

**Columbia Emergency Planning Association**  
**Meeting Minutes – Tuesday, October 1, 2013**

**Present:**

Jay Tappan	CRFR
Diane Dillard	CRFR/Sacagawea Health Center/Chamber of Commerce
Joe Errante	ARES/RACES
Jacque Lomsdal	Dyno Nobel
Gregg Bailey	Dyno Nobel
Jeanine Dilley	CCOM911
Anne Parrott	Public Health Foundation/MRC
Al Pierce	ARES/RACES
Roy Barbour	American Red Cross
Kevin Owens	Columbia River PUD
Lonny Welter	Columbia County Road Department
Earl Fisher	Columbia County Commission
Vicki Botieff	ServPro
Malcolm Hiatt	Oregon Department of Forestry
Craig Allison	Port of St. Helens
Janine Salisbury	St. Helens School District
Robbie Roberts	Northwest Natural Gas
Patrick Trapp	Port of St. Helens
Michael Greisen	Scappoose Fire District
Greg Hinkelman	City of Clatskanie
Marge Murphy	Private Citizen
John Stetzer	Community Crisis Team (Scappoose Fire/Police)
Dave Anzur	P&W Railroad
Tony Hyde	Columbia County Commissioner
Beth Santangelo	Armstrong
Juli Knapp	CCMH
Mike McGlothlin	Columbia City Police Chief
Eva Frost	Warren Grange
Jerry Marquette	Warren Grange
Don Smith	Clatskanie PUD
Randy Larson	Clatskanie PUD
Kristi Ward	GP – Wauna
Jennifer Engkraf	Cowlitz County Emergency Management

Meeting was called to order by Jay Tappan – thanks to Columbia City for the treats and door prizes – new caterer Brown Buttery Bakery.

Special guests – Eva and Jerry from Warren Grange. Don Smith and Randy Larson – Clatskanie PUD, Earl Fisher County Commission.

Introductions – around the room.

**Public Health** – Anne working with Vernonia Health Clinic Board – they are developing a mitigation plan for the clinic – in final phase of plan development – asking help for funding moving of site materials – need some physical items that will allow us to move materials. Contact Anne at 503.397.4651 or [aparrott@tphfcc.org](mailto:aparrott@tphfcc.org). Last spring we took on an adult vaccinations project in Columbia County – flu season is here – public health is now giving shots - \$25. Very important for adults to get vaccinated for whooping cough. Vaccinations is just not for kids – list of all pharmacies in CC that are also giving shots.

Tappan – CRFR/ (in his bright pink shirt) announces It is National breast Cancer awareness month

**Kristi Ward GP – Kristi Ward** – introduction of our speaker – Jennifer Engkraf – she has a blog in Cowlitz County – Wauna uses this information from across the river (in addition to Clatsop and Columbia County information) to keep employees informed during a crisis and to help make business decisions during a crisis.

Jennifer Engkraf – guest speaker. Been with Cowlitz County Emergency for 7 years – she was a paralegal for defense attorneys and decided to go for this position. Specially like social media in this field – Cowlitz County is a rural country – a lot of our curriculum comes from King County. How a small county such as us – we only have 100,000 - She also just became certified as a Disaster Preparedness Training Coordinator – FEMA curriculum – you can use social media to your advantage.

The Three Minute News Cycle – there is no more waiting for news releases on the hour – people want their news right now. Don't Fear New Technology – make it work for you, your agency and people you serve. In the final analysis, public relations is an art form and no matter what changes, if you've still got the art, you're still in business." -- Bill Ruder

All the citizen reporters will fill in the blanks – so you need to control the information.

\*Press releases are now historical document

\*Communication from agency to population served is becoming less formal, more familiar and conversational.

\*Come across as a trusted source – need to get information out – building trust and credibility is still foremost, you just have a lot less time and space – people want honesty and accuracy.

### **Engagement**

- Doing nothing – negative speculation
- Situation Awareness – monitoring
- Simultaneous Broadcast – Fairness and accuracy
- Relationship Building – two way engagement

Those of you on Twitter or Facebook. Video – showing the difference in crisis communications since social media now used so widely. Crisis Communication now – almost any person with a cell phone can immediately report the news and share with the rest of the world. Social media makes the world aware of current events. Immediate reporting is the way of life. Speed, engagement and rumor management – absolutely necessary in this new world of social media.

