



**Burtonsville Volunteer Fire Department
Board of Directors Meeting Minutes
July 5, 2022**

Call to Order: The meeting was called to order by President Cadogan at 19:10 on July 5, 2022. The meeting was held in-person, and with some people virtual. President Cadogan announced a quorum was met and the meeting was being recorded.

Attendance: Board Members: Mark Bulla, Tami Bulla, Chester Cadogan, Jamie Calderon, Christine Dunn, Glenny De La Cruz, Leonard Newman, Jessica Prentice, Simone Robers (virtual), Michael Ryman
Guests - Recruiter/Volunteer Coordinator Katie Bulla; Office Manager Suzanne Miles

A. Approval of Minutes:

The amended June 2022 minutes are attached. A motion was made by T. Bulla, seconded by L. Newman, to approve the June 2022 minutes with amendment to remove last sentence from executive session section. The motion passed.

B. Treasurer's Report – Mark Bulla

1. Treasurer's report was deferred until the August meeting.

C. President's Report – Chester Cadogan

1. Thank you to Vice President Bulla for filling in during President Cadogan's vacation
2. At June membership meeting there was not a quorum, so could not act on any business. A meeting was still held, but with a modified meeting agenda. Several new members were introduced. One agenda item not addressed due to the lack of quorum was the Open House plans and request for support for the Open House Committee. Instead, President Cadogan will send email communications (e.g. save the date notice) and definitely address this during July meeting.
3. Held a By-Laws committee meeting but only two people attended. Will try again to have a meeting next week.
4. Updated committee members list to be sent out to membership this week.
5. Taxes – Received an updated draft from the accountant July 1. President Cadogan to review and then send to the rest of the Board for review. Aiming to vote on approval of taxes in August meeting.
6. Two members submitted applications for County tuition assistance program (A. Vo, R. Mathew)

D. Vice President's Report – Tami Bulla

See attached report. Highlights and additional information discussed by the Vice President were:

1. Acting President during President Cadogan's vacation. This was a reminder of how many activities the President has behind the scenes and how much the Board is needed to help out.
2. During the MSFA meeting, the vote to update the Association's name to be more inclusive and reflective of the Association's demographics did not pass and will thus remain the Maryland State *Firemen's* Association. The BVFD drafted a statement in reaction, saying that we are an inclusive department and are disappointed in the vote. The statement was published on social media and the BVFD website. Thus far, most of the responses to the statement have been positive. A motion was made by T. Bulla, seconded by Chief Ryman, that the Board request that the Montgomery County Association make public their position on the MSFA name change vote. The motion passed unanimously.
3. T. Bulla expressed concern that our delegate may not have represented the BVFD well, as parts of his report on proceedings were not accurate, and asked that the Board be more selective in the delegate for next year.
4. Received a request for soil sample boring at the old fire house property, which has been proposed to be used to improve a school access road. There are concerns about approving this request with regard to past soil remediation after removal of old fuel tanks many years ago. T. Bulla spoke to the BVFD legal representative, who suggested changes to the request that will restrict where soil boring can occur, to hopefully mitigate these concerns.
5. Asking for help from the Board with updating the website. Please send suggestions to K. Bulla.
6. T. Bulla attended a Membership Committee meeting, info session and interview. Asking each Board member do the same at least once this year.
7. An update on the 75th coin fundraiser will be sent by email in the near future.
8. T. Bulla to lead a training on Board structure, proceedings, etc., open to full membership. All current Board members are asked to attend. Date to be determined.
9. The First Responder event in conjunction with MCPD at Starbucks had good representation and good community engagement. Thank you to K. Bulla and M. Meacham for organizing the event. Hope to have similar events in the future.
10. Some people have been coming forward for peer support. Somehow need to track, while maintaining anonymity, so we can diagnose whether there are systemic problems versus one-offs.

E. Fire Chief 's Report- Michael Ryman

See attached report. Highlights and additional information discussed by the Chief were:

1. Chief Ryman sent a letter to the County Association responding to their questions about our AMOS application. No further questions received at this time.
2. Apparatus status: Engine waiting on parts to fix pump damage. Rescue squad to go out for warranty work. Finishing up maintenance cycle on all of our utility vehicles.
3. County PSTA EMT class schedules changed, for the better, but with little notice and an earlier start date. This makes it challenging for the new members who joined last month to get through background checks and physicals in time for class start. Five members are pre-registered for these classes so far (guaranteed at least 2 seats in each of the two classes).
4. No update on timing of front apron repairs. Chief Ryman will press the county to get this repaired before the Open House in October.
5. Good BVFD turnout to cover Laurel fireworks July 4 weekend.
6. Need Board to review MCVFRA contact and provide feedback.

