

APPROVED OCTOBER MEETING MINUTES

FLOYD COUNTY EMS ADVISORY COUNCIL

Date: October 24th, 2023

Time: 5:00 P.M.

Meeting called to order by: Patrick Lumley

IN ATTENDANCE

Voting Members: Patrick Lumley, Dawnett Willis, Jeff Sterling, Dave Luett, Dawn Staudt

Non-Voting Members: Dennis Keifer an alternate for Jim Jorgenson

Public: Mayor Andrews, Charles City Press Reporter, Sandy Smith (Osceola EMS), Jean McPherson (Jones County EMS)

Meeting Called to Order by: Council Chair-Patrick Lumley

APPROVAL OF AGENDA

Motion made by Dave Luett

Second by Jeff Sterling

Action Taken: Agenda approved by council.

APPROVAL OF AUGUST MINUTES

Motion made by Dawnett Willis

Seconded by: Jeff Sterling

Action Taken: August minutes approved by council.

ROUNDTABLE DISCUSSION WITH JONES COUNTY AND OSCEOLA COUNTY EMS

A roundtable discussion with Sandra Smith of Osceola County EMS and Jean McPherson of Jones County EMS attended via Zoom to answer questions about their EMS tax levy campaigns and successful implementation with their respective county.

The EMS Advisory council posed the following questions:

- When deciding on the funding source for the EMS Tax Levy, what dynamics drove the decision to utilize the Property Tax, Local Option Income Surtax, or a combination of both on the ballot and why? **Both counties utilized the property tax as a stand-alone option, due to the tax payor feeling like they would be double taxed if the Local Option Income Surtax was also added to the ballot.**
- How complex was the EMS Tax Levy language on the ballot? Was the ballot question simple to understand by voters and still follow the guidelines within the Iowa Code? **Both counties struggled with trying to keep the ballot language "user friendly" and stay within the Iowa Code. Each county simplified the wording as much as possible, staying in line with Iowa code and the chosen wording seemed easy to understand for respective voters.**
- What platforms (social media and other) did you use to communicate the significance of the EMS Tax Levy to the public? **Both counties utilized social media, such as city and county websites, Facebook, Newspaper inserts etc. to promote the need for the levy to support EMS. Jean McPherson stated that in Jones County, they started a brand-new Facebook page dedicated solely to the EMS Tax Levy. Both counties held town hall meetings, utilized press releases, had "open house events" at their EMS agencies, set up an information booth at their local county fair, used flyers and yard signs to get the word out to as many people as possible. Sandra Smith pointed out that in Osceola County they stressed to the public the time delay to wait for an ambulance to come from a neighboring county would be a minimum of 15 minutes no matter where you may be in Osceola County. Sandra Smith also pointed out that they stressed this message to the public: EMS is not a required resource in the State of Iowa like fire and law enforcement, if we can't find a funding source, you may not have EMS available in your county when you call 911.**
- What was the overall message to the public regarding the EMS Tax Levy? **Both counties stressed the simple fact, EMS is currently not an essential service and is not required to be provided to the community. The wait time to get an ambulance from an outlying area could take 15-30 minutes. They both stressed that at the time there was no current funding stream to support EMS.**
- Were there other competing initiatives on the ballot with the EMS Tax Levy or was the EMS Tax Levy stand-alone? **Neither county at the time had competing levies or large bond referendums on the ballot other than elected officials being on the ballot.**
- Prior to passing the EMS Tax Levy, what were the EMS service dynamics (for profit, in-house, other) that propelled your county to proceed with the EMS Tax Levy? **Both counties, while different in dynamics, were essentially in-house not for profit service.**
- Looking back, if you were attempting to pass the EMS Tax Levy, what would you do the same, and differently in your approach? **Both counties expressed to factor in requiring more money than originally requested or forecasted. Due to the long wait time for tax levy funds to generate and unexpected costs, each recommended to add those as factors when determine annual costs prior to determining forecasted budgets as costs continue to increase.**
- When choosing a duration of the EMS Tax Levy, what local and or county level dynamics factored into the decision-making process and why? **Both counties stated that a short duration would not facilitate enough EMS cost change, plus having to go in front of the voters again. A longer duration may not actually capture the true EMS costs and actually limit the funds required to maintain EMS services. Both counties were in the middle with respect to duration of the EMS Tax Levy.**
- Even though the Iowa Code is very clear on how the EMS Tax Levy can be spent, did you encounter negativity towards the EMS Tax Levy in relation to the "urban myth" that the money

collected from the levy would not be spent solely on EMS and money would be reallocated to other expenses? If so, how did you address those concerns? **Both counties stated that they did not receive negative feedback with regards to the EMS Tax Levy, with constituents understanding the needs for EMS service.**

