

Improving the Efficiency of Fire Services in Seven Southwestern Cuyahoga County  
Communities

A Joint Project of Area Majors and Baldwin-Wallace College

Community Relations Team Meeting  
September 15, 2006

Attending Meeting: Jim Astorino, Bernard Benedict, Eric Fingerhut, Sean Gilmore, Jack Kafer, Kim Lammers, Ken Patton, and Danielle, Lori, and Victoria (students who will be helping the Community Relations Team).

The team was informed that the web-site has been changed to: [www.bw.edu/~fire](http://www.bw.edu/~fire) and has a voicemail and email for citizens to contact committee members. The student interns that will be assisting in the Community Relations Team were introduced to the team.

Sean Gilmore gave a brief synopsis of what the brochures will entail that were discussed at the last Community Relations meeting. He explained that the outside media communications will be operated by Nancy Lesic and that he and his students will be creating the over-arching brochures. These brochures will be sent out to the fire stations, city councils, etc. To keep the turnover time for the brochures as quick as possible members of the teams will be asked to fill out a background sheet which asks: Please provide one paragraph of why this project is important. Please describe the challenges this program might face. Please provide one sentence explaining why you are involved with this program.

These forms will help create quotes for the brochures. There will also be progress sheets that each team will need to fill out. The Baldwin-Wallace professors will assume the duty of filling out these forms for each committee. The progress sheets ask three questions: 1. In one paragraph please describe the overall objective of your committee. 2. In one paragraph please provide an update of the progress your committee has made. 3. In one paragraph please describe the upcoming tasks and goals of your committee.

A suggestion was made that these sheets include old and new business. The committee felt that the background sheets should be filled out by all members including the seven cities' mayors and fire chiefs. This will be another way of keeping communications open and allow members to share their thoughts. The brochures should also show that this project is not the first time the fire services have tried to improve; it should show what they have achieved and the growth that led them to this point.

Backgrounds can be filled out at the all-team meeting on October 27<sup>th</sup>. The All-team meeting may be a good press opportunity. A time table must be created for the brochure and its structure. The initial brochure will give a general overview of how the project is structured. The rough draft for this brochure will be presented to the Strategy Team on October 6<sup>th</sup>. The brochure will include the web-site, which is a public web-site, site information from the initial study of the five cities and will be included electronically on the web-site for people to download.

With the dispersion of the brochures the committee must be prepared for media responses. The Strategy Team will be responsible for such responses on a day-to-day basis.

At the last Community Relation meeting the team decided that the team will begin scheduling speaking engagements with community groups. Sean and his students will be responsible for creating a PowerPoint presentation so that all the speaking engagements can be consistent. The PowerPoint will include the same or similar contents of the brochure; it will site the public opinion poll and the initial study. The PowerPoint will also be added to the web-site. The team decided that city councils do not necessarily need to be the first groups the speakers present to, but they should all be kept informed with the web-site, brochures, etc.

The question was asked “What is the official title of our project?” The name will be important to the project’s later success including the brochures, PowerPoint, etc. The team discussed the use of the word consolidation rather than regionalization and the use of efficiency in the title. Efficiency is important to the title because that is the primary goal of the project; to create a more efficient fire and EMS service. In the papers it has been called “regionalization,” but that causes some people to think that the project is much larger than it is. Consolidation is what we are working toward, so the word seems more appropriate. The choices for names included:

- Fire Services Consolidation & Efficiency Project
- Fire Services Consolidation Project

The team chose “Fire Services Consolidation & Efficiency Project” (FSCEP) The question of if emergency should be in the title was asked. The team decided against this because of the length and because EMS services are part of the services that FSCEP will cover.

The web-site, voicemail, etc. will all need to be gone over so to ensure that consolidation is consistently used throughout. The team also felt that the mission statement on the web-site should be edited to become more clear and concise. The whole team will need to be informed of the change of title so that everyone is on the same page.

A brief over view of the other teams’ progress was given. It is important to keep everyone up-to-date, we do not want any one to be surprised.

The mailing address for the project will be:

Attention: Fire Services  
Business Division  
Kamm Hall  
Baldwin-Wallace College  
275 Eastland Road  
Berea, OH 44017-2088

The next Community Relations meeting will be on October 20, 2006 in the Colony Room

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