F. Office Manager's Report - Suzi Miles

1. Still receiving funds from 2021 fund drive. A draft of the 2022 fund drive letter is attached for review. Board to provide feedback to S. Miles by July 15.
2. Taxes – Accountant has sent a revised draft
3. Squad payment went out, using 2021 and 2022 AMOS funds (payment was \$194,000). Roughly \$225k still owed for the squad.
4. Mid-year LOSAP calculations are in progress and will be shared by the July membership meeting.
5. Request for renewal of our tax exemption certification (which expires in September) has been submitted.
6. Recently a citizen in our first due passed away and the family asked that donations be sent to BVFD in lieu of flowers. Thus far, received over \$1000. Need to think about how to use these funds.

G. Recruiter/Volunteer Coordinator's Report – Katie Bulla

See attached report. Highlights and additional information discussed by the Recruiter were:

1. Working to improve process of tracking staffing, leave, physicals, etc.
2. Reaching out to members who are inactive, not logging hours in SAMS, due for physicals, etc.
3. Held three interviews this month (2 operational, 1 auxiliary)
4. Preparing an order for new promotional materials
5. Trying new things with social media adds to be more targeted to an audience and to be more mobile viewable.
6. Auxiliary Jersey Mike fundraiser was July 1.
7. Attended a conference in Ocean City
8. Had a 45-day check-in with Chief Ryman.

H. Standing Committees

1. Auxiliary (Auxiliary liaison J. Prentice) – Per discussion at the June Board meeting, the Auxiliary was invited to attend the September meeting to promote collaboration between the Board and Auxiliary. Also per June meeting, Auxiliary to reach out to Jersey Mike's to update the fundraising flyer to read BVFDA instead of BVFD. Starting to think about and plan upcoming events for the rest of the year (e.g. Burtonsville Day, Open House, Selfies with Santa)
2. Membership Committee (J. Calderon) –
 - a. M. Bechtel has submitted resignation.
 - b. S. Samadani has requested school leave Aug 2 through Dec 2.
 - c. M. Wong has requested extension of inactive status through Dec 6 (for total 1 year inactive). He has not ridden, kept up with requirements (e.g. MIEMSS protocol updates), or kept in communication during his leave.
 - d. J. Ramos is recommended by Chief Ryman for extension of probation for 30 days.
 - e. H. Terwilliger is requesting change from probationary fire to active fire status.
 - f. A motion was made by T. Bulla, seconded by L. Newman, to approved items b through e. The motion passed.
 - g. Three applicants are seeking membership: Anjali Panickar and Thomas Rosenblum (junior applicant) for EMS and Lois Rhoades for Auxiliary. A motion was made by T. Bulla, seconded by L. Newman, to grant membership to Panickar and Rhoades. The motion passed. The vote for Rosenblum was deferred until a second interview can be held with his parents present.
 - h. Discussion followed about junior membership in general. In past, there has not been much success getting them through training and keeping them as active riding, due

to school leave, military leave, starting careers, etc. National Registry requires (or used to require) applicants be 18 years old to take the exam, so junior applicants cannot complete all the Maryland EMT certification requirements or become aides/minimum staffing before they are 18 years old. Discussed having junior applicants go through 2 interviews, one with a parent present, so the parents understand and agree to the time/training/staffing requirements. Also discussed having BVFD members in place to support (attention, supervision, mentoring, safety) junior members be successful; this will need be more involved than the training/mentoring routine members require. Thus far, the acceptance of junior members has been on a case-by-case basis, so this suggests we need to have a consistent written standard in place specific for junior members.

- i. July info session is July 11 at 6pm, interviews on July 19 and 26 from 4-6pm, and orientation session Wednesday July 20 at 6pm.
3. Peer Support (C. Dunn) – no report
4. Bylaws Committee – meeting next week
5. SAFER Grant Tuition Reimbursement and Gentilcore Scholarship (C. Dunn) – Info for next round of applications to be sent out soon.
6. Grants/United Way/CFC/BGE (S. Robers) – Preparing quarterly SAFER grant report/narrative. Once the report is finished, we will be eligible to submit expenses for reimbursement.

I. Reading of Communications - none

J. Old Business –

1. Send out save the date for Open House and start promoting the event and seeking volunteers to help. A. Smith is chair of Open House committee.
2. National Night Out plans (Aug 2) – Chief Ryman to inquire whether any events are being planned for our first due.
3. Board meeting scheduled for Aug 2 – short board meeting after National Night Out. S. Miles to take minutes as Secretary J. Prentice will be away on vacation.
4. Ordered marker for the tree commemorating Tim Fuentes.