Public Comment-No comments

Discussion after roundtable: In the event the council decides to use yard signs, the number of signs needed was discussed, based on the number of signs that were needed for the school's initiative, 200 signs seem to be the appropriate amount to cover the county. The process of getting permission to put up yard signs throughout the county was also discussed. The movie theater marketing idea was discussed, and Pat Lumley was going to do some more research on cost to advertise at the local theater. Pat will pass along the media information from Osceola and Jones County when he receives them. Facebook and social media platforms discussed and will be further discussed at the next meeting. No actions taken at this meeting.

NEXT MEETING

Next meeting is scheduled for 5PM 21 November 2023, in the Floyd County Board of Supervisors Board Room.

Motion to adjourn made by Dave, second by Jeff, action taken: meeting adjourned at 6:30 P.M.

UNAPPROVED NOVEMBER MEETING MINUTES

FLOYD COUNTY EMS ADVISORY COUNCIL

Date: November 21st, 2023

Time: 5:00 P.M.

Meeting called to order by: Patrick Lumley

IN ATTENDANCE

Voting Members: Patrick Lumley, Dawnett Willis, Jeff Sterling, Dave Luett, Dawn Staudt

Non-Voting Members: Jim Jorgenson

Public: Charles City Press, Marty Parcher, and Skyler Sibbits. Zoom attendees Brandy Molitor and William Duncan.

Meeting Called to Order by: Council Chair-Patrick Lumley at 5:01 p.m.

APPROVAL OF AGENDA

Motion made by Dave Luett

Second by Jeff Sterling

Action Taken: Agenda approved by council.

APPROVAL OF AUGUST MINUTES

Motion made by Dawnett Willis

Seconded by: Jeff Sterling

Action Taken: October minutes approved by council.

Public Comment-No comments

- **Discussion about council membership:** The council members discussed adding voting and non-voting members to have widespread or diverse county presence on the council.
- Dawn Staudt-** recommended having a member of the Marble Rock First Responders on the council. Marty Parcher was suggested as a representative for that area of the county as he is on Marble Rock Fire/Rescue and can be a liaison for the council when delivering our message to Marble Rock , and it was also suggested Colwell needs representation and suggested Kendall Nolt, who is an EMT and on Colwell Fire and First Responders and would make sound non-voting liaisons when we start holding face to face meetings and other communication formats.
- Brandy Molitor (public comment)-** Brandy suggested that she be included on the council as she is the President of the Floyd County EMS Association and feels that her organization provides a lot of the training and dollars associated with certifications throughout the county.
- Patrick Lumley and Dawnett Willis -**Discussed the potential of other community representatives from other areas that do not have a strong EMS presence but have the same need for representatives to have input about the council’s initiative, communities like, Rockford, Rudd, and Floyd
- Patrick Lumley** also discussed the council adding a Medical Director, which would allow the council to meet the state system standards guidelines of the membership requirement of a County EMS Advisory Council.
- Brandy Molitor (public comment)-**Mentioned Nashua having territory in Floyd County and should also be on the council. She also mentioned Dr. Kappler as a potential option to be approached about the Medical Director position.
- Dawn Staudt-**pointed out that no definite territory decisions were officially made during contract negotiations with AMR about the EMS territory that used to be covered by Nashua many years ago before they disbanded. Nashua was just getting started back up this past July. The current contract states AMR will be dispatched to all calls in Floyd County, and that time no one was able to answer the question “when, who or how were the response areas designated?” Currently, the only other defined EMS response territory in Floyd County, for non-transport BLS service is Marble Rock Fire/Rescue, and for BLS transport service, is the Greene Volunteer Ambulance and Nora Springs Volunteer Ambulance Services.
- Further discussion about Nashua being part of the council is tabled and will be placed on the agenda sometime after January 1st, 2024.
- Patrick Lumley** and council members discussed the need to have a timeline to work with to include placing the EMS Tax Levy on the ballot via a special or general election. With the 60-day publication requirement, a March 2024 timeline with sufficient public engagement and education was not realistic. Briefly discussed the failed Charles City Community School District failed bond vote and potential to be on the ballot in the November 2024 General Election. Consensus among the council members would be a September Special Election to which the EMS Tax Levy vote would stand on its own merits. A formal recommendation will be on the agenda for the January 2024 meeting.

