

OREGON LIFE SAFETY TEAM

Meeting Minutes

Thursday, July 16, 2015
Oregon Office of State Fire Marshal
Mt. Hood conference room
1:30 p.m. - 3:30 p.m.



Attendees/Representing

Birr, Tim - Retired TVF&R (OFSC)
Burns, David - US CPSC
Donahue, Jeff - NFPA*
Dunn, John - OFDDA
Fields, Dave - OSFM
Fischer, Krista - OSFM
Frederick, Gus - OSFM
Guinan, Justin -Tangent FD (Linn)
Gulledge, Dave - OSFM
Hoover, Rich - OSFM
Kusz, Jim - North Lincoln FD1 (Lincoln)
Leipfert, Rich - McMinnville FD (OFCA)
Maniscalco, Susie - Bend FD (OFMA & Deschutes)*
McDermott, Debbie - McMinnville FD (OFMA)
McGoldrick, Melinda - ARC*
McGrew, Claire - OSFM
Mendez, Alfredo - Marion County FD1 (Marion)
Nelson, Barbara - Stayton FD (OFSOA)
Patton, Jim - Corvallis FD (Benton)
Roach, Amy - OSFM
Sauermann, Lora - Albany FD (Linn)
Slavens, Ginger - Nestucca RFPD (Tillamook)
Stafford, Stephanie - OSFM
Storms, Anne-Marie - Keizer FD (Marion)
Tibbetts, Robert - La Grande RFPD (Union)*
Walker, Jim - OSFM
Whitehouse, Jamie - OSFM
Zinck, Jaime - OSFM

**indicates attendance via teleconference*

Welcome/Introductions/Updates

The meeting was called to order at 1:35 p.m. by Stephanie Stafford. Introductions were made at this time.

Ginger Slavens reported a fire in her district caused by sparklers on the July 4th. Jim Kusz announced an upcoming event "Five Alarm Fun" on August 15th and 16th at the fairgrounds in Newport. Jaime Zinck updated the group on Fire Prevention Month at the Oregon Office of State Fire Marshal (OSFM). If anyone is interested in joining the subcommittee, please contact Jaime at

jaime.zinck@state.or.us. Debbie McDermott reported that the Oregon Fire Marshals Association has its fall Roundtable October 20-21, 2015. For details, please visit <http://ofma.net/events/>. Gus Frederick shared that a new DVD/video developed by the OSFM on card-lock inspection has just been completed. Dave Gulledge reported there is a National Fire Incident Reporting System and Oregon Fire Bridge™ training coming up August 3rd and 4th here at the OSFM office. For details, please visit <http://www.oregon.gov/osp/SFM/Pages/Training.aspx>.

OSU & U of O Partnerships – Steve Sullivan

An outline of the upcoming collaboration between the OSFM, University of Oregon (U of O) and Oregon State University (OSU) was provided. The focus will be a two-year partnership using the logos and mascots of both colleges to promote fire safe messaging. This will be done through;

- Affiliation – Establish a connection between the OSFM and Beaver and Ducks fan bases across the state.
- Brand Awareness – Build brand awareness throughout the state of Oregon and to educate Oregonians about structural fires and smoke alarm prevention.
- Team Work and Partnerships – Utilize the school mascots as a focal point for the OSFM in marketing campaigns.

Steve went over the demographics of the OSU fan base, and the schedule for radio, internet, and social media spots to occur during OSU football and U of O men's basketball seasons. Creative ways to use the brands were discussed. Some ideas were; a "hard" banner made for individual agencies for use at their open houses/events, linking the social media sites through fire agencies and cross promoting as much as possible, publicizing the VIP contest winner using the photos taken with the mascots on individual social media pages, and billboards along major roadways.

Smoke and Carbon Monoxide Alarm Laws – Jamie Whitehouse/Justin Guinan

A presentation was provided on the Oregon Smoke and Carbon Monoxide Alarm Laws that relate to selling or renting a home.

Group discussion ensued on recommended changes to the presentation and the method of delivery (i.e., train-the-trainers to Oregon fire agency staff to enable realtors to earn Continuing Education Units (CEU) by attending this training, or online/webinar). The group agreed that CEU's should be given for in person training only.

Suggested changes for the presentation were; it needs to be more exciting, make a section in the presentation for vacation rental owners, use visuals and simple language to help clarify some of the questions in different types of alarms, have electronic versions of the presentation available.

Oregon Life Safety Team Updates

Amy updated the group on the Hydro Flask OLST incentive. The majority of respondents, to a recent request for input on size and color, resulted in the 24 oz. red Hydro Flask being selected as the preferred choice. The cost of the bottle is \$17.99 and engraving is an

additional \$5.00, bringing the total cost to \$22.99. The incentive will be based on attendance at OLST meetings over the past year.

Stephanie discussed turning the strategic plan into goals and objectives for the OLST to discuss and meet on these throughout the year. Stephanie also let the group know that we would be working on some recruitment of members in counties that are currently not represented, and retention of current members.

Other Business

David Burns discussed recent recall notices. David also shared with the group that the CPSC is starting a new nationwide window fall campaign.

Meeting adjourned

3:30 p.m.