K. New Business – none

1. A motion was made by T. Bulla, seconded by G. De La Cruz, to authorize use of up to \$400 from the memorial donations (see F.6 above) to benefit C-Shift (who responded to the call). The motion passed.
2. Auxiliary member application process – Currently, the Auxiliary interviews and “votes applicants into the Auxiliary”, often before the Board membership vote. The Board vote is the official membership vote. The Auxiliary has acknowledged that the Board vote is the required vote and has agreed to stop having the Auxiliary vote.
3. S. Miles got alerted that the price of materials for the fund drive mailing is increasing to approximately \$10875, \$875 over budgeted amount for the fund drive. This is a large increase, so T. Bulla will try to negotiate down the price.
4. T. Bulla asked Board members take a mentor/cheerleader (non-operational) role for a few of the new members on the bi-weekly update lists. This is in addition to (and not to interfere with) the interactions J. Prentice, C. Cadogan and Chief Ryman have managing the training for these members on the operational side. T. Bulla to assign new members to Board members.

L. Good of the Order –

1. A. Brooks lost his brother. C. Dunn reached out for peer support.

2. K. Gallagher got engaged.
3. D. Dunn comes back end of July.

M. Executive Session – Discussed status of ADA accommodation request from pending member. Expect to have an update from the County by the end of the week.

A motion was made by L. Newman, seconded by Chief Ryman, to adjourn the July 2022 Board of Directors meeting; the motion passed. The meeting was adjourned at 21:19.

Submitted by Jessica Prentice, Board of Directors Secretary

Attachments

1. Jun 2022 Minutes
2. Vice President's Report
3. Fire Chief's Report
4. Office Manager's Report and Draft Fund Drive Letter
5. Recruiter/Volunteer Coordinator's Report
6. Membership Committee Report

Burtonsville



VOLUNTEER FIRE DEPARTMENT, INC.

July 2022 BOD Operations Report

Staffing

1. Monday and Tuesday staffing has somewhat improved weekends are our biggest staffing issues, specifically with drivers and last-minute schedule changes.
2. Summer vacations, deployments, and COVID are all becoming issues impacting staffing. We need all hands-on deck, even if for half a shift to help cover positions.
3. At least one standby policy violation will likely go out for June.

Apparatus

1. E715B remains OOS at the vendor. The insurance repairs are well underway but delayed due to timelines on parts. Additionally, the unit is due to PM and DOT, so CMF is having the vendor handle that at the same time. This will delay it more. I do not have any ETA on a return.
2. T715 is back in service.
3. RS715 remains in service but will need to go out for warranty work and a few repairs in the next few weeks.
4. M715 is back in service.
5. Utility 715 and K715C are out for PM. C715 PM completed.

Advancements since last meeting

1. None

Training

1. Please see bi-weekly updates for status updates on new personnel.
2. Submission of drill sheets remains a regular issue.
3. P. Samdani continues to ride aide calls with continued issues.
4. Ramos continues to work through aide packet and additional issues getting his MD EMT finalized.
5. FF Gallagher continues to drive evaluated calls on T715.
6. FF Brooks is actively truck driver training.
7. FF Parco and I completed Swiftwater Tech class.
8. An EMS Driver refresher training is in progress with all drivers.

9. We are working to get a big group pre-registered for fall EMT, which starts at the end of July.

Operations

1. MCFRS has approved the purchase of a replacement SCBA compressor. The actual unit has not been ordered yet. It is working its way through county procurement processes. The lead time will be 4 months once ordered.
2. We are continuing to deal with personnel not completing the Duty Night Checklist. For those BOD members this is applicable to, please lead by example.
3. Q2 EMS Meeting had moderate attendance.
4. The 508 application was submitted for CY23.
5. The CY22 508 funds have arrived. Suzi is working on making the squad payment. I am starting on the truck items.
6. I have to attend a county wide Chiefs meeting on Saturday.

COVID

1. As of the writing of this report, our personnel have been in contact with 239 PUI patients with 74 confirmed positives.
2. Minimal restrictions remain in quarters. See Novel Hazard Briefing for most up to date information.
3. There is a large supply of rapid tests in quarters available for personnel.

Misc.

