



OEMA Retreat
October 9-10, 2006
Gleneden Beach, Oregon

Attendees:

Bert Kile, American Red Cross, Oregon Trail Chapter
Col. Rick Coufal, US Army, State Military Support Officer
Mary Davis, Washington County Emergency Management
Cherylin Foglio, Foglio International, Inc.
Rose Gentry, Oregon Department of Transportation
Patty Hopkins, Portland Office of Emergency Management
Gene Juve, Clackamas County Emergency Management
Bert Kile, American Red Cross, Oregon Trail Chapter
Charles Leonard, Oregon Department of Agriculture
Bob Maca, Yamhill County Emergency Management
Mike Mumaw, City of Beaverton, Emergency Management
Scott Porter, Office of Consolidated Emergency Management

Rose welcomed everyone to the retreat. She thanked all those in attendance for taking time out of their busy schedule to work on strategic planning for OEMA. Rose asked Scott Porter to give some background on previous OEMA strategic planning sessions. Scott discussed the OEMA retreat attended by several members in November, 2000. This retreat focused on updating the OEMA strategic plan and tasking existing committees. The plan was updated but the committee work was not complete.

Rose stated one of the goals of this session was to update the current strategic plan and provide guidance and tasking for the committees.

OEMA Mission, Goals and Strategic Planning

The group reviewed the Mission Statement from the current Strategic Plan. Ideas for changing the Mission Statement were discussed. One option was: "The Oregon Emergency Management Association is committed to minimizing the impact of disasters in Oregon through all four phases of emergency management, preparedness, mitigation, response and recovery." The group did not come to a consensus regarding changing the Mission Statement.

Action Item: The Strategic Planning Committee will reformat the plan combining the Internal/External partners into one group. The Organizational Strengths and Challenges will be taken off the website and be an internal document for the Board. Organizational Goals will be updated. This will be completed by the December membership meeting.

It was felt we should include reference to our “partners” in the document. “The Association works through its members and with our partners”. Include definition of who our partners are.

Membership list will be posted in PDF on website to include name and agency only.

Work Plan Items Update:

Deliverable A – Forums for Peer Interface

Item 1, Annual conference, a. Increase and highlight the peer interface aspects of the conference.

At the May 2006 conference the committee incorporated a welcome social and also established a Thursday banquet as an opportunity for peers to interface.

Item 2, Quarterly Meetings, a. Use technology to reach more people (i.e. teleconferencing):

The Board tried several new ways to reach more members, including establishing a teleconference telephone number for those members that could not attend quarterly membership meeting. The Board also began moving Executive Board meetings around the State. Currently meetings have been held in LaGrande and Gleneden Beach. Future meetings are scheduled for Bend and Roseburg.

Item 3, Web-based Services, a. Use technology for member outreach.

A “Members Only” area was developed on the website to post downloadable documents. A ListServe is currently hosted by Douglas County and is being utilized by members. Video Conferencing, chat rooms and bulletin boards were not pursued at this time. The work of this ad hoc committee is complete.

Item 4, Professional Journal with Peer Review.

Develop and publish a professional OEMA journal for members. Currently there are no resources to accomplish this task.

Item 5, Form Chapters

There was discussion regarding forming OEMA regions, with representatives from each region participating on the Board. The E-Board will review this item and see what interest for participation there is in rural areas. Possible solutions would be for the Board to send a representative to existing regional groups i.e.; Eastern Oregon, Southern Oregon (SOJ), KMEC (Klamath...) and BLQ (Benton, Lane, Linn, Lincoln).

Deliverable B – Advocate EM Programs to State Agencies

Item 1, Create a promotional briefing about OEMA, (b) Contract with professional public relations specialist, and (c) Cost \$5,000.

A marketing message needs to be created – what is the value of the Association. Consensus is to hold off hiring a consultant at this time. Current OEMA committees, i.e.; marketing and membership might be able to take on this task.

Item 2, Present briefing to target organizations, (a) Market OEMA to select state agencies – OERS Council, Public Health, DLCD, Oregon OSHA:

First message should be targeted at State Agencies and then modified for other partners, i.e.; health, schools, etc. Market partnership, involvement, coordination, collaboration. OEMA is a forum for other State agencies to work with their local partners. Bringing the State of Oregon together. Must market to individuals in state agencies with emergency management responsibilities.

- Who are we? What is the value of a partnership with OEMA. What are our mutual concerns and issues? OEMA offers a channel of communication for networking.
- A forum for sharing information. “Improve preparedness in Oregon by working together.”
- Pipeline to fast and effective communication at all levels and sectors of emergency management in Oregon.
- Building relationships with people you need to respond with during an emergency.
- Streamline – save time and money.

Action Item: Pascal Schuback, Marketing Chair, will work with the Marketing Committee to develop an OEMA marketing brochure with a cover letter to all State agencies. The goal is to promote awareness of OEMA. The letter will direct the agency to our website www.oregonemergency.com for information about joining OEMA.

