



MEPIC Advisory Board Meeting Minutes

Tallahassee, Florida
6 June 2019, 12:00 PM – 5:00 PM

The Missing and Endangered Persons Information Clearinghouse Advisory Board Awareness was called to order at approximately 12:00 p.m. on June 6th, 2019 by chairperson Jamie Meeks.

In Attendance

- **Board Members**

- Bob Bedford
- Dan Campbell
- Angie Herron
- Karen Mazzola
- Jamie Meeks
- Chief David Perry
- John Pitta
- Peggy Pitta
- Audrey Smith
- Kim Spence
- Floy Turner
- Mike Vasilinda

- **Ad Hoc Board Members**

- Jasmine Armstrong
- Julie Collins
- Erica Geiger
- Katherine Gomez
- Travis Paulk

- **FDLE Members**

- Jeff Dambly
- Brendie Hawkins
- Erin Rounds
- Craig Schroeder
- Pete Warren

Minutes

- **Jamie Meeks (JM):** Introduction of new members Chief Audrey Smith and Chief David Perry.
- **JM:** Go around the table and introduce everyone.
- **JM:** It's been an honor to serve this board for the last few years and it's time to get a new member in the position.
 - **JM:** Mr. Dan Campbell has expressed an interested in stepping up as the chair and Chief Gilliam has volunteered to step up as the co-chair.
 - **JM:** But the floor is open for nominations or recommendation, but Dan and Chief Gilliam have both expressed interest in stepping up and moving the Board forward.
 - **Mike Vasilinda (MV):** I would nominate Dan
 - **Floy Turner (FT):** And I would second it.
 - **JM:** I also support Dan and this will come to a vote tomorrow.
- **JM:** Next, we I will throw over to Craig to discuss curriculum review sheet.
 - **Craig Schroeder (CS):** FDLE command staff has looked at the review sheet and their only input is that we define the word "current"?
 - **FT:** I think that's a good idea.
 - **Dan Campbell (DC):** I think it's important to define that as well. I like the idea of using a scale.
 - **Kim Spence (KS):** I feel like we can just take it outall together?
 - **Brendie Hawkins (BH):** So we just want to remove the "is the material current"
 - **CS:** SO we want to remove the "Material is current" and keep the "material is relevant"?
 - **KS:** Yes.
 - **CS:** And the next part on the curriculum review sheet is testing it on RadKids. Steve Daley sent some information to us.
 - **CS:** The next question is how do we want to go about actually reviewing it? Do we want to elect a few members.
 - **KS:** Didn't we say our SMEs would assist us?
 - **CS:** I think that was the idea.
 - **BH:** I think just starting we should get a core group of five to review the curriculum and if they approve then we can have them come in and speak to us.
 - **FT:** We can also talk to Sheriff Darnell about it because their schools are starting to use it. As is Indian River.

- **Karen Mazzola (KM):** SO are we looking for five volunteers?
 - **BH:** If you guys are good with that.
 - **KM:** I volunteer.
 - **DC:** I do as well.
 - **FT:** As do I.
 - **Peggy Pitta (PP):** Would we be doing it together or individually.
 - **BH:** I think those that volunteer would do it individually and then it would have to be discussed in meetings.
 - **PP:** I would be happy to do it if I knew what was entailed.
 - **KS:** I think it would be using this sheet to evaluate the curriculum.
 - **PP:** Would I be commenting on individual pages.
 - **BH:** I think you could but it would be mostly using this sheet.
- **Julie Collins (JC):** So we'd have to go down the line and change some of the items on the sheet if we take out the one line. Also, there's a "Yes/No" box under target audience. Do we remember why we have it that way? If not we can delete it. I'll make those changes and clean up the form. Any other changes?
- **KM:** Can I ask what 508 compliance means?
 - **JC:** It's ADA compliance for electronic media. So it measures whether or not a web page is using a screen reader.
 - **KM:** As an assessor, how would I know?
 - **BH:** When you go to the page and hover over an image it would give a description if they are using a screen reader.
- **BH:** We also want to point out that we have been thinking of changing the meeting to a single day, since we no longer have the committees.
- **JM:** Next is the SME list, Craig can you explain where we are?
 - **CS:** Yes, if you look at the list the names highlighted have been contacted. Green have confirmed and yellow are outstanding.
- **JM:** Next is the MEPIC newsletter.
 - **MV:** I have a few ideas on the newsletter.
 - **MV:** I'm not sure about the title. I feel like people would see MEPIC Messenger and not know what that is, but something like the "Missing and Endangered Messenger",