1. As friendly reminder, it is imperative that board members, who are also operational are leading by example; things like SAMs hours, duty night checklists, drill sheets, required training, ensuring training occurs, etc.
2. Incumbent physical scheduling is on-going. Personnel are being mostly responsive and getting dates scheduled well into the future. Our personnel have been mostly responsive without too many stragglers requiring follow up.
3. We had our first physical no show in a long time in June.
4. I have only been included in one committee meeting invitation since the last meeting, and it overlapped with another meeting so I could not attend, however I did provide by-laws input.
5. Service Dog accommodation update to be provided under Executive Session.
6. Coffee with a first responder event was positively attended.
7. Career staff are covering the annual Calverton Citizen Association 4th of July event.

8. I am still waiting for updates to the letter I was promised we would submit in January to the MCVFRA in reference to disparity in recruitment leads. I rapidly provided feedback on the draft a month ago.
9. I am actively waiting on numerous items the president was not able to address while out of town.
10. I have requested regular updates to the Exec. Board on tax progress, but I have not received any response or update to that as of yet.

Recruiter

1. Positive progress continues in all fronts.
2. 45 Day review completed and filed.
3. We will likely have a live-in member in the next 45-60 days.

MCVFRA Board

1. The July meeting is Wednesday.
2. This remains a pretty significant time suck.
3. Current topics of significance include strategic planning (I'm the lead for this), an overall MCVFRA audit, issues with the training academy, and discipline issues.
4. EMST and AMOSS fund finalization in progress.
5. We are waiting for clarity on EMSPP funds and will be working on the policy and the criteria surrounding these soon.
6. I received no additional survey input from BOD members.
7. I have still not received any additional contract input from BOD members. Negotiations start in September.

Facilities

1. The final round of replacement beds and mattresses seems to have held up, we're working on it.
2. Various defects continue to be submitted and handled. The current station commander is on top of these and follows up within timelines.
3. A plan is starting to be formalized for a spring-cleaning initiative.
4. The fence around the old garage was repaired, but that repair did not hold. Another plan is in the works.
5. MCFRS received a grant to upgrade all indoor and outdoor lighting to LED. We are one of the firehouses slated, but a date is not set yet for the changeover. They expect it to take 2-3 days.
6. Front Apron- Still working on an updated timeline....

Probationary and Junior Management

1. See bi-weekly updates for most up to date information.
2. We do not currently have any junior members.

Significant Incidents- Since last meeting.

6/3/22- ATV accident - 1116 Briggs Chaney Rd- Fatal (dayside)
PE715, RS715, M715, C715 as VDC700

6/16/22-House Fire- Featherwood St- First Due
PE715, T715, M715, C715

6/21/22- House Fire- 15908 Kerr Rd- Laurel
E715, T715, C715, A715, M715 C715 w/ IC

6/26/22- One Overturned and trapped- Brahms Ave and Stravinsky Terrace
RS715, E715, M715

Data

July Data will be provided separately when completed. I am requesting all BOD members ensure SAMS hours are logged before then as this continues to be a problem.



Board of Directors Meeting: Recruitment and Retention

June 7, 2022

VOLUNTEER COORDINATING

- **Working on a [Prototype Member Hub](#)**
 - Uses the Weekly Staffing Sheets to auto calculate Leave and Incentive Points.
 - I just started working on it on Thursday, so there is a ways to go.
 - So far I have brought over the information from every weekly staffing sheet so far this year and have the leave tracker working
 - Still need to add in area on the weekly sheets that captures the information from additional shift and gap coverage in order to have the Incentive tracker auto-generate
- **Inactive Member Outreach**
 - **Park, Jong** - Have been working with him to reschedule his Physical and come in to recert CPR with Chester. Physical scheduled for August
 - **Wong, Myles** - Hoping to return in July, and was curious about what was necessary to get back up and running.
 - **Hegbe, Joann** - Got in contact, unsure if she will be able to return due to school, awaiting documentation.
 - **Samadani, Sara** - Got in contact, will need to extend school leave, awaiting documentation.
- **Physicals / SAMs Hours**
 - Working on a way to keep track and remind members to take care of these things without adding to the deluge of emails.
 - Did outreach for all those who have received first or second notices to schedule their physicals
 - Did outreach for all those who have not consistently updated their SAMs hours
 - Looking to add some sort of capability to make the SAMs hour tracking part of the Member Hub.
- **Retention Survey**
 - EMT Smith and I are interested in preparing a survey for our membership that covers topics related to Recruitment and Retention.

