

MINUTES

**Advisory Council Meeting #1 for Contract Year 2009-2010
 August 19, 2009 at
 Indian River State College
 Treasure Coast Public Safety Training Complex
 Fort Pierce, FL**

I. Call to order – Welcome & Introductions

Stephen Huntsberger, Principle Investigator for the Banner Center and Dean of Public Service Education, welcomed the Advisory Council members. The meeting of the Advisory Council for the Banner Center for Homeland Security and Defense was called to order at 9:35 a.m. on August 19, 2009 at Indian River State College, Treasure Coast Public Safety Training Complex, Fort Pierce, FL. Dean Huntsberger provided a brief history on Workforce Florida, Inc.'s Employ Florida Banner Centers and recapped the past two years of the Banner Center for Homeland Security & Defense's mission and activities. This year's Banner Center goals will include, but not limited to, focusing on marketing, product/curricula development and serving as a resource center of information for the homeland security industry.

II. Roll call:

Dean Huntsberger welcomed the existing Advisory Council members back and acknowledged the new members to the Advisory Council. New to the Banner Center for Homeland Security & Defense Advisory Council for the 2009-2010 Year are:

- Larry Schroeder, Palm Beach Community College
- John Jewitt, Lake City Community College
- Chief Ron Parrish, St. Lucie Fire District
- Donna Calabrese, Florida Power & Light
- Kathryn E. Boer, Treasure Coast Regional Planning Council
- Wayne Hinnant, Hinnant Solutions, Inc.
- Gloria Crawford, Gulf Coast Community College
- Capt. William G. Estep, Jacksonville Fire Rescue
- Paul Forage, Indian River State College, Emergency Management Dept.

The following roster represents the Advisory Council/Staff and their attendance status:

| | | | | | |
|---|---|--|---|--|---|
| Col. David Dees – Elected Chair Florida Department of Transportation | P | Donna M. Calabrese – Elected Vice-Chair Florida Power & Light Company | P | Stephen Huntsberger, Banner Center Principle Investigator & Associate Dean of Public Service Education Indian River State College | P |
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| Evan Berry Banner Center Director Indian River State College | P | Brenda Rante Banner Center Program Coordinator Indian River State College | P | | |
| Kathryn E. Boer Treasure Coast Regional Planning Council | P | Gloria Crawford Gulf Coast Community College | A | Scott Davis – Tropicana Manufacturing Company, Inc. Rep – Vince Peterson | P |
| Jerry DeJonge – South Florida Community | A | Stacy Dickson – Central Florida Community College | P | Capt. William G. Estep Jacksonville Fire Rescue Department | A |
| Dr. Paul Forage Emergency Management Indian River State College | P | Rick Higingbotham – Florida State College at Jacksonville (Alt. Rep. Herb Babin) | A | Wayne Hinnant Hinnant Solutions, Inc. | P |
| John Jewitt Lake City Community College | P | Art Johnstone Office of Agricultural Emergency Preparedness, Florida Department of Agriculture & Consumer Services | A | Rocky McPherson – Enterprise Florida, Inc. | A |
| Dr. Jim Murdaugh – Tallahassee Community College | A | Tammy Page – Transportation Security Administration (TSA) | A | Eileen Powell Florida Highway Patrol (Alt. Rep Lt. William Jackson) | P |
| Elaine Puri – Banner Center for Logistics & Distribution, Lake City Community College | P | Larry Schroeder Palm Beach Community College | P | Brian Shonk – Okaloosa-Walton College | A |
| Tony Simunac – Savatech Corp. | A | Gwenda Thompson – Workforce Development Board of the Treasure Coast | P | Sandra Wilson – Florida Department of Law Enforcement | P |
| Rep Pending – Economic Development Council of St. Lucie County | | Rep Pending – F4W, Inc. | | Rep Pending – Federal Bureau of Investigation (Fort Pierce) | |
| Rep Pending – Jacksonville Port Authority | | | | | |

(*A = Absent; P = Present)

III. Nominations for Chair and Vice-Chair for the Advisory Council

Dean Huntsberger opened the floor for nominations for Chair and Vice-Chair positions for the Banner Center Advisory Council. During the interim of contract renewals, Col David Dees was acting Chair. Stacy Dickson motioned to reconfirm Col. Dees as Chair, Chief Parrish seconded. Advisory Council were all in favor, no opposing votes. Col. Dees accepted and holds the office of Chair for the Banner Center.

