

MOUNT LAUREL FIRE DISTRICT #1
BOARD OF FIRE COMMISSIONERS
REGULAR MEETING MINUTES
November 15, 2010
Fire Department Headquarters Station
Meeting Minutes #22

IN ATTENDANCE:

1. Commissioner Cornue
2. Commissioner Nash
3. Commissioner Shapiro
4. Commissioner Shestack
5. Administrator Jones
6. Solicitor Braslow

NOT IN ATTENDANCE:

1. Chief of Department Gallos
2. Commissioner Roura (late arrival)

The meeting was called to order by Chairperson Cornue at 7:00 PM.

The Pledge of Allegiance was recited and a moment of silence observed.

Public Announcements were read by Commissioner Shapiro.

APPROVAL OF MEETING MINUTES:

- There were no minutes prepared for adoption at this meeting.

ADOPTION OF RESOLUTIONS:

Resolution #2010-75 "Appointment of Mark G. Kromplewski to Active Membership in the Fellowship Fire Company #2 and the Mount Laurel Fire Department". Commissioner Shestack made a motion to approve the resolution, which was seconded by Commissioner Nash. The motion was unanimously approved by the Board.

FINANCIAL MATTERS:

- Commissioner Nash made a motion to approve the November monthly bills totaling \$63,901.32 which was seconded by Commissioner Shapiro. The motion was unanimously approved by the Board.

Commissioner Cornue asked Deputy Chief Colucci to present his overview of the "Firefighters Needed" volunteer recruitment program. Deputy Chief Colucci reported that this firm specializes in marketing for fire companies, primarily those in South Jersey by soliciting sponsorships from local corporations and businesses and producing locally personalized calendars, posters, pamphlets, escape plans, tri-fold literature, DVDs, TV commercials and other marketing tools to assist with volunteer recruitment. They use 50% of the funds they receive from the sponsorships to fund their organization, resulting in no "out of pocket" expenses by the Department. He showed everyone a sample of what the firm typically produces. They are proposing to put 12 newspaper articles in local publications to advertise recruitment of firefighters for our Department. They will profile 1 active volunteer each month for 12 months, focusing on that volunteers' private life and why they volunteer their time for the Department. They would produce 5,000 4½" x 5½" color flyers that can be left in retail establishments on the counter, 2,500 8½" x 11" tri-fold brochures for promotional events, 250 8½" x 11" posters that would be posted in windows at retail locations, and 4,000 2012 wall calendars. The calendars would be ready for distribution at the next Fire Prevention Week Open House in October 2011. This firm primarily operates in Salem County but has done work in Gloucester, Camden, Atlantic and Cape May Counties and is looking to expand into Burlington County with our Department. They felt that our Department already has a fairly strong volunteer base that they can use as a selling point. He provided the Board with a sample sponsor solicitation endorsement letter that the firm has requested the Board to approve so that they can begin soliciting sponsors.

Commissioner Shestack asked Deputy Chief Colucci if he had reviewed this with the volunteers and he replied that he had met with President Einstein, Vice-President Guelich, Battalion Chief Bigoss, Captain McCorkle and Commissioner Cornue and they all seemed happy with the presentation and were excited to move forward with it. Solicitor Braslow expressed a concern about whether the Board would have final approval over whatever material this firm puts out on the Boards' behalf and Deputy Chief Colucci indicated that he will ask them about it.

Commissioner Shapiro was concerned about the firm's accountability and how we can make sure that they are properly representing our interests. She had no reason to believe that they wouldn't do a great job but felt that we needed to know whether they were being accountable. Solicitor Braslow suggested that we ask them for monthly reports on sponsorship progress and that we get a monthly financial statement indicating the breakdown of revenue versus expenses. Commissioner Shapiro was concerned about how we are going to improve volunteer retention, because that is a problem we need to address as well. Deputy Chief Colucci clarified that this firm only does recruitment and suggested that once this program is up and running, we can then focus our attention and resources on the retention issue. The Board agreed that the sponsorship solicitation letter looked good. Commissioner Shapiro asked whether this firm could provide a report indicating which local businesses they had solicited and which ones were willing to be sponsors.