RECRUITING

- **Created new [Membership Committee Hub](#)** for tracking Applicant progress, scheduling/tracking interviews, and collecting data points on the membership process.
- **Worked with the MC for several interviews**, many applicants to present to the BOD.
- **Created online fillable versions of documents.** Including the Application, References forms, and a combined Interview checklist/questions document.
- **Had a well attended May Info Session!** And we have 6 applicants ready for the next one! I will work with the MC to schedule.

Applicants In each Stage	
Inquiry	4
Info Session (Invited)	0
Info Session (Confirmed)	0
Post Info Session (Total)	14
Waiting on Applications	12
Waiting on References	2
Interviews	0
Recommendations	6

June 2022 Board of Directors Meeting: Recruitment and Retention

SOCIAL MEDIA

Ad Summary (May 2-June 2)

Reach: 13,688 (+9.8%)
Engagement: 168 (+100%)
On-Facebook leads: 2 (+100%)
Messaging Started: 3 (+100%)
Total Budget Spent: \$145

Post Summary (May 2-June 2)

Facebook Page Reach: 22,823 (+53.3%)
Instagram Reach: 1,702 (+110.4%)
New Facebook Likes: 20 (+82%)
New Instagram Likes: 14 (-64%)

Takeaways / Notes

- There was a connection issue for half the month with Meta and Instagram, that has been rectified now, but some dedicated Instagram content would be good to bolster up our follower numbers on that service.
- Did some tweaking to the target audience, which ended up favored by people in New Jersey and Pennsylvania to a higher percentage than Maryland, so that is interesting. Will continue tweaking!
- I downloaded TikTok... we'll see how that goes.

EVENTS

- **Lancaster Fire Expo**- Attended the expo on May 20, 2022. Very few recruiters were working the event, but got lots of ideas from various booths for future events.
- **Burtonsville Lions Club** - attended their meeting last month, will be attending this month, hoping to continue the relationship between the department and the Lions, and collaborate on events and fundraisers in the future.
- **Firefighter Fridays** - First Friday of every month for the rest of the year, Jersey Mike's is holding a fundraiser for the BVFD auxiliary. Started on June 3, 2022. Created a graphic that can be used for this purpose monthly and scheduled those posts for the next two months.
- **MCVFRA Luncheon** - Set up a monthly lunch with Satchel, and opened it up to the rest of the LFRDs as an informal meeting to discuss ideas and foster more communication and collaboration between LFRDs and MCVFRA recruitment. (Friday June 10 at Dogfish Head Alehouse in Gaithersburg.)
- **MSFA Conference in OC** - Will be attending for the week of June 18-24. We do not have a booth, but I will be participating in all events as BVFD's representative, (I will also make John wear one of the kid's plastic helmets to also participate in the representation.) Hoping to gather ideas for recruitment and retention, as well as hand out LOTS of business cards.
- **Coffee with a First Responder** - Megan setup this great event at Starbucks on June 25, I've made some graphics and will be continuing to work with her to make it happen!

Attachment 2: Vice President's Report



Vice President's Board Report: July 2022

I offer the following report as a brief summary to the Board of Directors on activities and fulfilling administrative duties since the last meeting report:

1. Served as "Acting President" between June 16 and June 28, while President Cadogan was out of the Country. There were no major issues or concerns.
2. Followed up on Corporate Taxes. Not all questions have been answered yet, recommend we address at August Board Meeting. Proposed timeline of steps to Executive Board.
3. Working with Montgomery County on their request for "Right of Entry" and soil boring on old BVFD property, regarding proposed road expansion. Will discuss in more detail at Board Meeting.
4. Drafted, solicited input and published a BVFD public statement on the MSFA's failed votes regarding being the "Firemen's" Association during a time of national sensitivity to gender inclusivity.
5. Continue to work with the new Recruiter (general training and learning BVFD processes).
6. Represented the BVFD at the MCVFRA Meeting (virtually) on June 17th. (*worse than usual*)
7. Attended the MCVFRA Board Meeting (virtually).
8. Working with the Recruiter to "freshen" the BVFD Website. Admin and operational updates initiated. Need each Board Member to review each page with a fresh set of eyes.
9. Working on 75th Anniversary/Coin Fundraiser, with a tentative kick-off in mid July.
10. Attended the Membership Committee meeting on June 8th. New processes mutually solidified.
11. Participated in the very successful "First Responder" event at Starbucks on June 25th.
12. Participated in Membership Committee interviews on June 28th. Three interviews. Need to discuss Auxiliary interview process at Board Meeting.
13. Sitting in on recent Membership Interviews, Info Sessions and Orientation sessions, it became evident that each Board Member should sit in on one of these sessions every six months (multiple date opportunities) to demonstrate commitment/involvement in process and help ensure the content and presentation match current BVFD mission and values. Will discuss at Board Meeting.
14. Addressed some peer support concerns. Need to discuss processes at Board Meeting.
15. Located the missing BVFD table cloth that was MIA for many weeks.
16. Working on development of Board training for the fall. Will discuss more at Board Meeting.
17. Throughout the month, provided daily administrative support to the Fire Chief and President to meet the ongoing management demands of the Department.