Discussion was open for nomination of Vice-Chair. Stacy Dickson recommended to open Vice-Chair position to a private industry member. Advisory Council members concurred. Nominations for Vice-Chair and/or volunteers were posed to the Advisory Council. Donna Calabrese from Florida Power & Light volunteered to be Vice-Chair. Kate Boer motioned to have Ms. Calabrese as Vice-

Chair, Larry Schroeder seconded. Advisory Council were all in favor, no opposing votes. Ms. Calabrese accepted and holds the office of Vice-Chair for the Banner Center.

Congratulations were extended to the Banner Center for Homeland Security & Defense's new Chair, Col. David Dees, and Vice-Chair, Donna Calabrese.

IV. Banner Center Updates

A. 2009 – 2010 Contract Deliverables: Brenda Rante reviewed the 2009-2010 Deliverables which included:

Deliverable #1: Implementation Plan: This deliverable requires a detailed schedule of activities and Memorandum of Agreements from partners. In addition, a new Program Development and Outreach Specialist will be on staff on September 8, 2009 and will be primarily responsible for marketing and outreach of the Banner Center as well as other shared responsibilities. This deliverable has been completed and was submitted to Workforce Florida, Inc. on August 15, 2009.

Deliverable #2: Advisory Council: This deliverable requires submission of the Advisory Council roster for approval, designation of a Chair and Vice Chair; minimum of three advisory council meetings (proposed dates for next two are February 2010 and May 2010); developing an advisory council structure and operational guide to include terms of service. This deliverable is due on or before June 30, 2010.

Deliverable #3: Marketing & Outreach Plan: This deliverable requires development of a marketing plan to expand visibility of the Banner Center; developing marketing materials; enhancing the website (www.homelandsecuritybannercenter.com); development and distribution of two E-Newsletters. This deliverable is due on or before June 30, 2010.

Deliverable #4: Training for Entry Level Jobs, Advanced Jobs & Skills Upgrade: This deliverable requires training for 95 Entry Level completers; 22 Advanced Level completers; and 190 Skills Upgrade completers. Training must be completed on or before April 30, 2010.

Deliverable #5: Curricula Development: This deliverable requires developing a curricula that is industry driven; have a component that is web-based; be modular; have industry certification; incorporate non-traditional teaching methods; have accepted competencies; and able to be updated, replicated and mobile. The Banner Center will continue to develop the Preventive Radiological Detection (PRD) course as well as the proposed Practical Interdisciplinary Exercise Program (PIE). At least one developed curricula developed on or before April 30, 2010.

Deliverable #6: Focus Groups: This deliverable requires conducting three focus groups. The purpose of the focus groups are to determine the current and future hiring needs of the homeland security & defense industry; focus groups shall occur outside of Fort Pierce, FL; and proposed dates are December 2009, March 2010 and May 2010. All focus groups must be completed on or before June 30, 2010.

Deliverable #7: Sustainability Plan: This deliverable requires the development of a sustainability plan that should include statewide outreach; highlight projected needs over the next five years; how the Banner Center will offer value to the industry; and provide documentation of cash funds. This deliverable is due on or before June 30, 2010.

Deliverable #8: Inter-institutional Agreements: This deliverable requires developing agreements with training entities, colleges,, and/or employers for delivery of Banner Center curricula to expand delivery to areas of the state not previously served. This deliverable is due on or before June 30, 2010.

B. Banner Center Training Updates: Evan Berry recapped the Banner Center trainings for years one and year two which included but not limited to:

