BOARD OF FIRE COMMISSIONERS REGULAR MEETING
2120 N WILBUR RD, SPOKANE VALLEY, WA 99206
APRIL 24, 2023, at 4:00 p.m.
MINUTES

CALL TO ORDER:
Commissioner Burch called the meeting to order at 4:00 p.m.

PLEDGE OF ALLEGIANCE:
Commissioner Kester led the Board and those in attendance in the Pledge of Allegiance.

ROLL CALL:
All Commissioners and Fire Chief Frank Soto, Jr. were in attendance. Others attending the meeting were Deputy Chiefs Zack Bond and Tom Hatley; Deputy Fire Marshal Brett Anderson, IT Director Joseph Yacker, Community Affairs Manager Julie Happy, Media Manager Patrick Erickson, and Trish Andersen (recorder).

DEPARTMENT REPORTS
1. First Quarter 2023 Response Totals
Deputy Fire Marshal Anderson presented the first quarter 2023 Prevention report (attached).

2. First Quarter 2023 Community Affairs Report
Community Affairs Manager Happy presented the first quarter 2023 Community Affairs report (attached).

PUBLIC COMMENT
None.

CONSENT AGENDA:
The Consent Agenda consists of items considered routine which are approved by a single motion. A Board Member may remove any item from the Consent Agenda to be considered separately.

1. Approval of Minutes for Meeting of April 10, 2023.
2. Approval of Vouchers processed 04/14/2023 with 33 Vouchers in the amount of $165,534.24, 52 EFTs in the amount of $966,075.81; and 2 Premera Wire Transfers in the amount of $143,101.02.
3. Approval of Post Travel Report from Fire Data Analyst Drew Swayne regarding ESO conference attended in Austin, TX.

Commissioner Burch called for a motion to approve the Consent Agenda as presented. It was so moved by Commissioner Guarisco, seconded by Commissioner Anderson, and the motion carried unanimously.

UNFINISHED BUSINESS:

None.

NEW BUSINESS:

1. Mutual Aid Agreement With USAF/Fairchild Air Force Base

Chief Soto presented a request for the Board to authorize him to enter into an agreement with USAF/Fairchild Air Force Base for mutual aid. He stated that an agreement has been in place since 1994, but changes in the new agreement include some specifics on use of foam. Commissioner Burch informed the Board that the agreement has been reviewed by the Department’s attorney, Brian Snure.

Commissioner Guarisco moved to approve the mutual aid agreement with USAF/Fairchild Air Force Base. Commissioner Kester seconded, and the motion carried unanimously.

FIRE CHIEF’S REPORT

Chief Soto shared receipt of a letter from Walla Walla County Fire District #4 Deputy Chief John Golden wherein he commended SVFD crews for their teamwork during a recent fatal motor vehicle accident involving a motorcycle.

Chief Soto then stated that SVFD has entered into a contract with a dedicated Medical Director from Kootenai Health, Cody Laverdiere. Dr. Laverdiere will be working in the Administration building.

Finally, Chief Soto informed attendees that SVFD has signed a contract with Domo, the analytics software discussed at the two prior Board meetings. IT Director Yacker has already produced some reports, and Chief Soto is quite impressed.

LOCALS 876 & 3701 REMARKS:

None.

COMMISSIONER REPORTS:

Commissioner Kester provided information from the recent Millwood City Council meeting wherein Chief Soto provided his quarterly report. The City of Millwood is also looking at

APRIL 24, 2023 BOARD OF FIRE COMMISSIONERS REGULAR MEETING PAGE 2 OF 4
increasing bus routes. He then thanked Division Chief Jeff Bordwell and Deputy Chief Hatley for their work on the new maintenance facility.

Commissioner Anderson thanked Chief Hatley for taking him and Commissioner Kester around to see the recent station remodels. He also noted the great work being done by SVFD’s new Facilities Maintenance Technician, Jeremy Brandt.

Commissioner Asmus welcomed the new recruit class. He then complimented the recent reporting on the new station alerting system. He also thanked everyone involved in the process of building the new maintenance facility. Lastly, he congratulated Station 10 B shift for winning the “Smoke Off” for installing the most smoke alarms in the fourth quarter of 2022.