Respectfully submitted,

A handwritten signature in blue ink that reads "Tamera A. Bulla".

BVFD Vice President

7/3/22/22

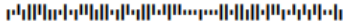
Attachment 4 – Office Manager’s Report and draft Fund Drive letter



DATE: July 1, 2022
TO: Board of Directors
FROM: Office Manager Suzi Miles
SUBJECT: July 2022 BOD Meeting OM Report

I respectfully offer the following items as my Officer Manager Report for the July 2022 Board Meeting:

1. We are still receiving income from the 2021 fund drive mailer – Received \$10,163 in 2022.
2. New fund drive letter to go out in September. Draft attached
3. Taxes: Extended through Nov 15, 2022. Conducted extensive review of 990- currently working with CPA to make revisions.
4. Squad payment of processed on 7/1/22 to include principal payment and regular payment of \$106,004.53 for total of \$194,000 from CY21 and CY22 AMOSS funds
5. AMOSS 508 application submitted prior to deadline
6. Mid-year LOSAP calculation to be completed mid-July.
7. Completed application for Tax exemption certification expires 9/30/22-
8. Saleik Memorial update \$836 as of July 1, 2022



BEN JUNG
OR CURRENT RESIDENT
3736 MONMOUTH PL
BURTONSVILLE MD 20866-1922



I have proofread this copy & accept all responsibility for any errors, omissions, etc. once the following corrections have been made as indicated.
Name _____ Date _____
07.05.22 • 03:08 PM

Dear Neighbor,

BVFD CELEBRATING 75 YEARS!

It is hard to believe that the Burtonsville Volunteer Fire Department has been serving the local community for 75 Years. The dedicated and passionate community members seen above formed the BVFD in 1947 to serve Burtonsville and the surrounding areas. They gave their time, energy, and efforts but mostly they gave their hearts.

We are truly honored to continue the passion and dedication that these men exemplified. Although the people may have changed over the years, our passion has not. We are just as dedicated to serving you and your family as we were in 1947!

Donations from the community helped get this department started and we continue to depend upon our neighbors today. While our commitment to the community hasn't changed over the years, the cost of doing so certainly has.

For example, the Heavy Rescue Squad 715 we placed in service in October 2020 was approximately, \$1,400,000 with all the necessary tools and equipment. Although the BVFD has already paid over 75% of the cost, we still need YOUR help to finish paying off this important apparatus.

We RELY on your tax-deductible donation to cover the cost of apparatus payments, equipment, and volunteer gear and training. The BVFD responded to over 6,000 emergency calls last year so any amount helps to make a significant difference with operating the department! Donations can also be made online through our website at www.bvfd.com (PayPal and major credit cards accepted).

Please help us help you.

As always, we greatly appreciate your continued support.

Thank you,

Michael Ryman
Fire Chief

P.S. Did the pandemic have you asking how you could help? Volunteering at BVFD is a perfect opportunity to give back to your community. We are always in need of new Volunteer Firefighters, EMT's, and Auxiliary or Associate Members! Our active members range in age and come from many different backgrounds. Most attend school or have "day jobs" and volunteer on nights and weekends. While it is hard work and requires many hours of training, the personal satisfaction gained from helping others in crisis is hard to find in your average hobby! Please give us a call at 240-773-8969, or visit our website at www.bvfd.com to learn more!

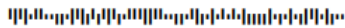
Important: Disclaimer: Please retain this letter for tax purposes. The Burtonsville Volunteer Fire Department, Inc. is a non-profit 501(c)(3) organization. (tax ID 52-0846078). This letter serves as a receipt for the charitable contribution made to the BVFD in the amount of \$ _____ dated _____.

This letter further acknowledges that the Burtonsville Volunteer Fire Department, Inc. did not provide any service or goods to the above contributor. This information is provided for the purpose of complying with IRS requirements under the Revenue Reconciliation Act of 1993.

Choice Marketing, Inc. © 2022 -Orig

Detach and return this portion with your donation.