- Advanced PRND Operations Course (APOC) training was held at the Treasure Coast Public Safety Training Complex (TCPSTC) at Indian River State College (IRSC) in January 2009 with the Department of Homeland Security, Domestic Nuclear Detection Office (DNDO). This was a one week training that included classroom instruction and field mock exercises at the TCPSTC as well as the Mets Tradition Field in Port St. Lucie. Over 30 law enforcement participants came from throughout Florida, Virginia, California, New Jersey, and Pennsylvania. The APOC training was in preparation for the 2009 Tampa Super Bowl and Presidential Inauguration.
- The Counter Terrorism Operations Support (CTOS) is currently the contractual training arm for the Department of Homeland Security (DHS) to provide training for the Preventative Radiological Detection. PRD trainings had to be coordinated through DHS to bring CTOS trainers, sources and equipment in to provide PRD training. Agencies were dependent on CTOS' limited training staff and date availability. Through the PRND Enterprise Committee, it was recognized how the Banner Center could assist and a Train the Trainer course was conducted with CTOS and held in Las Vegas, Nevada in December 2008. This was a five-day training of classroom instruction and mock field exercises for ten identified instructors to be part of the PRD instructional staff to provide training throughout the State of Florida through the Banner Center.
- The Florida Department of Health Bureau of Radiation Control (DOH/BRC) with the Banner Center's assistance, conducted a Preventative Radiological and Nuclear Detection (PRND) training held at the Treasure Coast Public Safety Training Complex at IRSC in Fort Pierce, FL in July 2009. DOH/BRC staff were provided classroom instruction and mock field exercises during this three-day training. Col. Dees shared with the Advisory Council that he had received a letter of acknowledgement and thanks from Mr. William A. Passetti, Chief, Radiation Control of the Florida Department of Health on the coordinated efforts of this training.
- The City of Fort Pierce, Fort Pierce Police Department (FPPD) received a grant from the State Homeland Security Grant Program (SHSGP) for residual funding to be used for training. The City of Fort Pierce FPPD will partner with the Banner Center for training and the acquisition of PRD equipment. The Banner Center will beta test the PD curriculum for up to 50+ participants. An additional 40 FDOT law enforcements are also anticipated to be trained as well as participants from the Tampa area.
- The Banner Center will continue to work with the Department of Homeland Security on the PRND mission, and provide specialized training throughout Florida that are identified by the agencies' and industry's needs. Working with the Training Academies throughout the State of Florida, the Banner Center can make these specialized trainings available so that Training Centers can benefit from a curricula that has been developed, staff that can administer/facilitate training, instructional staff and provide equipment and resources through the Banner Center.

Col. Dees pointed out that it has been identified by the President, that radiological nuclear weapons of mass destruction are the **#1** threat to homeland security. The PRND mission requires true partnerships among law enforcement, fire and emergency management in order to detect, identify and turn over to the appropriate hazmat experts. Through the Banner Center there is the opportunity to develop these relationships and further networking opportunities to make sure that all disciplines are involved and to understand each other's role.

C. Florida Division of Emergency Management: 2009 Governor's Executive Tabletop Exercise, Situational Manual (SitMan): Col. David Dees, Banner Center Chair and Director of the Florida Department of Transportation/Office of Motor Carrier Compliance, updated the Advisory Council on the continued efforts of the Preventative Radiological Nuclear Detection (PRND) mission during the 2009 Tampa Super Bowl; its importance and relevance to homeland security which is now the President's high priority, and the 2009 Governor's Executive Tabletop Exercise.

At the Tampa Super bowl several alarms were processed, which were mainly relative to medical patients, with no complaints. Overall, the event was a positive situation. A situation was discussed relating to a medical patient given strict medical orders to remain home due to the treatment administered. Defying the medical orders, this patient attended the game and an alarm was set off as the individual went through a chokepoint. The following issues were raised by members of the Advisory Council: Is there a public safety exposure for that type of situation? Is there a preferred seating in an isolated area? How do you respond and is there a true public safety risk? Who has the authority? Shared responses by the Advisory Council were (1) public safety exposure and risk issues would be more appropriately addressed by the Department of Health; (2) the protocols in place currently are for adjudication based protocols; (3) agencies would be responsible for developing their own standards of operation (SOP) and currently there are no recommendations and (4) the need for standardization and protocols are being discussed.

Col. Dees briefly shared the purpose of the Governor's Executive Level Tabletop Exercise, which was "to provide an opportunity to evaluate the strategic policies, plans and capabilities for a response to a threatened Improvised Nuclear Device event in Florida". The scenario, which was not disclosed to any agencies/participants, commenced with a delivery of a package to the FOX News 13 TV station with a note that the package contained uranium that would be used to detonate a nuclear weapon. A copy of the 2009 Governor's Executive Tabletop Exercise was provided since it is now documentation available to the public. The report on the outcome of the exercise will be forthcoming.