Commissioner Shapiro made a motion to approve the retention of the "Firefighters Needed" firm to improve our volunteer recruitment efforts subject to their satisfactory response to the questions that the Board asked Deputy Chief Colucci to ask, which was seconded by Commissioner Nash. The motion was unanimously approved by the Board.

MONTHLY REPORT BY FIRE OFFICIAL:

- The Fire Official had submitted his monthly report to the Board for their review prior to the meeting. Commissioner Cornue thanked him for the good information that he provided.

MONTHLY REPORT BY ADMINISTRATOR:

- The Administrator had submitted his monthly report to the Board for their review prior to the meeting. He asked the Board if they wanted to schedule a Work Session for 11/29/10 specifically to discuss and finalize the 2011 Budget. He was concerned that otherwise, the Board may not have sufficient time to finish up the budget for approval by the 12/20/10 deadline. After a brief discussion, Commissioner Nash made a motion to schedule a Work Session on 11/29/10 @ 7 PM to discuss and review the 2011 Budget, which was seconded by Commissioner Shapiro. The motion was unanimously approved by the Board.
- Administrator Jones reported that there is a "kick-off" meeting this Wednesday at 9 AM at Station 362 between himself, the Contractor and our construction management firm to discuss the Station 362 Shower Reconstruction project and review their proposed schedule.

MONTHLY REPORT BY DEPUTY CHIEF:

- There were no questions from the Board for the Deputy Chief.

STANDING COMMITTEE REPORTS:

TRAINING:

- Commissioner Nash had nothing to report.

LONG RANGE PLANNING:

- Commissioner Nash had nothing to report.

EQUIPMENT:

- Commissioner Roura was not present.

BUILDING & GROUNDS:

- Commissioner Roura was not present.

FIRE PREVENTION:

- Commissioner Shapiro had nothing to report.

COMMUNITY RELATIONS:

- Commissioner Shapiro had nothing to report.

INSURANCE:

- Commissioner Shestack had nothing to report.

INFORMATION TECHNOLOGY:

- Commissioner Shestack reported that he has been working with IT Specialist Lupan and the Administrator to address a recent problem with our data backup system. Late last month ago, the 3 year old magnetic tape backup unit failed and it is not cost effective to repair. IT Specialist Lupan and the Administrator looked into the cost of a new unit and at an off-site secure internet backup solution. They found that it is less costly and probably more reliable to change our backup methodology from local on-site hardware based to an off-site secure internet solution. After reviewing their information and research, he agreed that off-site secure internet backup has matured significantly and is very cost effective for us @ \$100/month versus the \$5,000 cost for local magnetic tape backup hardware and tapes. Our data would be backed up over the internet each night and provide us with off-site data storage in the event of a catastrophic failure of our building. He recommended proceeding with this solution and re-evaluate it next year to make sure that it is satisfying our needs. The Board briefly discussed the recommendation and agreed that it was the best option for us at this time.

FINANCE:

- Commissioner Shestack had nothing to report.

PERSONNEL:

- Commissioner Cornue had nothing to report.

LABOR / MANAGEMENT RELATIONS (combined):

- Commissioner Cornue had nothing to report in Open Session.

OTHER MATTERS:

- None.

COMMENTS OF FIRE DISTRICT PROFESSIONALS:

- Solicitor Braslow had nothing to report.

COMMENTS OF FIRE COMMISSIONERS:

- Commissioner Shestack congratulated our new member and to everyone that is putting in a great effort on recruitment and retention and the 2011 Budget. He expressed his condolences to the Jones family on their loss of Nancy Jones, which the rest of the Board members echoed.

PUBLIC PARTICIPATION:

- None.

Resolution #2010-76 "Closing of Meeting Pursuant to Open Public Meetings Act". Commissioner Shestack made a motion to approve the resolution which was seconded by Commissioner Nash. The motion was unanimously approved by the Board.

THE OPEN SESSION ENDED AT 7:50 PM.

A CLOSED SESSION BEGAN AT 8:01 PM.

THE CLOSED SESSION ENDED AT 10:15 PM.

THE MEETING ADJOURNED AT 10:16 PM.