Commissioner Burch referenced the 2023 legislative session. He reported that Bill 1336 passed increasing volunteer firefighter pension; however, Bill 5770 regarding state and local property tax reform did not pass at this time. He also stated that the grand opening of the new maintenance facility was a great event and well attended, and he expressed his thanks to everyone involved.

Commissioner Guarisco had no comments.

ANNOUNCEMENT:

Members of the Board will be visiting the current recruit academy. The date will be determined based on Board member schedules and availability.

The next regular meeting is Monday, May 8, 2023, at 4:30 p.m. at the Administration Building (2120 N. Wilbur Road). [Please note the adjusted start time.] Commissioners Burch and Kester will be attending the National Fallen Firefighters Memorial in May. They will also be meeting with Representative Cathy McMorris Rodgers and FEMA, and they and will not be present at the May 8 meeting. Commissioner Burch asked that the Board excuse their absence. Commissioner Guarisco will run the May 8 meeting.

The groundbreaking for Spokane Valley Fire’s new training facility will occur Wednesday, May 17, 2023, at 10:00 a.m. at 18903 E Garland Avenue.

EXECUTIVE SESSION:

1. Personnel - Collective Bargaining – per RCW 42.30.140 (4) (b) states, “That portion of a meeting during which the governing body is planning or adopting the strategy or position to be taken by the governing body during the course of any collective bargaining, professional negotiations, or grievance or mediation proceedings, or reviewing the proposals made in the negotiations or proceedings while in progress.”

   (Approximate total time for executive session – 15 minutes)

2. Personnel – per RCW 42.30.110 (1) (g) states, “To evaluate the qualifications of an applicant for public employment or to review the performance of a public employee.”

   (Approximate total time for executive session – 15 minutes)
Commissioner Burch read the RCWs for the Executive Sessions, Personnel – Collective Bargaining and Personnel. He then stated that the approximate time for both sessions would be adjusted to 15 minutes each to 15 minutes total. He noted that the Board may take action after the executive sessions.

At 4:34 p.m. the Board adjourned into executive session. All Board members and Chief Soto attended.

At 4:49 p.m. a 5-minute extension of the executive session was announced.
At 4:54 p.m. an additional 2-minute extension of the executive session was announced.
At 4:56 p.m. an additional 3-minute extension of the executive session was announced.
At 4:59 p.m. an additional 3-minute extension of the executive session was announced.
At 5:02 p.m. the Board reconvened the regular meeting.

Commissioner Guarisco moved to approve the amendment of the 2023 Non-Uniform Staff Wage and Benefit Schedule. It was seconded by Commissioner Asmus, and the motion carried unanimously.

**ADJOURNMENT:**

Commissioner Burch called for a motion to adjourn the meeting. It was so moved by Commissioner Kester and seconded by Commissioner Guarisco. The motion carried unanimously, and Commissioner Burch adjourned the meeting at 5:03 p.m.

Patrick Burch, Board Chair
Board of Fire Commissioners
Prevention Staff Report
Quarterly Report

1. Attached is a stats report of items completed through the end of March by the Prevention Division. The report reflects that we are ahead of where we should be to meet our goals for 2023.

2. CRR B-Plan:
   ✓ The 2023 Annual Program Appraisal – Public Education report, an accreditation requirement, was completed.
   ✓ The first of 10 ride-a-longs was completed with VE1. Throughout 2023, the CRRS will participate in a ride along with one crew from each of the 10 stations.
   ✓ The CRR101 Survey was distributed to all crew members, and results reviewed. As part of SVFD’s Strategic Goal #8, “an internally focused CRR education program needs to be developed.” The CRR101 program will be an in-house curriculum developed with the assistance of Community Affairs. The training will be assigned through Target Solutions throughout 2023.

3. Fire Inspection 360 is the software suite which is being used by the Prevention Division for inspections and permit processing. This project has been ongoing and is now just being streamlined as needed. Our current focus is positive online customer experiences regarding the permit application process.

4. The Pre-Incident-Planning (PIP) committee is progressing in the development of the PIP policy, software, and collection processes. Significant work has already been performed by the committee, and currently we are focused on the delivery of education to the department scheduled for June 2023.

5. The FEMA FY20 Fire Prevention & Safety (FP&S) Grant was completed with the delivery of 750 Wildland Urban Interface (WUI) risk mitigation letters.