- **Angie Herron (AH):** Or we can make it MEPICAB Messenger with the MEPICAB acronym spelled out in the headline.
- **Katherine Gomez (KG):** Also want to make sure its 508 compliant. And make sure we pay attention to the number of fonts we use and make sure it is as accessible as possible.
- **Travis Paulk (TP):** So would the columns or sections remain the same.
 - **BH:** I think it could be pretty fluid.
- **CS:** And to point out, the Board came up with a number of possible columns that are in the Strategic Plan.
- **JC:** What about a blurb on an open case? And not being solid on who the audience would be, aren't some of those FVTC classes free online that we could promote?
 - **BH:** Absolutely. We'd have to gain permission.
- **PP:** Who is the intended audience and how is it distributed?
 - **JM:** It's going to be electronic
 - **BH:** I think we can use our resources to push out the email as well.
- **CS:** This project also began as a way for this board to form some synergy amongst the various agencies so everyone represented on this Board can push along to their various agencies what this board does and what the members can provide.
- **FT:** Also, in my volunteer position with the IRSO I'm going to the mall Saturday; but if you remember the case I worked on, it was a family relocated after Katrina and couldn't find their r children in New Orleans. If we had this type of information we could put it on a table and have a lot of information available.
- **BH:** Something we could do on our inaugural newsletter is feature a child safety tip from the Safety Fair presentation at FMCD.
- **John Pitta (JP):** Do you know if something like this goes out to all 50 of the state clearinghouses?
 - **Pete Warren (PW):** I'm not sure.
 - **JP:** I think we should send it out to them to help forge a relationship and maybe we can get some info from them.
- **JM:** Chief is there anything on the campus end that we can put out on something like this.
 - **David Perry (DP):** We had a missing student recently and one of the things that helped us find him was Scent Evidence; I think we should partner with them.
 - **CS:** We actually work with Scent Evidence K9.
 - **CS:** What if we create a mailing list that I can send out to when it comes time.

- **JC:** The problem is there is a lot of turnover so it might be better to send it to the board members, they send it out, and then

15 MINUTE BREAK

- **JC:** Staying on the MEPIC newsletter.
 - **CS:** Do we want to assign newsletter column authors?
 - **CS:** We can think about it overnight and address it at tomorrow's meeting.
- **JM:** Next on the agenda is increased training opportunity and increased opportunities for MEPICAB members to appear at conferences.
 - **KM:** I have looked into this and the big questions is *are we a nonprofit?* They want to know for the fees waived. We're not but the Foundation is.
 - **KM:** I am aware of a few events coming up:
 - July 7-10 – Florida Coalition of Children at Disney
 - July 18 - Florida PTA State Convention Resource Fair. They charge but I think we can get the fee waived. I will be there, but as a function of the PTA so we could use someone there.
 - September - Dependency Summit in Orlando.
 - **TP:** Also, there is a DCF conference in September
 - **TP:** It is my understanding that everyone has to pay for a booth. I can talk to my assistant secretary and see what I can do.
 - **KM:** Can we create a list that Craig can send out reminding people of upcoming training opportunities.
 - **CS:** Yes I will do that. I can also get some literature.
 - **CS:** I will create a list of events that track the name of the event, the dates, a cost associated with it, and the average attendance.
- **JM:** That's it on today's agenda. We can adjourn and meet back here tomorrow at 9:00 AM.

Adjourned



MEPIC Advisory Board Meeting Minutes

Tallahassee, Florida
7 June 2019, 9:00 AM – 2:00 PM

The Missing and Endangered Persons Information Clearinghouse Advisory Board Awareness was called to order at approximately 9:00 a.m. on June 7th, 2019 by chairperson Jamie Meeks.

In Attendance

- **Board Members**

- Bob Bedford
- Barry Blackburn
- Dan Campbell
- Bill Corfield
- Angie Herron
- Karen Mazzola
- Jamie Meeks
- Chief David Perry
- John Pitta
- Peggy Pitta
- Kim Spence
- Floy Turner
- Mike Vasilinda

- **Ad Hoc Board Members**

- Jasmine Armstrong
- Julie Collins
- Erica Geiger
- Katherine Gomez

- **On the Phone**

- Sheriff Walt McNeil
- Hilary Sessions
- Stephanie White
- Chief Antonio Gilliam

- **FDLE Members**

- Amanda Carder
- Jeff Dambly
- Brendie Hawkins
- Seth Montgomery
- Rob Moon
- Gretl Plessinger
- Erin Rounds
- Craig Schroeder
- Ken Tucker (Foundation)
- Pete Warren
- Donna Uzzell