V. Task Teams

The purpose of the Task Teams are to assist the Banner Center in the development and implementation of three main areas that include product/curricula development, marketing and outreach, and research and publications for the contract year 2009-2010. The Advisory Council members were asked to select a Task Team that they would like to serve on, break out into their respective Task Teams and discuss the questions, and present back to the Advisory Council when reconvened after lunch. The table below identifies the Task Team, its members, the breakout session questions assigned to those groups, and a follow-up assignment. Individual meetings will be conducted for each Task Team so that they may continue to identify and develop their respective areas. All scheduling of meetings will be coordinated by Banner Center Staff as we move forward. Advisory Council members who were not in attendance will be requested to rank the Task Teams (first, second and third preferred choice) and will be assigned accordingly.

| Task Team #1 Product / Curricula Development | Task Team #2 Marketing & Outreach | Task Team #3 Research & Publications |
|---|---|---|
| <p><i>Donna Calabrese</i> <i>John Jewitt</i> <i>Gwenda Thompson</i> <i>Chief Ron Parrish</i> <i>Vince Peterson</i></p> | <p><i>Vince Brown</i> <i>Col. David Dees</i> <i>William Jackson</i> <i>Sandra Wilson</i> <i>Larry Schroeder</i></p> | <p><i>Kathryn Boer</i> <i>Wayne Hinnant</i> <i>Stacy Dickson</i> <i>Elaine Puri</i></p> |
| <p><u>Break-Out Questions</u></p> <p>1. Identify specific programs/ curricula that the Banner Center should focus on developing. (Take into consideration the following: time and resources to develop, marketability, return on investment, current and future trends.)</p> <p>2. Are there any non-curricula/ training type products that the Banner Center should consider for development? Why?</p> <p>3. Who are the subject matter experts that will help develop the above-mentioned programs? Be specific.</p> | <p><u>Break-Out Questions</u></p> <p>1. Outline a marketing strategy for the Banner Center for the coming year?</p> <p>2. What assets or competencies should we focus on in our marketing campaign?</p> <p>3. What other organizations/ companies should the Banner Center develop relationships with for marketing and outreach? Be specific.</p> | <p><u>Break-Out Questions</u></p> <p>1. What research and publications (developed or existing) would be valuable to the Banner Center for Homeland Security & Defense and why? (Prioritize by relevance and importance to the Banner Center).</p> <p>2. Based on Question 1, who would be the appropriate individual(s) to develop and/or identify publications and/or conduct research.</p> <p>3. How do we recruit the above individual(s) to help create and assist in authoring or identifying research and publications?</p> |
| <p><u>Response to Q's</u></p> <p>1. Specific programs/ curricula should be developed for private sector response teams (i.e, first aid, all hazards, food source); hospital staff training; cyber security; behavioral observation program; and HOA security. Explore certifications.</p> <p>2. Non-curricular/training type products to consider would be general public education on website (i.e., portal to all programs/ funding) and Boy Scout Merit Badge in "Homeland Security Awareness"</p> <p>3. Subject matter experts should include private sector first responders (i.e., Department of Health, St. Lucie Fire) and Hospital ER Staff (i.e, Department of Health, Florida Power & Light).</p> | <p><u>Response to Q's</u></p> <p>See Attachment #1- Notes from Task Team #2</p> | <p><u>Response to Q's</u></p> <p>1. Phased approach to identifying and gathering research and publications. First, collect existing research and publications and internet links and post to website. Goal is to make Banner the "one stop shop" for homeland security and defense data for government, industry and academia. Potential revenue stream for Banner through subscription to repository.</p> <p>2. Task Team will identify subject matter experts for data collection. Opportunities for research and publications will be identified by gaps in data as repository is developed. Banner Advisory Council members will assist in their areas of expertise.</p> <p>3. We will ask subject matter experts to participate. Possibly incentivize through subscription for original material.</p> |
| <p>Follow-up Assignment</p> <p><i>Outline a curriculum.</i></p> | <p>Follow-up Assignment</p> <p><i>Come up with a particular brand that can be used long-term.</i></p> | <p>Follow-up Assignment</p> <p><i>Pick a topic from above and design a research method.</i></p> |

Attachment #1

Marketing & Outreach Task Team Minutes & Notes

(Side note from Wayne Hinnant, which he may have alluded to during his Task Team presentation: We need an SOP for website documents. He said the NIMS or NIIMS was “outdated; we don’t do that anymore.” Review the publications at <http://www.homelandsecuritybannercenter.com/publications> .)

