

**Fire Services Efficiency Project
Community Relations Team Meeting
3/16/07**

Present: Chief Bernard Benedict, Joe Campagna, Nick Condon, Sean Gilmore, Steve Luttner, Pat Pell

Update on Speaking Engagements

- Sean Gilmore noted that the speaking engagement scheduled for 3/15 in Brooklyn had been cancelled
- An option was given to reschedule for 3/22, but the engagement for the Parma Area Chamber conflicted with this. It would not be possible to hold two on the same day
- There was also the option of having Brooklyn join the Parma Area Chamber presentation, but it was decided that having too large of a meeting is less effective
- The Parma Area Chamber presentation is to be a relatively large luncheon event. Three mayors will also be in attendance at the engagement
- Sean Gilmore also presented a rough design for feedback forms to be handed out at the presentations. These forms will help gauge public opinion of the project
- Joe Campagna expressed a desire to make the questions more specific and varied than simply having one open-ended question on the feedback form
- All agreed, and questions were brainstormed to add to the forms
- Sean Gilmore agreed to formulate the new feedback forms and send them out when finished

Update on Firemen Newsletter

- A firefighter newsletter has been written, but not yet copied or sent out
- The newsletter is composed of core facts so as to keep the firefighters in the seven cities informed of project happenings
- It was agreed that Jim Astorino would best know contacts for each department to send the newsletter

Other Community Relations Efforts

- A story on the on project has been written with the help of Mayor Zanotti, but it has not yet been published in the Plain Dealer
- Pat Pell encouraged efforts on the part of the team to reach out to Sun Newspapers. Many residents are loyal readers of the paper, so Sun holds great influence that could help the project gain exposure
- There were also talks of trying to get something written about the project in mayoral newsletters in all seven cities.
- A link to the Fire Project website (www.bw.edu/~fire) on the websites of the seven cities could also help inform the masses

Exploring the Possibility of Direct Mailings

- Talks were held of the possibility of having a direct mailing to all the households in the seven cities
- It is believed that the residents are the least-informed about the project, and direct mailings could combat this
- It was estimated that there are about 100,000 households in the proposed district

- Steve Luttner agreed to check into price estimates in having a direct mailing such as this
- The team must also consult with the Strategy Team to see if there are any funds available for these potential mailings

Final Discussion

- Pat Pell offered the idea of using a television advertisement loop at Parmatown Mall to target mall shoppers
- The loop would run alongside other advertisements. The loop itself would be 30 seconds in duration, resulting in about a 5-6 slide presentation.
- This advertisement would run all day, so people walking about Parmatown Mall could learn about the project
- Sean Gilmore is to work on modifying the current PowerPoint presentation into a 30 second slideshow

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