- **Jamie Meeks (JM):** First on the agenda is to review and accept the previous meeting minutes, so please take a moment to look over those.
 - **JM:** Is there a motion to accept the minutes?
 - **Floy Turner (FT):** Motion to accept minutes
 - **Bob Bedford (BB):** Second
 - **JM:** Motion passes.
- **JM:** Next, I want to throw it over to Craig to discuss format changes to Board meetings.
 - **Craig Schroeder (CS):** Previous meetings have lasted two full days. The original intent was to allow the committees to meet on the first day and then everyone meet together on the second. Now that we no longer have committees, we have been stretching these two days; and if no one objects, we will move forward with a single day for in-person meeting, with the option to make it two days if we have a full schedule.
- **JM:** Yesterday we held nominations for the chairs and co-chairs; Dan Campbell and Chief Gilliam have volunteered to be chair and co-chair, respectively.
 - **JM:** All in favor of Dan Campbell and Assistant Chief Gilliam say aye.
 - **JM:** Motion passes.
- **JM:** It's now time to vote for the FMCD Awards. The summaries and ballots are in your folders. Everyone take a few minutes to read over your summaries and turn your ballots in to Brendie and Craig.
 - **JM:** We have a tie so Brendie is going to re-read the votes and we will cast a voice vote.

BRIEF BREAK WHILE VOTES ARE CAST AND TALLIED

- **JM:** We have a tie in the Local Law Enforcement Officer category; Craig is going to ask everyone who voted for anyone other than the two tied contestants, to re-vote for one of those two.
- **Brendie Hawkins (BH):** The award winners are:
 - *Citizen of the Year: Anthony and Dawn Butrym*
 - *Combatting Human Trafficking Award: Detective Christina Kenney, St. Petersburg Police Department*
 - *Local Law Enforcement Officer of the Year: Detective Hanley*
 - *State LEO: Trooper Joseph A.*
 - *K9: Guerrero/Jolene*
 - *Task Force: Orlando Cyber Crimes Task Force—FDLE-OROC*
 - *Bus Operator of the Year: Joann Donovan*

- **JM:** The Board also needs to make recommendations for the Commissioner's, John and Reve Walsh, and the Evelyn Williams Memorial Awards.
 - **FT:** I think Spadafora would be a good recommendation for the Walsh Award. He's obviously quite committed and is still out there working very hard.
 - **John Pitta (JP):** And we don't know what else he does that just doesn't get written about.
 - **Donna Uzzell (DU):** The John and Reve Walsh award is more of a contribution award; someone who went above and beyond for the state as a whole.
 - **JP:** So with Spadafora is he a good recommendation?
 - **DU:** I think he would be a great selection for the Commissioner's Award.
 - **JP:** I think Donna you're the expert.
 - **Mike Vasilinda (MV):** I agree with Donna that the John and Reve Walsh Award is an award over a life-time versus the specifics of a few years. So I think Spadafora would be a better fir for the Commissioner's Award instead.
 - **MV:** What about Pam Bondi for JR Walsh? She made human trafficking a priority.
 - **DU:** That may be difficult.
- **DU:** I also wanted to let you all know that I have set my retirement date for January 31st of next year. SAC Mike Phillips has already been named as my replacement.

15 MINUTE BREAK FOR LUNCH

- **JM:** I'm going to turn it over to Foundation President Ken Tucker.
- **Ken Tucker (KT):** Since I've joined the Florida Missing Children's Day as the President, we have added representatives all over the state; we are looking for someone from the panhandle.
 - **KT:** We want to work on changing the state language to expand the mission; we want to find someone to sponsor the bill.
 - **KT:** We also noticed when renewing driver license you can donate to various non-profits and we'd like to see about getting the Foundation there.