Questions/tasks and answers...

1. Outline a marketing strategy for the Banner Center for the coming year.

Marketing history per Evan:

- The Banner Center had an internal website on the IRSC website.
- Then created an external website at <http://www.homelandsecuritybannercenter.com> .
- Part of content for that involved developing and posting career profiles such as, “How to become a police officer in the state of Florida...” That task still remains.
- Besides website, Banner Center also developed brochures and newsletters. Newsletters went to AC members and lists of trainers, but not to associations.

Recommended strategy moving forward:

- A. Website remains key outreach tool for Banner Center.
- B. Focus on getting a series of articles in trade publications of member associations, which have circulations in the hundreds of thousands. Advisory Council members can also reach out to their respective associations. The top/main three associations to approach, initially:
 - a. Florida Police Chiefs Association (FPCA)
 - b. Florida Sheriffs Association (FSA)
 - c. Florida Fire Chiefs' Association (FFCA)
- C. Network:
 - a. Reach out to these associations
 - b. Attend and booth at association conventions
 - c. Sit on committees
 - d. Approach city and county commissions
- D. Get Banner Center logo and a link on state agency and association sites, and vice versa. Also put Banner Center logo on e-mails going out from Advisory Council members.
- E. Reach out to retirees: They are active politically and want something to read. (Many may already read the publications of associations listed above.)
- F. Approach *Florida Trend* to run an article or series of articles, or develop an industry report/marketing piece like the magazine did for Banner Center for Logistics & Distribution.
- G. Consider producing promotional and informational videos—both DVD and online. Might be able to use each partner school’s video production department.
- H. Consider social networking sites:
 - a. Twitter
 - b. Facebook
 - c. MySpace

2. What assets or competencies should we focus on in our marketing campaign?

(In other words, what is the Banner Center’s value? What does it do?)

- A. Training is the key asset of competency. It’s “specialized training you can pack up and take anywhere.”
- B. It’s also bringing multiple academies together to avoid duplication.

3. What other organizations/companies should the Banner Center develop relationships with for marketing and outreach? Be specific.

Basically, the three main associations listed above: FPCA, FSA, and FFCA.

Next Step or "Homework"...

Back at the Advisory Council meeting, Evan gave this Task Team a homework assignment:

Come up with a particular brand (or slogan or marketing message) for the Banner Center, such as Verizon Wireless as the "Most Reliable Network" or Coke as "The Real Thing."

****End of Task Team #2 Notes****

VI. Treasure Coast Public Safety Training Complex: Advisory Council members were given a demonstration of the Emergency Operations Center by Dr. Paul Forage and a tour of the Treasure Coast Public Safety Training Complex.

VII. Handouts and Action Items:

The following handouts were distributed at the Advisory Council meeting. (Handouts will be forward to members not in attendance.)

- Agenda
- Advisory Council Roster
- Draft of Advisory Council Handbook
- 2009 Governor's Executive Tabletop Exercise – Draft Situation Manual, July 27, 2009
- Power Point notes

The following actions/requests were made at the Advisory Council meeting:

1. Copies of the Needs Assessment Plan and Strategic Plan – (Completed)
2. Members to review Advisory Council Handbook and submit comments, changes, edits, etc. to Program Coordinator (Handout);
3. Copies of Banner Center budget;
4. Members to recruit more private industry representation. Suggestions from the floor included: Florida Fire Chiefs Association, Florida Police Chiefs Association, Sheriffs Association, Department of Health, Medical Community (i.e., hospitals), Florida Division of Emergency Management (FDEM), Florida Emergency Preparedness Association (FEPA), AT&T, Chambers, Security Groups (i.e., ASIS International) and any additional suggestions from Advisory Council.
5. Clarify whether Advisory Council has to be in compliance with Florida Sunshine Laws - (Completed)
6. Develop a standard invitational letter for potential Advisory Council members for signature by Dean Steve Huntsberger and Col. David Dees.
7. Schedule individual Task Team meetings (conference call) to continue working group assignments.

VIII. Adjournment: Next Advisory Council meeting scheduled tentatively for Thursday, February 4th, 2010, Lake City, Florida. Meeting times and place will be provided at a later date. At the conclusion of the Treasure Coast Public Safety Training Complex tour, meeting was adjourned at approximately 4:00 p.m.

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