Everyone's a journalist – every person showing up on the scene becomes a journalist – so where should you be – mainly the media follows on Twitter. We get most of our "engagement" on Facebook and our blog – we have 222 subscribers that get a message from us every day. Facebook has been our shining

star – we have been on FB for two years. On Friday afternoon we had 541 likes – because we had hovered around 125 – so we put out on FB warning about the storm last weekend – so over the course of the weekend we went from 541 to 2,204 – we showed road closures, etc.

You can do fun things – keep people involved and informed – why should you participate – make it work for you and control the message – acknowledging that there is a situation shows competence. Waiting for standard news cycle is no longer relevant. Transparency in everything you are doing!

All it takes one event to trigger a news rush.

On Twitter it is really quick – so be sure and

**THINK – Is it true? Is it helpful? Is it inspiring? Is it necessary? Is it kind?**

Jennifer’s contact information - 360 577-3130 – we are on it Monday to Friday – 8 a.m. to 5 p.m – it is not monitored 24-7. Really need to make sure you trust your social media. Liability wise – there are gray areas – we have social media protocols. Patrick Trapp reminded people that your FACEBOOK page becomes “public record.” You must archive everything.

Executive Committee - We had a board meeting – our general meeting is in December. In November the board will be working on by-laws and committee members – also working on quorum language. We will push ahead with the CEPA EXPO for 2014.

Finances are looking pretty good – Donkey Basketball was a good fundraiser.

Program Committee – have speakers for the first five months

Information Management – need a chair

Membership committee – no report

New Business:

Agency Reports

**ARES/RACES** – ham radio backups are at Deer Island station of CRFR

**GP** – Kristi reports that Clatskanie Fire submitted a request for a GP Bucket Brigade Grant- They were awarded an \$8000 grant. In addition, the Wauna Mill is contributing a \$5000 community investment, which the Fire Department is using to purchase new hose.

**Col City** – Mike M. noted that the Hazard Mitigation committee – working on first emergency management preparedness fair - working with Red Cross and Dyno Nobel –Saturday, Oct. 12 – 10 a.m. to 2 p.m. – Columbia City Community Hall.

**Dyno Nobel** – Gregg reported they are happy to participate in the Prepare Fair – did some incident management response course – started a new fiscal year today – we have a new budget. Jacque our truck staging lanes should be commissioned by next month.

**SH School District** – Janine S. having active shooter training – more courses in October and November.

**911** – Jeanine Dilley reports all is going well on new EOC. Some radio concern over the weekend. We experienced “rain fade” – works kind of like snow – it can literally block our signal. We had power fluctuation – those gave us some hiccups over the weekend. We’re preparing for the new EOC – some trees coming down Thursday and stump removal next. Gate modifications will be made.

**Columbia County** – Tony Hyde – unlike our Federal government, we are actually operating. We did have some positive movement relating to reauthorization of the timber bill –so the DeFazio bill passed and now going to Wyden’s office – federal forests are doing nothing right now except they are burning – we have almost a million acres of privately owned forests. Plus those “wonderful meetings” in

Clatskanie on rezoning. Now the rest of the State and the region are realizing that we in Columbia County are in a good position.

**ServPro** – Vicki reports that Red Cross Blood Drive – Cornelius Saturday, October 5 - sponsored by Northwest Natural Gas – and also OEMA next week – we will be there.

**RED CROSS** – Roy reports Blood Drive – Oct. 5

**ODF** – Malcolm reported that Fire Season ended at noon last Wednesday – our seasonal workers will be working until this Friday – we have started slash burning.

**Road Department** – Lonny – brochures – getting word out that long pole trucks are really dangerous – we have power point video for your use – we are worried about these “long pole” trucks. If you see one coming – move over give them room. Two weeks ago we hosted a meeting for road agencies in NW Oregon area – basically to discuss best practices in road maintenance- we have hired a long-term weather forecaster – right now he says we are between El Nino and El Nina – should be no extreme long term weather – but we have intense weather storms – just a heads up. Middle of month we are going to Astoria where ODOT is hosting is another meeting on weather predictions for the winter. Road Department – close to finishing Nick Thomas Road slide and the Walker Road slide – we dumped 1000 tons of fill –and are creating parking area for users of CZ Trail.

