



February 20, 2020
Meeting of the 2019-2020 Board

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Members Present: Kelle Hall-Simon, Jeremy Hill, Cindy Bridges, Roderick Jackson, Jennifer Garner, Greg Ballentine, Beth English

The meeting was called to order by President Kelle Hall-Simon at 10:00 AM. There was a quorum present to conduct business.

Minutes

The minutes from January 27, 2020 were approved as presented with a motion made by Cindy Bridges, second by Roderick Jackson approved unanimously.

1st Call to Business

Cindy requested her cell phone number be replaced with her desk phone number on the letterhead. Kelle advised everyone to look over their contact information and confirm or change with Jennifer. Kelle praised Jennifer for formatting the letterhead to make it easier to use.

Treasurer's Report

Balance of \$140,935.26

9-1-1 Saves Act Update

Jeremy reported 911 Goes to Washington was a huge success. He and Kelle had a lot of opportunities to shake the right hands, which is expected to be important in keeping the bill going. Joaquin Castro is a Texas Congressman who is on the committee reviewing the bill. Agencies should contact him and ask for his support and to help move the bill to the floor for a vote. Kelle also discussed the importance of reaching out to our legislators and inviting them to come and sit in our centers to see what the job truly entails. Kelle also suggested a push on social media to make him recognize Texas really wants to get the bill out of the committee and onto the floor. Jeremy suggested a push just prior to the spring conference with focus being that there is no cost for this to happen but we need to attack as if it's a money maker or it will just die again. Kelle advised we (Emergency Dispatchers) don't have lobbyists, we only have our membership to lobby on our own behalf. She suggests Texas APCO send 2 people to 911 Goes to Washington every year. Jeremy suggested asking vendors to sponsor this as vendors want to be with the attendees. Most of the attendees were decision makers inside 911, adding it would be worth it for them to spend the money. Jeremy suggests APCO mirror the experience to what NENA has (Government Affairs Committee) which is to have an executive level committee. Greg said he would recommend that to International. Cindy said NENA has a paid lobbyist but they are also encouraging members to actively participate. Kelle and Jeremy will work together to send that message out to Texas APCO membership.

Standing Committee Updates

Communications – Cindy will learn Hootsuite and plans to have it ready before the Spring Conference so we can use it as a feature. She has been posting on Facebook once to several times a day and has seen improved analytics as well as some items being shared. She reported 70% increase in page views and reached 2294 people in a week. Jennifer will make improvements to the website as far as display and flow of the information. Kelle said we should order postcards from VistaPrint with website, social media, etc. and stuff them into the conference bags. She also suggested cross-



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posting job opportunities on our website. Greg advised it wouldn't be against any bylaws to put it on website but probably couldn't cross post on PSconnect. Beth seconded those who post on PSconnect get a nastygram from APCO stating that's not what PSconnect is for. Kelle suggested \$100 for every 30 days, Jennifer motioned and was seconded by Roderick. A vote was taken with no opposition. Cindy said she needs newsletter articles no later than March 4 and her goal is to put them on social media. Jennifer asked for Kelle and Jeremy to write a blurb about CPE to post on the website as there is only RPL information there.

Membership – No updates, we need to find out what members want and get welcome package pricing for new members.

Luncheon – Greg said 12 people RSVP'd for lunch and two declined. Several people did not open the email so he will send directly to them rather than thru Constant Contact in case they are getting blocked. Lunch is scheduled for Tuesday, April 21 at the Hilton 12:00-1:30. Cindy asked if we can get a list of registered attendees to see if any of the invitees are attending the conference but may have missed the email. If so, we should reach out to them directly and re-invite. Commercial Electronics and GeoComm each gave a \$500 sponsorship. Kelle sent an email to Motorola, requesting \$2,000. Sponsors are invited to the luncheon. All Texas APCO board members RSVP'd and the +1 has been approved. Kelle would like to present life members and VIPs with a memento, using sponsorship money to purchase. Five of the attendees are not board members. Greg motioned to approve this, Roderick seconded. A vote was taken with no opposition.

