

NEIL ABERCROMBIE
Governor



BRUCE A. COPPA
Comptroller

RYAN OKAHARA
Deputy Comptroller

**STATE OF HAWAII
WIRELESS ENHANCED 911 BOARD**

**Communications Committee Meeting
9–10 am, Thursday, April 14, 2011**

**Kalanimoku Building Conference Room
Room 410
1151 Punchbowl Street
Honolulu, HI 96813**

AGENDA

- I. Call to order**
- II. Introductions**
- III. Items for Discussion, Consideration and Action**
 - a. Goals & Objectives**
 - b. Tools to Get Out the Message**
 - i. Social Media**
 - ii. Web**
 - iii. Press**
 - iv. Other**
 - c. Roles and Responsibilities**
 - d. Time Magazine Article**
 - e. Legislature**
- IV. Announcements:**
- V. Next meeting date– TBD**
- VI. Adjournment.**

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**STATE OF HAWAII
WIRELESS E911 BOARD**

COMMUNICATIONS COMMITTEE

MINUTES

SUBJECT: Minutes of April 14, 2011

Members in Attendance: Gordon Bruce, Clayton Tom, Paul Ferreira

Members Absent: Victor Ramos

Staff in Attendance: Courtney Tagupa (Ke`aki Technologies, LLC), Thera Bradshaw (TKC Consulting Group, LLC)

Guest in Attendance: Morris Tamanaha (Navy Region – RDC)

- 1) The meeting was called to order at 9:00 a.m.
- 2) Discussion, Consideration & Action Items

a. Goals & Objectives:

1. Mr. Bruce stated that the Communications Committee will target the audience to include: the general public, the elected officials, PSAPs, City & State agencies, and Professional Associations (i.e. NENA, APCO, NASNA).
2. Ms. Bradshaw suggested that the Communication Committee should have the Board's support when approving action items. Mr. Bruce stated that if it is a policy related item (i.e. posting articles on the website), the committee will advise the Board. If it is an operational related item, the Communications committee has the authority to approve.
3. Mr. Bruce suggested starting a Legislative committee to get all needed tasks to be accomplished and distributed to the general public.

b. Tools to Get Out the Message:

- i. Social Media
- ii. Web
- iii. Press
- iv. Other

1. Mr. Bruce stated that the primary issue is the 9-1-1 website and suggested that there should be ongoing and continuous media (i.e. Facebook, Twitter) as part of the web presence for the 9-1-1 Board.
2. Mr. Bruce recommended that the Board should issue a press release (i.e. monthly, quarterly) to keep the public informed with the most current and updated news regarding 9-1-1, such as education, new congressional members, etc.
3. The Communication Committee suggested creating a Facebook and Twitter account called, Hawaii 911.
4. Ms. Bradshaw suggested adding photos of the board members onto the 9-1-1 website.

c. **Roles and Responsibilities:** None.

d. **Time Magazine Article:**

1. Mr. Bruce shared an article from April 11, 2011 that mentioned 9-1-1 and will need the Board's approval to post on the website.

e. **Legislature:**

1. Mr. Ferreira stated that:
 - a. HB1000 is doing well.
 - b. Raid Bill had all 9-1-1 content taken out.
 - c. Communications Access Bill – AT (?) sent out letter to Finance Chair to take money out from the Board, but soon dropped 9-1-1 from its bill.

3) **Announcements:**

1. Mr. Ferreira suggested creating a Legislative Action Committee to go under the Investigative Committee.
2. Ms. Bradshaw will handle Facebook/Twitter accounts.
3. Mr. Bruce suggested creating a logo for the webpage(s). Mr. Tamanaha suggested holding a contest to get children involved.
4. Mr. Tamanaha stated that the NENA/APCO Chapter press release should be updated as well. Mr. Bruce suggested inviting the NENA/APCO members to the Communications Committee meeting.

4) **Next meeting date and location:** June 9, 2011, Comptroller's Conference Room 410.

5) **The meeting was adjourned at 10:00 a.m.**