OEMA Budget and Resources:

The Budget Committee and Board met to go over OEMA financials. The Committee will review the checkbooks and assure the books are in order. There was discussion of the various bank accounts that OEMA has. Patty would like to see this number reduced for better management. Bert will check with different banks and see what banking services can be offered to the Association.

There was discussion of OEMA work loads for the Treasurer and Secretary during certain peak times of the year. The conference, website and membership renewal are three areas where assistance is needed. Can these tasks be outsourced or are there other options? Bert suggested that a task outline be created for each functions. Mary mentioned that our vendor who processes our on-line banking needs will be retiring at the end of the year. Bert will include this function in his bank option research.

One task the group decided could be eliminated was the membership cards. Mary will indicate on the next dues renewal letter in the future no OEMA membership cards will be sent. Also tracking of members who have not paid dues is time consuming. The Bylaws state that members will be dropped if dues are not paid by September 1. Mary will update the membership list.

OEMA Relationship with Oregon Emergency Management

Rose sent Ken Murphy, Director, Oregon Emergency Management a letter dated August 30, 2006, outlining some ideas for strengthening the partnership between OEM and OEMA. Ken responded that he would like to address the suggestions following the September membership meeting. He asked to table the discussion of forming regions at this time. There was discussion regarding the relationship with OEM over the years. OEMA is hoping that the move of OEM under the military will have a positive outcome. The involvement of Colonel Coufal at the retreat is a good start. Other members of the military have started attending OEMA meetings. The Board will schedule future E-Board meetings at OEM in an effort to open up communication. Rose will send a follow-up letter to Ken requesting a joint meeting and discussion of the concerns identified in her letter.

Discussion of Military – Colonel Rick Coufal, Military Support Officer for Oregon
Colonel Coufal discussed the role of the military in disasters, funding issues and the active military versus National Guard. Working together prior to a disaster will be a benefit to everyone. Both organizations would like to take the relationship to the next step and open communications. It was suggested Rose and Mike meet with Brigadier General Caldwell. Rose will send a letter to Brigadier General Caldwell introducing OEMA and welcoming a further dialog with the military. Also suggested was a presentation by Colonel Stanley at a membership meeting. There was discussion of asking Major General Rees to be a keynote speaker at the next OEMA conference.

Discussion of Committee Goals

It was suggested that the Board schedule yearly meetings with all Committee Chairs to be briefed on committee activities, needs and ideas.

Bylaws

- Add Liaison description and duties.
- Look at adding Polices and Procedures.
- New Committee members:
 - Bert Kile
 - Cherilyn Foglio.

Information/Communications Technology

- Track with OEM the OWIN project and report back to OEMA.
- GETS.
- Protocol for federal requirements for rebanding of radios.

- Monitor state-wide Interoperability Committee.
- NOAA Radios for Schools – How is everyone handling?

Finance & Audit

- Prepare annual budget.
- Review current bank accounts.
- Research new banking options and make recommendation to Board.

Legislative

Recruit Chair

Research master mutual aid agreement.

EMPG funding formula.

Keep updated on Legislative Joint Committee on Preparedness.

Membership

- Categories of membership – investigate other Associations.
- Student Membership.
- Working with Marketing Committee on development of recruitment brochure.
- Scholarship as Member Service.

Training

- Provide training at annual conference
 - NIMS
 - Credentialing
 - Resource Typing Software
- Mid-Year training – 2 day – IS-300/400 Train the Trainer

ORCEMS

- Recruit Chair
- Help Peers achieve ORCEMS
- Review and rewrite process
- Publicize program – work with Marketing

Strategic Planning

- Update Mission Statement
- Review website posting – member and nonmember areas.
- Recommend to Board method of updating strategic plan.
- Recruit members to make committee multi-discipline.

Ad Hoc Committees

Scholarship

- Develop the intern portion of scholarship.
- Follow-up on scholarships awarded.

Marketing

- Develop brochure to market OEMA to State agencies.
- Develop cover letter to go with brochure.
- Promo Pack for State Legislatures - partner with American Red Cross to purchase emergency kits for all legislatures and distribute with information about OEMA.

Annual Conference

- Position descriptions for each role so members can see what is involved in participating on conference committee.
- Determine pre-conference training.
- Incorporate Committee meetings at conference so members can learn more. Several ideas were discussed.

Review of Liaison Goals

The Liaison list was reviewed. It was decided to add a military liaison. Col. Coufal volunteered to take this position. Other groups that OEMA may want to consider appointing liaisons were discussed. Those included the Department of Education, School Board Association, School Superintendent Association, Association of Counties and League of Oregon Cities. Currently we have vacant liaison positions for Oregon Chiefs of Police and Utilities.

There is a need to recognize the Liaison program in the Bylaws. Mike developed a liaison reporting template. The Board will encourage all liaisons to complete a written report for each quarterly membership meeting. These reports could be posted on the “members only” portion of the website.

There was no further business. The retreat was adjourned at 11:30 a.m. on Tuesday, October 10.

Respectfully submitted,

Mary Davis
Secretary