

MINUTES
Sudbury CERT Meeting
Held at Sudbury Senior Center
May 10, 2007 -- 5:00 to 6:30 PM
Respectfully submitted by Carole Flynn

Prior to the meeting's opening, a new application from Beth Whitlock was given to Richard.

This CERT meeting commenced at 5:00 pm, with the following people in attendance:

Richard Simon	Gerry Aronson	Barbara Bahlkow
Carole Flynn	John Seeger	Karla Rose
Sally Sack	Debra Mackey	Fire Chief, Kenneth MacLean

- Richard Simon opened the meeting, with Chief MacLean giving some opening remarks.
- Comments were offered by Richard Simon, Chairperson, and Barbara Bahlkow, Co-Chairperson.
- Carole Flynn gave a summary of the Minutes from the April 12, 2007, meeting. A motion was made and seconded, and it was **voted** to accept the April Minutes as written.
A note was made that Barbara Bahlkow, Co-Chairperson, should be copied on email to Richard.

➤ Status Reports:

Barbara Bahlkow

- Barbara reported on the Behavioral Health course that took place the previous evening and was attended by CERTs from Sudbury: Gerry Aronson, Barbara Bahlkow, Carole Flynn, and Karla Rose. Barbara review some of the highlights of the course, especially Do's and Don't's, and tips on problem solving and coping with stress.
- Barbara next reported on the VIP Committee, which meets once a month. At the last meeting, Kris Kiesel (Sudbury Senior Center Director) suggested the Committee come up with development of a Safety Booklet, how to shelter in place, etc. She also suggested developing Go Kits for seniors/the disabled, which could be sold at a nominal fee or bought as gifts. Several organizations in town will be asked for donations (Sudbury Villagers, et al.).
- Setting up a shelter should become a first priority, as experienced by loss of power on April 16 for over six hours at Frost Farm on a holiday weekend, with many emergency personnel away and no generator at the residence, no buses (as it was a school vacation week), the Senior Center closed.

Richard Simon

- Mission Statement is being worked. There is a "sense of urgency," we should think in a "self-reliant way," do things ourselves.
- Coordination with MRC—John Stevens is co-chair. MRC reports to both Sudbury and State Health Departments. John invited Richard to attend a recent meeting of the Sudbury Clergy Association, where houses of worship offered their facilities for use as emergency shelters. Richard suggested reviewing the Shelter Operations course book regarding how to do a survey of potential shelters—inventory what is available, who to contact, etc. Richard can email Department of Mental Health materials in pdf format to all CERTs.

- Richard has a copy of Wayland's draft Operations Manual (per Joe Gordon and general support team). He stated that within six months we should begin a deployment operation—MRC will be setting up a dispensing site, and CERTs can help with victim checking in/checking out. MRC will work with us.
- Richard asked that each Task Group identify who the contact person is, or work independently: Contact Richard or Barbara with any questions.

Debra Mackey

- We've made initial contact with other CERT/Emergency Management organizations in surrounding communities to (1) introduce Sudbury CERT and (2) Talk about their outreach efforts, what works, what doesn't, opportunities, pitfalls, etc. (A Grafton contact, whose name keeps coming up as a great resource—now has a full-time job with MEMA; Charlie Coggins, in Leominster; Al Shaal, Leominster Emergency Management Communications Manager).
Next step: Keep making contacts, visit other CERTs
- We've started collecting press clippings (CERT graduation, etc.). We need to collect press articles and maintain a file. Would everyone please watch for articles and copy and send or email to Debra (dmackey@waldenliteracy.com).
Next step: Develop press kit and make introductory contacts with *Sudbury Town Crier*, and *MetroWest Daily News*, other local/regional media.
- Developed draft Outreach Plan and Goals (see handout—abbreviated in this bullet)
Next steps: CERT team should review and add:
Missing groups/materials needs
Individual Task Group goals, and then:
Prioritize outreach efforts (Chief MacLean/Richard Simon)
(Sudbury Fire Department will be first on our list! Key town organizations should be contacted before Fourth of July.)
Begin outreach.

