response team annual exercise at San Martin Airport. Carol and Hosfstter> Any jurisdiction who wants to create a scenario – needing air support – move people or supplies – we will incorporate into the exercise.
 - Marsha Hovey – EMA website has new documents and web links. Check it out.
 - Patty Eaton – March 14 & 15 Seminar UASI Mass Notification. Free. Looking at technology and implementation. Best practices and developing messages.
 - Dana Reed – March 6 EOC Finance & Admin training – FREE. Encourage all jurisdictions to have staff take part in these trainings.
 - Jennifer Ponce – Two Emergency Volunteer Center program trainings in Morgan Hill & Palo Alto in March 23, 29?
7. Presentation - PIO Lessons Learned from EMMA response to North Bay Fires and Santa Barbara County - Patty Eaton, Santa Clara County OES PIO (PPT attached)
Patty was the Lead PIO for the DOC . Thankful for her CSTI Crisis Comm and the Media binder.
People were grateful and resilient Branded “Sonoma Strong” – important for community to come together.
Thomas Fire started Dec 4, 2017 and contained on Jan 20, 2018
Jan 9 at 2:00 a.m. it rained heavily on the burn scar and created a debris flow
Have to be aware of people’s possible reactions to public information messages and craft accordingly.
Q – what were your shifts like? 12 hour shifts.
A - Patty arrived on Friday night, started working Saturday morning.
There were 150 people in the Santa Barbara EOC who had been working since Dec 4.
Search and Rescue prevented debris clearance because the search for victims continued.
JIC had hundreds of calls a day – in addition to media calls – info on evacuation, reentry,

loved ones, status updates. 2-1-1 was concerned that they couldn't handle the volume of calls.

County created an interactive online map that showed the status of each address so owners could check the status since they couldn't go into the area. Based on Preliminary Damage Assessment. Used ArcGIS/ESRI

PIOs put up a website almost immediately – in two languages. Had sign language interpreters as well. Social Media was also in two languages. They had created a “Dark Site” that was put up and then refined.

Thank you cards from victims were put in the EOC. They really helped keep us going. Whole Community – you can't meet the community for the first time during the event. Important in planning to make sure people do not fall through the cracks. There are many local events/festivals where we could be locating additional groups to include.

This whole community inclusion builds a foundation for a Joint Information System (12 hour shifts).

Ties the whole community together. Allows us to reach all members of the community. Incident PIO was from Santa Barbara Fire and did a good job providing status updates. People ignored social media until we started putting video up. Got a couple hundred thousand views.

Allied agencies' PIOs need to be in the room – they were not. It took time to call them to get info.

Take care of yourself - Find your own personal means of self care

Info flow from EOC to the JIC. JIC office with 12-15 computers was right off the main EOC meeting room. We were very close. It was easy to get information.

Lots of politics going on. There are ALWAYS sensitive political issues. Lead PIO should be the liaison to the EOC. Should be able to go in the EOC to validate key points.

Flow from the JIC to the City PIO. None. Only County organizations. Would like to have City seat(s) in the JIC here in Santa Clara County.

8. Monthly Reports

a. Presidents Report & EOAC

EOAC meets on February 22 at 1:30 p.m. in the Sheriff's Auditorium.

Announcement of new EMA members

- Ann Hepenstal – Individual - Los Altos
- Roy Shackel, Emeritus
- Dale Harris – Individual – San Jose Evergreen Community College District

b. Treasurer's Report – Ms. Martinez was not present.

- Budget will be submitted for review before the next meeting.

c. SCCOES & OAS – Dana Reed

Everyone should try to deploy to EMMA events. Best training ever. A book will never teach you what you learn on an EMMA deployment. Very proud of this county's approach to helping out in other Counties. We were only one of two counties in the state that offered to fill EMMA requests (along with the Port of San Francisco).

Comment - Andres A. - Deployed to Sonoma State – Jurisdictions should have a conversation about what triggers those EMMA requests. When you decide you need to work 24 hours, make an EMMA request. Sonoma State worked 4 days straight before making a request. You will walk into a very politically sensitive area. Be flexible and sensitive, don't get caught up in the middle of it. Try to stay neutral. If they aren't doing it “right” you can't fix it.

The old School EMMA perception is that you are requesting EMMA because you need expertise vs your people are tired. Need to ask what their expectation is for your support. Be an ambassador.

Q – Is there anything we can do in advance to help with deployment?

A – Subscribe to the credentialing process. Eventually only Type II, Type I will be deployed.

Current Challenge is that the requesting agency doesn't really know what they are asking for.

Cindy Stewart – fielded a lot of EMMA requests that came from Sonoma. It became difficult for us when we would see requests – see a lot of applications – but wouldn't see the request get closed. They may not be ready for you today so be flexible. They may ask for you in a week.

Dana - Disaster Cost Recovery Annex has been approved.

- d. Cal OES – no one present. Dana - They are really swamped with the emergencies right now. Santa Cruz and Santa Clara County do not yet have a CalOES rep.
- e. Haywired Update – There is a Haywired presentation on March 1 at Cisco. Info will be sent out to members.
- f. CERT Subcommittee – Ms. Ponce
Thanks to all jurisdictions who sent people to CERT TTT. Thirty-three new volunteer CERT instructors. Committee meets monthly.

9. New Business

- a. Training ideas – Ms. Ponce – We have budgeted funds to bring training to the County. Looking for ideas.
We don't have to deal with any grant hoops. The Board will check with Darrell Ray to see about training that County can't offer.
 - Lisa Schoenthal - Risk Comm training - Vince Covello, Director Center of Risk Communication. Also Chris Godley/CESA
 - Jenn Tucker – Two years ago at CESA – day long at San Bernardino County shooter training. Had a message that would be especially relevant in our County. Victim and the responder at the same time. Environmental Health person.
 - Jennifer Ponce - Peer Support
 - Jennifer Ponce – Joplin, MO schools rep talking about what he had gone through.
 - Cindy Stewart - Animals – ASPCA sheltering training is great

10. Old Business

- a. None

11. Adjourned

Motion - Lisa Schoenthal - to adjourn the meeting

Second – Marsha Hovey

Meeting adjourned at 11:05 a.m.

Next Meeting March 15 at the Sheriff's Auditorium 55 W. Younger Ave., SJ