6. School Programs:
   ✓ The CRRS and Captain Fraser met with the ISAAC Foundation Director to discuss increased collaboration and delivery of adaptive school programs.
   ✓ The DFM & CRRS met with FF Freier to discuss the transition of the junior high Scientific Method class. New firefighter champions will be recruited to learn and teach this program.
   ✓ Continued delivery of the established 2nd and 3rd grade fire safety programs occurred.

7. Older Adult Falls Prevention:
   ✓ SVFD began hosting an older adult falls prevention program delivered by ALTCEW. The program, A Matter of Balance, is a four-week program taking place in the SVFD Admin Building twice a week. Additional classes are being evaluated.
   ✓ The CRRS took a Tai Ji Quan Moving for Better Balance instructor class. Discussions are underway with the Spokane Valley Senior Center to provide this 24-week program at their facility.

8. Our new intern is set to arrive in May and will work through August 2023. IROL (Inspection Reports On Line) fees collected pay for this intern’s wage. This project’s goal is to resolve all previously noted life safety system deficiencies through communicating and following up with individual businesses and commercial property owners by phone, email, or in person. The intern will also be doing WUI surveys. This is in addition to the previous 750 collected last season.
Prevention Staff Report Through March 2023

Prevention Accomplishments

Prevention is continuing to utilize FireInspection360 for permits and plan review. Feedback from the team regarding the software is overwhelmingly positive.

<table>
<thead>
<tr>
<th>First Quarter 2023 Prevention Accomplishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Inspections</td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>1655</td>
</tr>
</tbody>
</table>

Inspections With Violations by Month

Violations were noted on a total of 632 annual inspections through the first quarter of 2023.

<table>
<thead>
<tr>
<th>Inspections with Violations by Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
</tr>
<tr>
<td>185</td>
</tr>
</tbody>
</table>
Permit Inspections by Type

A total of 253 permit inspections were completed through March 2023. We anticipate these numbers to increase with more construction as we head into the warmer months.

Permits by Type

A total of 360 permits were received through March 2023. This is up from 273 received during the same period last year.
Permit Fees Collected

A total of $64,230 in permit fees have been collected through March 2023. Contractors are able to pay permit fees online through the FireInspection360 portal which automatically marks the fee paid.

Smoke Alarm Installs

A total of 155 smoke alarms have been installed through the first quarter. The next smoke alarm blitz is tentatively planned for May 10, 2023.
On March 29, 2023, crews responded to a residential structure fire at 419 S Chronicle Road. Dispatch had been advised that witnesses saw a male enter and leave the structure moments before the fire broke out. SCSO located and arrested the suspect while suppression efforts were still underway. The Investigator has classified this fire as *intentional*.
Board of Fire Commissioners Meeting:

Date  April 2023

To:   SVFD Board of Fire Commissioners

By:  Julie Happy, Community Affairs

RE:  Quarterly Report

1. Video performance in theaters plus OTT
   - Analytics show that consumers watch ads in movie theaters longer than on any other platform.
   - Theaters saw the largest November opening of all time with the top 10 highest grossing movies in history drawing large audiences.
     - As a reminder - Digital Video plus OTT analytics: OTT stands for “over-the-top,” which refers to any TV or video content that’s streamed over the internet. This includes any web or app-based streaming service, like Netflix, YouTube, Disney Plus and many more. OTT specifically refers to video that is streamed via the internet. This does not include cable or satellite TV just internet streaming services like Hulu, Peacock, Disney Plus, Netflix, YouTube, etc.
   - Digital Video/OTT
     - Delivered 260,058 impressions (over-delivered by 10%).
     - Video Completions 225,142
     - Video Completion Rate (VCR) of 87% (Video Completion Rate is a video advertising metric represented as a percentage. It indicates the number of times that a video plays to the end. The Video Completion Rate Benchmark which is widely accepted as good performance is 70%).
     - Video is pacing at +105% of goal.
     - Measuring pace is a math formula. It is typically expressed as a percentage preceded by a plus or minus sign. A positive value means you are pacing ahead of your goal. A negative value means you are pacing behind your goal. The value also indicates how much you will beat or miss your goal by if your performance continues as is. Clearly, a negative number means you need to make corrections to get your performance back on track.
     - The current video in theaters is the thermal fuse/firebreak devices to help reduce the risk of fire fatalities and burns to those on in home medical oxygen.
2. Billboard Analytics:
   - 10,259,437 impressions
     - Number of times the boards were viewed last quarter.