No action was taken on these agenda items as this was a planning session.

- All individuals will need to apply to the Floyd County Board of Supervisors and those applicants will be on the next agenda for the council to review.
- Discussion on potential methods of communicating the council’s message to the public, countywide. Education efforts are set to begin in the Spring of 2024.

The methods or routes of delivery discussed were:

1. **Patrick Lumley** Townhall meetings, presentations at civic organization meetings with mayors and other community leaders throughout the county.
2. **Dawnett Willis** stated that we need to make sure the message is “black and white” and is delivered as a county wide initiative.

3. **Patrick Lumley** suggested AMR and Charles City Fire host an EMS/Fire Open House event and discussed something like the pancake breakfast event held every year at the fire department.
4. **Jeff Sterling** suggested attending their Soup Supper Event in Green on March 9th, 2024, they usually have a very good turnout 300-400 people.
5. Flyers and signage were discussed and how to fund these types of communication. **Dave Luett** suggested potential community businesses in Floyd County that may have the ability to donate funds or products to help with this expense. The process of donating money and what fund that would be used was also discussed.
6. **Brandy Molitor (public comment)** suggested that the money could be placed in the EMS Associations account as they are a 501c organization.
7. **Patrick Lumley**- suggested a stand-alone Facebook page that the council would manage and would be dedicated to informing the public about the tax levy and give a platform for public comment or questions.
8. **Dave Luett**-suggested a video be made that could be accessed by the public at any time to learn more about the tax levy, the need for EMS as an essential service and the struggles that communities currently face to provide EMS throughout the county.
9. **Brandy Molitor (public comment)**-gave a suggestion of utilizing an existing page that she had created last year and handing off administrator rights to the council.
10. **Patrick Lumley** -Discussed the information he had received from the Charles City Theaters owner, Mr. Les Nelson, on time slots and cost. There are over 12 other businesses on a waiting list for advertisement slots currently.
11. **Dawnett Willis** suggested talking with the current advertising businesses to see if a different one would be willing to donate an advertisement slot each showing, or each week. The time slots allow for approximately 15 seconds of advertising.
12. **Dawnett Willis** suggested checking with the production company that makes the videos for FCMC.
13. **The following questions were posed by the council that should be answered by the ambulance commission and should be part of the forth coming public engagement and education.**
 - What will happen if the EMS Tax Levy doesn't pass?
 - What will EMS look like for the county?
 - What other services or community resources will be cut or reduced if the general funds are the only source of money to support EMS?

Action Items for the next meeting.

1. **Patrick Lumley** -Will work on PowerPoint presentation and bring it to the next meeting.
2. **Patrick Lumley** -To gain more insight on campaigning ideas that worked, Pat will reach out to the 4 counties who successfully passed the EMS tax levy in 2023 that included Ida, Cedar, Shelby, and Benton counties.
3. **Jim Jorgenson** will move forward with getting an Ambulance Commission meeting scheduled to discuss several topics, including the vision they see for ambulance services in the next 2-3 years and what that cost would look like, and discuss a definite response decision for the county area that falls within the old or previously, designated Nashua Volunteer Ambulance service area.
4. **Jim Jorgenson** will obtain the necessary information needed to decide on how money should or could be donated to the advisory council for advertising expenses. Can the money for advertising expenses be donated to the county, as the council is a county appointed group? Can, or should the money be donated to the EMS Association and the money be used for advertising?
5. **Dawnett Willis** will contact the production company utilized by the hospital regarding cost and availability.
6. **Dawnett Willis** will talk to a couple of the physicians at the hospital about being on the council as the Medical Director.

7. **Dawn Staudt** will contact the Floyd County Fair Board for opportunities available to the council during the county fair in July.
8. **Dawn Staudt** will contact Mark Wicks at the Chamber for information and availability to take part in Party in the Park events.
9. **Dawn Staudt** will contact Gloria Carr to get application information for interested non-voting members to apply.

NEXT MEETING

Next meeting is scheduled for 5PM January 11th, in the Floyd County EOC.

Motion to adjourn made by Dawnett, second by Jeff,

Action taken meeting adjourned at 6:32 P.M.