

Avon Volunteer Fire Department – Committee Report

Meeting Minutes

Communications and Outreach Committee	Chief Officer:	AC Kline and AC Sedlak(absent)	Meeting Date	October 22, 2024
	Board Representative(s):	Gina Kline, Jeff Bernetich, James DiPace, Jim Speich		
	Other Committee Members:	Dennis Bianchi, Sue Jansen		
	Other Members Present:	Lynn Sedlak (minutes)		

Items Discussed and Key Takeaways

- The meeting began at 19:00 hours.
- President Kline reviewed the Board’s strategic plan and past history of AVFD communications
- The Committee identified goals for 2024/2025:
 1. Solicit for a Communications and Public Relations Coordinator
 - a. Make recommendation to the Board of Directors at October meeting
 2. Create/Re-establish a Social Media presence
 3. Update website
 4. Identify and train successor(s) for public education and community outreach lead
- Measures of Success:
 1. Find a Communications and PR Coordinator
 2. Re-establish social media with 2-3 postings
 3. Review website for immediate updates, such as officer and apparatus pictures
- The meeting concluded at 19:45 hours.

Next Steps

Description of Activities	Responsible	Due Date
Solicit for a Communications and Public Relations Coordinator <ul style="list-style-type: none"> • Internal solicitation • External solicitation if internal solicitation does not 	Gina Kline	One Month After solicitation to AVFD
Update website <ul style="list-style-type: none"> • Contact Ramona Mansfield • Make list of immediate updates • Organize and compile pictures for update 	Lynn Sedlak	<i>10/23/2024 completed</i> 10/30/2024 11/30/2024
Re-establish Social Media Presence		11/30/2024
Initiate succession planning for public education and community outreach lead	Gina Kline	One Month

Parking Lot Items / Items for Team(s) to Address

Running Card

Summary of Key Issues/Risks for Board Attention

Approve the solicitation and money for an outside Communications and Public Relations Coordinator

Overall Progress



Delayed



On Track



Complete

Next Meeting

Tuesday, January 28, 2025

Tuesday, April 29, 2025

Tuesday, October 28, 2025

7:00pm at Company 1