Abbreviated version of handout (full version attached):

Purpose of CERT Community Outreach

Drive CERT Membership, Raise community awareness, Establish/maintain goodwill and critical support of town and community institutions; Provide CERT with communications support necessary to further its mission and specific goals of membership, sheltering, training, equipment and funding activities.

Goals, 1 to 3 months

Immediate, short-range goals necessary just to get off the ground. We need to build a toolbox of communications materials, start reaching out to our constituencies, and gear up for community membership awareness and training. Input from all CERT Task Groups will be necessary to make sure each area has communications tools in place to meet their goals.

Goals, 3 to 6 months

Mid-range goals will focus on supporting more face-to-face CERT awareness and training, outreach to Priority 2 target constituencies, and ongoing communications with members and volunteers.

Goals, 6 to 12 months

These future goals should tie into the overall goals of the various CERT Task Groups and will be developed in response to subsequent CERT meetings.

Sudbury CERT Communications Event/Needs (partial list)

- Community Workshops
- CERT Training
- Press Coverage

Partial listing of Communications Tools

Print, Digital/Video/Audio, Other

CERT Constituencies

Categories included Residents of Sudbury, the Town of Sudbury, Emergency Services (Sudbury, other local and regional EM groups (MEMA/FEMA/DHS).

▪ Sudbury's Fourth of July Parade

Our first really big public appearance, it's a great opportunity to get our message out to potential members and non-members alike.

Next step: Find out how we go about having a CERT table, decide on materials, whether we want to announce our presence in the Upcoming Events section of the paper, and who will staff the table.

- Begin collecting email addresses (and permissions) to build a mailing list for ongoing communications. This is the cornerstone of any grassroots citizen communications campaign and, eventually, a great way to keep CERT trainees, volunteers, and other interested parties informed and engaged. Plus, it's free☺!

Sally Sack & Debra Mackey

Debra and Sally reported on the status of Sudbury's CERT Mission Statement (attached), which was distributed to those present. After review, a motion was made and seconded, and it was **voted** to accept the Sudbury CERT Mission Statement as written.

Carole Flynn

- Continuing Training: Downloaded information from the CERT Website was distributed to the particular Task Group members involved as an aid in their tasks.
- A draft CERT Volunteer Application was distributed for comment. (We cannot use the Town Seal on it.)
- Workshops:
As we have no funding (yet), the hoped-for fall CERT Training Course has been delayed a little in favor of a series of four Workshops, to take place at Lincoln-Sudbury Regional High School, as adult education, on Tuesday evenings in October (see attached course description). The course description has been forwarded to the LS adult ed. liaison. LS will provide the room/gym, but we need to obtain anything else, including the services of a certified CPR Instructor (for session 2). Inquiries are being sent out for someone willing to volunteer for the evening. Chief MacLean has graciously agreed to commit to the first evening's offering. Various FEMA brochures are being ordered for handouts (and for the Parade). Additionally, we need commitment from several certified CERTs to speak at the third session. In the meantime, plans for fund raising continue.

FEMA Are You Ready books will be ordered for both the Workshops and the CERT Training class. An estimated quantity needs to be determined, as they take awhile to arrive. According to FEMA, delivery time depends on the weight of the boxes, so they suggested ordering by July.

- Information Packets are being worked on and should be ready by the June meeting.

Sally Sack

Funding is a parallel task with CPR, the parade, the next CERT class (late fall?)

For Richard Simon and Chief MacLean—What do you want? Where will supplies be stored? Per Chief MacLean, the DPW will purchase industrial shelving and install in the boiler room of the Sudbury Senior Center in five to six weeks.

Why we want grant money needs to be spelled out (for example CPR Kit, CERT class, etc.) and DUN (Data Universal Number) numbers determined. The Chief has experience writing grants.

Chief MacLean

- **Funding**

Information on fund-raising methods might be obtained from Homeland Security, and Gale McNiff (Wayland CERT Coordinator) may have a model funding proposal format, to use repeatedly. A comment was made to suggest that churches/temples request donations from their congregations for CERT.