3. Mall Boards Analytics:
   - 630,000 monthly visitors!

4. Social Media
   - Instagram
     - 9,944 Accounts reached.
     - Reached 93.2% more accounts compared to the previous quarter.
   - Facebook
     - 22K Reach.
       - Up 99.8%
     - 72.0K Engagement
   - TikTok
     - 2.2 million video views
     - 14k profile views
     - Over 9,000 followers

5. Facebook Benchmarking analytics (vanity measure)
   - SCSO  31.4K post likes
   - Spokane Fire 20.8K post likes
   - SVFD 11.7K post likes
   - City of Spokane Valley 4.5K

- Benchmarking:
  How often your business published versus others in this category

![Bar chart showing content interactions]

1.8K
Higher than others
Typically: 730
**Content Interactions** – the number of reactions, saves, comments, shares, and replies on our content.

**Understanding our ranking** – Compared to businesses in similar categories and organic reach, we are currently above the 75% percentile.

**Highest Reach on a post**
This post reached 3,087% more Accounts Center accounts (17,717 Accounts Center accounts) than your median post (556 Accounts Center accounts) on Facebook.

*Posting this is not a scare tactic. These are simply the facts.*

Learn more about the M&O Levy by visiting [https://www.spokanevalleyfire.com/do-you-know-what-s/](https://www.spokanevalleyfire.com/do-you-know-what-s/)
**Highest Reaction on a Post:**
This post received 4,486% more reactions (2,339 reactions) than your median post (51 reactions) on Facebook.

![Spokane Valley Fire Department](https://example.com/image1)

Good luck to the Gonzaga Bulldogs in their Sweet Sixteen matchup tonight with the UCLA Bruins!

#GoZags

Spokane Valley Fire Department #SVFD #SVFDyourFireDepartment

**Highest Comments on a Post**
This post received 10,400% more comments (105 comments) than your median post (1 comment) on Facebook.

![Spokane Valley Fire Department](https://example.com/image2)

MOVING: The SVFD is officially moving into our brand new maintenance shop this week. Here is a first look at our new facility that will greatly improve our ability to serve the community!

Spokane Valley Fire Department #SVFD #SVFDyourFireDepartment

The Spokesman-Review 4 News Now KREM 2 News KHQ Local News
5. **Live Commissioner Meetings** October through January 9 show the following analytics:

- **March 27**
  - 338 Post Reach

- **March 13**
  - 2 shares
  - 283 Post Reach
  - 303 impressions
  - 96 Engagement

- **February 13**
  - 2 shares
  - 485 Post Reach

- **January 23**
  - 638 Post Reach
  - 724 Impressions
  - 70 Engagement

- **January 9**
  - 1 share
  - 613 Post Reach

6. **CRR Week Analytics**

During **CRR Week**, January 15 – 21, 2023 social media performed well. As always, I must thank everyone in Prevention, those Firefighters that allowed us to film them, and especially Caroline for helping to make this possible. Department wide, the CA Division continues to receive a huge amount of support. Without it, we could not make the kind of numbers we see consistently in our analytics day in and day out. Also, we learned the comedic capabilities of Chief and DFM Anderson.

- **Facebook**
  - Page reach 16,508.
    - up 20.7%.
  - Page visits were up 21.4%.

- **Instagram**
  - Page reach 1,360.
    - up 37.4%.
  - Profile visits were up 31.7%.

7. **Community Affairs Analytics:**

- Patrick produced and shared over 20 videos and posted over 200 times. He went to job fairs, school educational events, multiple Levy events, and City Council meetings. He also is the voice of our movie theater educational videos.
- Additionally, Dakota produced and shared over 30 videos and created over a hundred graphics for Public Education, the Levy, Billboards, and more.
We produced content and were engaged in the following opportunities:
  - The M&O Levy
  - CRR Week
  - Ice Rescue Training
  - A retirement ceremony
  - The ongoing Recruit Academy
  - CPR and STB training
  - New Engine Push-ins
  - ISAs
  - CPSEs
  - Media Opportunities
  - If there is a Firefighter doing something somewhere or Prevention or the Training Division - we are trying to take advantage of those opportunities so we can share them with our communities.
  #SVFDThereIsAlwaysSomethingHappeningHere