BURTONSVILLE VOLUNTEER FIRE DEPARTMENT Please circle amount of contribution in boxes below:			
\$ 50.00	\$ 75.00	\$ 100.00	\$ OTHER _____
<small>Make checks payable to Burtonsville Volunteer Fire Department</small>			
Visit our secure website to use: www.bvfd.com			



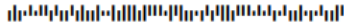
BURTONSVILLE VOL FIRE DEPT INC
PO BOX 215
BURTONSVILLE MD 20866-0215

Reference No. 18097

BEN JUNG
3736 MONMOUTH PL
BURTONSVILLE MD 20866-1922
E-Mail Address: _____

Choice Marketing, Inc. © 2022 -Orig #149-

Kindly change name/address as indicated above.



RCR ASSOCIATES INC
OR CURRENT RESIDENT
15300 SPENCERVILLE CT
BURTONSVILLE MD 20866-1653

Dear Neighbor,

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We are truly honored to continue the passion and dedication that these men exemplified. Although the people may have changed over the years, our passion has not. We are just as dedicated to serving you and your family as we were in 1947!

Donations from the community helped get this department started and we continue to depend upon our neighbors today. While our commitment to the community hasn't changed over the years, the cost of doing so certainly has.

For example, the Heavy Rescue Squad 715 we placed in service in October 2020 was approximately, \$1,400,000 with all the necessary tools and equipment. Although the BVFD has already paid over 75% of the cost, we still need YOUR help to finish paying off this important apparatus.

We RELY on your tax-deductible donation to cover the cost of apparatus payments, equipment, and volunteer gear and training. The BVFD responded to over 6,000 emergency calls last year so any amount helps to make a significant difference with operating the department! Donations can also be made online through our website at www.bvfd.com (PayPal and major credit cards accepted).

Please help us help you.

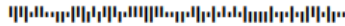
As always, we greatly appreciate your continued support.

Thank you,

Michael Ryman
Fire Chief

Detach and return this portion with your donation.

				2022 FUND DRIVE	
Visit our secure website to use:					
www.bvfd.com					
Please circle amount of contribution in boxes below:					
\$ 100.00	\$ 250.00	\$ 500.00	\$ OTHER		
Make checks payable to Burtonsville Volunteer Fire Department					



BURTONSVILLE VOL FIRE DEPT INC
PO BOX 215
BURTONSVILLE MD 20866-0215

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CELEBRATING 75 YEARS

2022 FUND DRIVE

I have proofread this copy & accept all responsibility for any errors, omissions, etc. once the following corrections have been made as indicated.

Name _____ Date _____

07/05/22 • 03:08 PM

P.S. Did the pandemic have you asking how you could help? Volunteering at BVFD is a perfect opportunity to give back to your community. We are always in need of new Volunteer Firefighters, EMT's, and Auxiliary or Associate Members! Our active members range in age and come from many different backgrounds. Most attend school or have "day jobs" and volunteer on nights and weekends. While it is hard work and requires many hours of training, the personal satisfaction gained from helping others in crisis is hard to find in your average hobby! Please give us a call at 240-773-8969, or visit our website at www.bvfd.com to learn more!

Important: Disclaimer: Please retain this letter for tax purposes. The Burtonsville Volunteer Fire Department, Inc. is a non-profit 501(c)(3) organization. (tax ID 52-0846078). This letter serves as a receipt for the charitable contribution made to the BVFD in the amount of \$ _____ dated _____.

This letter further acknowledges that the Burtonsville Volunteer Fire Department, Inc. did not provide any service or goods to the above contributor. This information is provided for the purpose of complying with IRS requirements under the Revenue Reconciliation Act of 1993.

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Reference No. 19060

RCR ASSOCIATES INC
15300 SPENCERVILLE CT
BURTONSVILLE MD 20866-1653
E-Mail Address: _____

Kindly change name/address as indicated above.