**Clatskanie PUD** – Randy – more transition – new general manager today – Marc Farmer coming from WOC. Local health and safety fair – we continue to work with Fire Department to include emergency information on our webs

**City of Clatskanie** – Greg H. - major theft ring in Clatskanie – we finally busted.

**Clatskanie PUD** - Don Smith – working with Fire Department to get emergency generator at the high school. Going to continue

**County Commissioner** - Earl Fisher – I am unabashedly promoting “keeping prisoners in jail” ...we have signs. It is a very serious issue – one of the concerns we have is cost of a campaign – so in addition to signs there are envelopes for donations. We have speakers available to talk with your groups. Tony added, “ we are still at 26 furlough days” but we do not have adequate funding for the jail. There are really good opportunities in this county – but companies are not going to come here if public safety is an issue.”

**Columbia River PUD** – Kevin noted we are just starting budget project – the biggest thing people are talking about is the weather. It has been incredibly mild so our outages are about half of the previous year. But we continue to do preventative maintenance – do a lot of tree maintenance. You see the benefits of this program. We only had 3 customers out on Saturday and Sunday only 12 customers vs. PDX with 100,000+. We are finally starting to see growth “energywise.” We are seeing housing growth especially in Scappoose – some Intel people moving out this way. USG just put on another shift.

**CASA** – Diane – reminded folks about our upcoming fundraiser, Oktoberfest 12 – 5:30 to midnight – Columbia County Fairgrounds.

**ARES/RACES and CERTs** – Joe Errante reports that the Ham class finishing up this next week –worked hard at the Sauerkraut Festival. But did get communications with Japan and other countries.

**CCMH** – Julie – nothing

**Warren Grange** – very interested in being trained as first responders – EVA & Jerry

**Port of St. Helens** – Craig trying feverishly to wrap up some summer projects. We've been doing a lot of runway work at the airport – great program and so the system I used to notify people of airport closure. NOTAMS – online and telephone system – [www.FAA.gov/notice](http://www.FAA.gov/notice) to airmen

**P&W Railroad – David Anzur**– still working on getting our tank/trainer car – to train emergency responders – don't have a date – we'll bring it up to CC and set up probably 1<sup>st</sup> quarter of 2014. We are replacing rail – mostly out past Rainier and Clatskanie – 4-1/2 miles going from 90# to 112# welded rail – this was part of a Connect Oregon grant. Also we are going to replace a bridge out past Deer island – MP 35.5 – we have been wanting to replace that bridge – in the first part of December – five other small

bridges that we will replace. Down in Linnton area replacing a bunch of switches. Will try to get some of those long poles on rail vs. trucks. We will review train scheduling – if you can avoid the “go to work hour” --- the better it would be.

**Port of St. Helens** – Patrick Trapp – we are seeing a lot of economic opportunities – if we just had empty buildings/land – as we close on our fiscal year – the port has received about \$1.4 in tax revenue and have been able to leverage that to \$24 million+. Port of St. Helens – has a Facebook page. Have another rezone hearing Thursday in Clatskanie. Developing an off leash dog park near the Port office. Worked with Columbia Pacific Refinery – spill responses table top exercise. No doubt we all need to begin using “social media.”

**Marge Murphy – question for RR** – concerned about timing of trains – isn’t there a rule about timing. David said – there used to be a rule that it was 10 minutes day/ and 15 minutes night – that is no longer in effect – as far as St. Helens – there are a couple of constraints – we need to do tie upgrades/switches and bridges – so that we can move trains at 25 mph. We are also working on the yard on St. Helens – so looking at relocating it somewhere. There are no coal trains coming through.

**Earl** – glad we got someone from Cowlitz County to come over here – we really count on Cowlitz to do a lot of things for us – we share citizens/hospital. Think we need to be aware.

Next meeting is Tuesday, Nov. 5 – HAM operators from Columbia County . Scappoose Police and Fire will be providing treats and door prizes.

