

EAST COUNTY FIRE & RESCUE

Board of Fire Commissioners Special Workshop

May 17, 2010

CALL TO ORDER:

The Workshop—the first session of the effort to update the Fire District’s Strategic Plan—was called to order by ECFR Chairman Gary Larson at 5:40 PM at Station 91.

The Special Workshop was advertised in compliance with State law.

The following were in attendance: John Clancy, Jack Hooper, Gary Larson, Vic Rasmussen; Scott Koehler, Bob Jacobs, Tammy Dinius; and Martha Martin.

PURPOSE OF THE WORKSHOP:

Commissioner Larson stated that the purpose of the Workshop was to update the District’s Strategic Plan. He felt that the Board should consider where we are, today; and compare that to where we want to be in the future. As a Workshop, no decisions will be made tonight.

Commissioner Clancy asked if the intent was to produce a Plan that covered periods of 5 years, 10 years and 15 years, etc. The group felt that 5 years is about the most that we can, reasonably, plan for—considering the current state of the economy and the push for cooperation among governments.

TOPICS OF DISCUSSION:

Chief Koehler suggested that tonight’s approach—to set the overarching goals for the Agency—should entail consideration of the following:

General Effort

1. Where are we today ?
2. What do we want to achieve ?
3. How are we going to get there ?

Goals of Strategic Planning

1. Strengthen Operations
2. Enhance Capabilities
3. Improve Efficiency
4. Better Serve our Community

General Process

1. Create Direction
2. Implement Effort
3. Evaluate Results

The Board felt that these were appropriate approaches. The Chief then suggested that it might be appropriate to conduct a SWOT (Strengths, Weaknesses, Opportunities & Threats) Analysis to get a good feel for where the District is, now, and where we might be able to go in the future. The Board agreed. The following were discussed by the group:

SWOT ANALYSIS

Strengths

- Personnel—good people, committed to public service
- Facilities—covers District fairly well
- Reputation as a Training Department
- Excellent Customer Service

Weaknesses

- Staffing—predictable availability of Volunteers
- Staffing—ongoing effort to recruit and retain Volunteers
- Staffing—lack of funding for more Part-Time and Full-Time staff
- Station locations—Station 95 in city limits
- Station facilities—lack of truck bay at Station 96
- Station facilities—lack of living space at Station 92 and 94
- Apparatus—need 3 new Engines and 1 new Squad in short order
- No industrial or commercial base

Opportunities

- Apparatus—consider different types of apparatus (Type 3s, CAFS)
- Update Apparatus Replacement Plan
- Cooperation with other Fire Agencies
- Regional Fire Authority
- Fill-in Station 92 site
- Revenue Generation
- Advocate Residential Fire Sprinklers
- Rezone Station 95

Threats

- Annexation/Financial Stability
- Economy/Revenue

Having completed this process, Commissioner Larson suggested that this was an appropriate time for a dinner break. The planning process was discontinued between 7:00 PM and 7:30 PM to allow for a light meal—in the kitchen of Station 91.

The group returned to the Training Room to review samples of Mission Statements, Purpose Statements, Core Value Statements and Slogans. After some discussion, the following were determined to be appropriate for consideration by the full Board—at a Regular Board Meeting—and for review/comment by the Members.

MISSION STATEMENT

To serve our Community by reducing risk, mitigating hazards and responding to requests for assistance.

PURPOSE

To pro-actively protect lives and property.

CORE VALUES

- Provide a safe environment for Fire District personnel and the persons we serve and protect.
- Contribute positively to our Community and to the Fire District.
- Strive for excellence and deliver professional performance in all that we do.
- Be open, honest and ethical in all our actions, activities and communication.
- Respect the diversity of our Community—and the Members of our own Fire Service family—while working together to achieve Agency goals and objectives.
- Deliver excellent Customer Service to both internal and external users of our service.
- Maintain a long-term planning horizon and employ practices that improve safety, service, efficiency and effectiveness.
- Maintain the fiscal health of the Fire District, operating as efficiently and effectively as possible with funds provided—both by taxpayers and via revenue generation efforts.

SLOGAN

Neighbors Helping Neighbors

PATH FORWARD:

The Board wants to present tonight's work to the Members of East County Fire & Rescue for consideration and comment. An 'All Hands' Meeting will be scheduled, in June, to allow Members to comment on tonight's work—as well as to participate in a 'brain-storming' session to identify projects and tasks that should be undertaken to fulfill adopted Agency goals. Chief Koehler will schedule a date and notify the Board and all ECFR personnel. This will be a dinner meeting—as has been held for past Strategic Planning Sessions.

GOOD OF THE ORDER:

Assistant Chief Bob Jacobs asked if the Board was considering going back to quarterly Planning Meetings. The general feeling was that such meetings were beneficial—and should be scheduled, again, in anticipation of the major changes coming to the District on December 3rd.

ADJOURNMENT:

With nothing else to discuss, the Workshop was adjourned at 8:25 PM.

Respectfully Submitted,

EAST COUNTY FIRE & RESCUE
by

Gary Larson, Chairman

Jack Hooper, Vice-Chair

Absent _____
Mike Berg, Commissioner

John Clancy, Commissioner

Victor Rasmussen, Commissioner

ATTEST:

DISTRICT SEAL:

Scott Koehler, District Secretary