Awards - No updates. Kelle would like to give the President's Award (discretionary) leaning toward Andrea for her efforts and grassroots help in passing 911 saves act. Jeremy provided an overview of what Andrea has been working on: since about 2017, she worked with her state representatives and got him to author the bill, put on paper, and submitted to Capitol Hill, which laid the foundation for us to build upon.

Investigation - No updates since the information was released (positive feedback received to the press release). Kelle received word members were appreciative of the transparency and professionalism

Board Elections – Robbyn is rerunning for Treasurer and her application has been received. 2nd VP applicants expected to be: Mandi Jones, Shantelle Oliver, and Aubry Insko

Spring Conference Dignitary: Becky Nugent (APCO International SE Regional Representative to Board of Officers) and Jeff Cohen, Governmental Affairs. Jeff is presenting a 1-hour session Tuesday on advocacy efforts, sample RFPs, and the 911 Saves Act. He has also been asked to address the membership during the general meeting. Derrick Poarch has been given the dates to possibly attend next year. Kelle asked if we want to invest in a booth. Is it worth it for \$2k revenue? She suggested we invest the money to advertise in the conference bag instead. Cindy revisited making "Meet Your Texas APCO Board" into a game. We can set up times prior to the conference of which board member will be where and instruct attendees to meet us there. Roderick okayed not having the booth. It was suggested to give away APCO swag to those participating because it would encourage participation and allow us to clean out our items.



General Business:

Cindy reminded about visiting neighboring agencies with some existing swag. Kelle will empty out when at storage building before the Conference and bring back to her room to divvy out between board members.

Kelle will request information for placement in the conference bags from APCO International.

Jeremy asked about getting sponsorship money to go specifically toward memberships. Suggested having a table in the convention center lobby to handle membership. He will call vendors for sponsorship donations. Cindy said we would likely have to give the members' contact info to the sponsor. Kelle suggested we should set some parameters of who can "apply" for the vendor paid membership and Jeremy felt we don't try to manage it the first year, but plan better next year. Jeremy & Cindy seconded. Vote was taken with no opposition

Kelle: The Tuesday night event is Texas themed. APCO will sponsor 400 table gifts for attendees to take. Beth suggested lapel pins. Kelle wants to come up with something to encourage people to volunteer at APCO International. Cindy reminded to not forget those who have already volunteered. Cindy motioned a max of \$1000 for the 400 items and conference bag swag. Jennifer seconded and a vote was taken with no opposition.

Orlando: Cindy is planning TNO and waiting until April 1 to find something close to hotels. Found an indoor go-kart but not committed to it. Kelle advised it is hard to network on a go-kart and we should avoid an event so loud that it made networking difficult.

Roderick reached someone at San Antonio's visitor's bureau to take printed materials to Orlando conference to advertise for the 2021 APCO International conference. The visitor's bureau also may send people to assist with the booth. Materials can be sent to either the hotel or the conference center. Kelle suggests something that will be a photo opportunity with San Antonio themed stuff.

2021 APCO: Kelle has recruited Audry Verver to be the local flavor/event planning committee. Communications committee will be Blaine Bertrand. Volunteers: Aubry Insko if she isn't elected for 2nd VP. Might have someone from Atlantic chapter to assist.

Fall conference: Denton location? Waiting on signed contract. 11/15-18.

General meeting will be at 4:30 in Galveston on Tuesday during the conference.

Jeff Cohen & Becky Neugent will speak at the general meeting, and Becky will swear in the new board.

Cindy advised it would be best not to bring up investigation at the general meeting as to avoid any unwanted questions

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New Business: Kelle was invited to attend the anniversary celebration of the 1st 911 call in Texas on April 1 in Odessa. Frances Garcia, TX NENA president, is also going. Kelle estimates cost of \$250-300 to fly in/back same day. Cindy motioned to approve up to \$300, Roderick seconded. A vote was taken with no opposition

Meeting adjourned at 11:34

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