Board of Directors Meeting: Recruitment and Retention

July 1, 2022

VOLUNTEER COORDINATING

- **Continuing to work on the Prototype Member Hub**
 - Included weekly staffing sheets from all of 2022, for both Fire and EMS
 - Leave tracker pulls the leave usage from the Staffing Sheets and keeps a running count.
 - Incentive Tracker pulls the extra shift and gap coverage information from the Staffing sheets and keeps a running count.
 - SAMs Tracker pulls the number of shifts, extra shifts, and gaps covered by each member up to the current week and calculates the number of hours that should be present on SAMS, making for easy tracking and comparison.
 - Need to review leaves for the year so far (clarifying excused vs unexcused leave) to make the Leave Tracker fully functional.
 - Hoping to update the Contact list, and make it a one stop shop for up to date information on each member (current training ranks and trainings, etc.)
 - Want to add the Physicals and training information to this doc as well
 - Eventually want to add a homepage where a members information from across all channels can be pulled in one easy place.
- **Inactive Member Outreach**
 - **Park, Jong** - Has his physical scheduled for August, and has finished his CPR recert.
 - **Wong, Myles** - Most likely going to request an extension on his leave, awaiting final word at the time of preparing this document.
 - **Samadani, Sara** - Remain in contact, finalizing School Leave Request.
- **Physicals / SAMs Hours**
 - Did outreach for all those who have received notices to schedule their physicals.
 - Did outreach for all those who have not consistently updated their SAMs hours
 - Added a section to the Member Hub that tracks the shifts throughout the month, and calculates the current number of hours that should match a member's SAMs hours.
 - Worked with new members to get scheduled for their physicals and background checks as soon as possible in order to register for the "Fall" EMT class.
- **Retention**
 - Working on process and form for Exit Interviews with leaving members.
 - Awaiting Smith's return to finalize the Retention Survey.

RECRUITING

	People In each Stage	
	Stage	Count
<ul style="list-style-type: none"> - Worked with Membership Committee to set up recurring dates for Info Sessions, Orientations, and Interview Blocks - Worked with Membership Committee to interview 3 new applicants. - Worked with the Auxillary to determine the Auxillary Applicant flow through the BVFD membership process - Attended "Are You Ready for Your Next Recruit" class in Ocean City, looking forward to reviewing and implementing the information from that session. - Working on order list for new table cloths, and promotional items. 	Inquiry	5
	Info Session (Total)	11
	Info Session (Confirmed)	0
	Ride Alongs	0
	Applications (Total)	16
	Waiting on Applications	14
	Waiting on References	2
	Interviews	0
	Recommendations	3

June 2022 Board of Directors Meeting: Recruitment and Retention

SOCIAL MEDIA

Ad Summary (May 2-June 30)

Ads Run:
Reach: 17,384 (-37.2%)
Engagement: 264 (+100%)
Total Budget Spent: \$185.70

Post Summary (May 2-June 30)

Facebook Page Reach: 31,589 (-19.7%)
Instagram Reach: 2,363 (+31.6%)
New Facebook Likes: 39 (+25.8%)
New Instagram Followers: 33 (-60%)

Takeaways / Notes

- I spent significantly less on ads this month (\$40 vs \$145) on two different ad markets. The first was the Empty Nester ad, and the second was what I'll call a "young adventurer" category.
- Our "Empty Nester" ad got rejected originally, as it was targeted towards a specific age range. It was flagged as a "special ad category" as it seems to fall under employment or professional certifications. While I was able to specify some basic interests, I was not able to set an age range, overly specific locations, or specific demographics. It seems like Facebook is taking those "special ad categories" much more seriously moving forward, so I am going to have to get a little crafty with our recruitment ads to avoid getting flagged and/or targeting too broad of a target audience.
- With that being said, Maryland residents are now our largest audience at 48.4%, which is much better than last month where Pennsylvania, New Jersey, and Delaware were leading the pack.
- Next month, I want to focus on our 75th anniversary challenge coins and hiding recruitment messages better in general Department ads.
- Only about 0.8% of our audience is viewing our posts from a desktop computer, while 74.8% view our content on the mobile app. I will be working to better optimize our posts and graphics to be viewed on mobile devices.

EVENTS

- **MCVFRA Luncheon** - Attended on June 10th. It was not very well attended (4 departments represented), but we discussed Recruitment and Retention topics and the best timing for future meetings. The next one will be in the evening in Cloverly date TBD.
- **MSFA Conference in OC** - Attended the Convention. Participated in the "Are you ready for your Next Recruit" Class with Tiger Schmittendorf, walked the trade room floor (picking up some ideas along the way) and handed out only a couple business cards.
- **Coffee with a First Responder** - We had a great time at this event on June 25. Had a lot of fun with the public outreach, and spending time with some of the members.
- **Firefighter Fridays** - First Friday of every month for the rest of the year, Jersey Mike's is holding a fundraiser for the BVFD auxiliary. Next one August 5.
- **Coffee Break: Establishing Meaningful Outreach Strategies** - July 20th, hour long FEMA class to explore examples of successful outreach and communications strategies.
- **Burtonsville Day** - September 24- Do we need to register for the parade/exhibitor stuff?
- **Recruitment and Retention Experience** - September 16-17 in Mesa, AZ. Two day experience put on by NVFC. Interactive education and networking conference. Working on the stipend application and travel plans now. Class schedule looks very interesting.