IMPORTANT:

1. All requests for funds must go through Chief MacLean's office first.
 2. All contracts must contain Town Manager Marie Valenti's signature.
- Determine DUN numbers for contracting, etc.
 - Identify what we need (for grants); likely organizations to support CERT—express as part of their mission—it would benefit their organization to be associated with CERT (i.e., a “WalMart”).
 - CitizenCorps has grant money.
 - In order to obtain the funds when requesting grant money, make sure we fill their need.
 - If money is requested for learning, it's more likely to be available (an extra would be portable generators; apply to Department of Energy)
 - Dollar amount depends on the groups.
 - Ten percent of the Chief's time is spent on grants, he has a lot of experience doing it.
 - Re Shirts, hats, IDs, vests, etc., hold a brain-storming session of what it would take to function as a CERT team. Quantify.
 - Per Debra, the Library is a resource in finding organizations. The Sudbury Foundation is a likely source.
 - Request money for Kits for the Workshops/CERT Training class.
 - Large organizations can purchase equipment more economically than we can. However, we can obtain items more economically than going through a state bid method.

Chief McLean has obtained 70 aluminum cots (50 & 20) for emergency use. Some have been obtained from the Federal Excess Property Program. However, with the Iraq war going on, more equipment may not be available now. **A system has to be set up to maintain the cots.**

Per Debra, **each Task Group should make a “wish list” of priorities.**

- **Near Term**

Formulate a proposal to Sudbury companies and corporations. Town Manager Marie Valenti has established a sub-account “Town of Sudbury CERT” for donations. Chief MacLean has the power to write checks from it.

John Seeger

Re Shelters: Need capacity. Per Chief MacLean, for an extended emergency, the Senior Center is the primary shelter and has a capacity of 200. The secondary shelter is the high school. Chief MacLean stated that it’s important socially to have the Town begin to function normally again after an emergency, as well as the schools. Carole & Karla said that perhaps the students can become part of the effort of helping during an emergency. (ach is required to put in 20 hours of community service as a condition of graduation.)

What necessities are expected (food, cat/dog food, cots/bedding)? Blow-up mattresses might supplement cots for overflow, or perhaps disposable sleeping bags.

Richard suggested contacting Gale McNiff (Wayland CERT Coordinator) regarding obtaining free pet cages/crates (from ASPCA, Buddy Dog, SMART—State of Massachusetts Animal Rescue Team)

Animals should be kept separate from humans (allergies, fear, etc.).

The Sheltering Team should visit churches/temples and determine square footage, heating/air condition, bathrooms, food preparation/serving capacity, what equipment is already on hand. Barbara suggested making up a chart with the various functions listed for each building.

John had an idea to have CERT enter a “float” in the July 4 Parade. Inquiries are being made as to cost, deadline, etc.

➤ Use of Town Seal on CERT Documents

We cannot use the Sudbury Town Seal on CERT letterhead, application forms, etc. We might develop one of our own eventually. Debra knows/is aware of some graphic designers in Sudbury.

➤ CERT Memberships

Richard asked that he be called beforehand regarding outreach to new members.

Sally Sack mentioned that two people in the Weston MRC are resigning and want to attend the next Sudbury CERT class.

Sally was asked to be a speaker at the Sudbury Villagers in the fall and will attempt to recruit for the next CERT class.

We need to establish a database of members, interested persons.

Barbara Bahlkow mentioned the Retired Men’s Group as another venue for recruitment.

➤ Who we are

As soon as possible, we need a statement of Who We Are, for the Sudbury Website—Mark Thompson is Webmaster. Sally suggested we should insert basic CERT information, as well, on the Website

*[As of this writing, the **Mission Statement** has been sent to the Town, and we can expect to see it on the Website soon. Per Debra, “Our mission statement will have real meaning if we use it! It’s a ready-made answer to anyone’s question about who and what Sudbury CERT is, and it can guide us in making decisions about priorities in the future. Please consider it in any ‘official’ communication about Sudbury CERT where an introduction is appropriate—and incorporate it in your own discussions with interested parties. The more folks hear our ‘mantra,’ the more we reinforce our presence and purpose in the community.”]*

- No discussion was took place on last month’s item regarding helping the Chief with CEMP (Comprehensive Emergency Management Plan)/VIP-CERT—Senior Community.
- The next Sudbury CERT meeting will be held **Wednesday, June 6, from 7:00—8:00 PM, at the Library** (Richard will confirm location or provide another).
- The meeting was adjourned at 6:30 PM.

U