- **KT:** The Foundation would also like to reach out to more corporate entities.
 - **JP:** When I was with the Foundation the license plate thing was closed and wasn't accepting new organizations.
- **KT:** We're doing something new as well; we're looking to have an event in August at Tropicana where we will invite the child award winners.
- **KT:** A big reason I wanted to come today was this Board is that Craig said the Advisory Board would be interested in partnering with the Foundation for a training in 2020.
 - **KT:** If we did this, we'd also like to replicate the training event in St. Pete and the Miami area.
 - **KT:** So I'd like to hear more from you about that training.
 - **JM:** While Ken is still here I'd like to skip forward to the training on the agenda.
 - **BC:** We have the conference worksheet that Chief Gilliam drafted in your folders; if we could all look at that.
 - **BC:** First thing we need to look at is possible locations: we have several ideas listed like the Civic Center and the Double Tree, but I know the cost on those would have to be low.
 - **David Perry (DP):** We can also look around at FSU.
 - **BC:** The other big thing we'd need to begin thinking is possible speakers.
 - **BC:** If you have any ideas for speakers at this training please send them to Craig and we can begin making a list.
 - **CS:** We'd also work with Fox Valley. And I think Lori Smith who spoke to this Board previously would be a great speaker for parents and families.
 - **Seth Montgomery (SM):** I'd like to also see a training tied back to each of our alerts: silver, missing, and AMBER.
 - **BC:** I just ask everyone to review this list of presenters for topics. And send any presenter ideas to Craig and maybe at our next board meeting we can vote.
 - **BC:** Maybe we can also consider how to get some accredited training hours; which would be more of a draw.
 - **KT:** That's an easier process than it used to be.
 - **BC:** Would the trainings be open to the public? Is that going to be a sunshine issue?
 - **JD:** When two or more members of the Board are together, it would need to be noticed. So if multiple board members

attend, they'd need to be in individual rooms or avoid discussing.

- **BC:** From a marketing standpoint, we talked about pushing out notices from FSA and FPCA and using the MEPIC Newsletter. Maybe that's something we could do a PSA on?
 - **BH:** And could FOAA assist?
 - **AH:** For sure.
- **KT:** I'd also like to get one of our Foundation members involved on this project as well.
- **AC:** I also have a suggestion: that we use NAMUS for the conference. They provide free DNA kits and they have different speaker tracts.
 - **BH:** We also work closely with NAMUS.
 - **BC:** As a presenter or a vendor?
 - **BH:** Probably both.
- **KT:** The sooner we can get to a cost estimate, the better.
- **Kim Spence (KS):** I reached out to some of the SMEs in preparation asking them if they would be willing to speak and they are willing to . Dr. Eric Imhoff is available to speak and is happy to cover a number of topics.
- **BH:** FSU has a robust catering service as well, isn't that correct Chief Perry?
 - **DP:** We do.
- **KS:** Can the Board help solicit sponsors?
 - **JD:** I will get back to you on that. My initial thought is that the Foundation is the one that has to raise funds because that is what they are designed to do.
- **JM:** I'm going to send it over to Gretl Plessinger to talk about social media.
 - **Gretl Plessinger (GP):** I'm going to ask you all some questions to find out what we are looking for.
 - **GP:** We like to look at engagement on Facebook: are followers liking, sharing, commenting, etc. Engagements are important because it is used in the FB algorithm.
 - **GP:** For example, we had an AMBER alert last Friday and it had double the number of impressions than FDLE has followers; so it spread around from people sharing it.
 - **GP:** Things that drive engagement are asking people to take action; like when there's an AMBER we share the first words we put are "PLEASE SHRE THIS POST".
 - **GP:** Funny posts and controversial posts also get a high engagement.

- **GP:** Feel good stories—like Awards—are high engagement stories.
- **GP:** Useful tips are also shared quite a bit.
- **GP:** Photos are vital in Facebook posts.
- **GP:** Another thing that drives engagement is how often you're posting.
 - **GP:** We have put a dedicated person on our page and the page keeps going up.
- **GP:** Before we launched our social media, we decided what kind of things we would be posting: Press releases: missing child alerts, and cancellations, news articles, videos about FDLE, investigative information.
- **GP:** We put information or news stories about our FDLE members.
- **GP:** So who do you think your target audience would be?
 - **Julie Collins (JC):** Probably about the same, maybe more of the general public and people with public safety interests.
 - **JC:** We could share missing children alerts that FDLE puts out there; as well as cold cases.
 - **SM:** One of the difference, is the MEPICAB page isn't going to allow comments. Gretl, could you speak to that.
 - **GP:** It does require a lot of monitoring. Like we had a post that was angering folks and we were working on fixing the issue and had to have someone monitoring the comments to make the public know that we care.
 - **JC:** I think we need to have the conversation about what specific topics we would cover.
 - **JM:** Jeff do you want to comment on this?
 - **JD:** Our guidelines are at that the Board needs to decide here, in a noticed meeting, what kind of things would be posted or shared. From then, the item can be shared and it wouldn't be deemed a substantive action if the board has already agreed that it would be a regular posting.
 - **JC:** So we could send her a post directly to put up?
 - **JD:** If that kind of post has already been agreed upon in a noticed meeting.
 - **SM:** Wouldn't it be better to communicate through Craig?
 - **JD:** Well one of the guidelines is that anything sent to the FB administrator has to CC FDLE staff.
 - **JD:** Just a quick notice; I do have some concerns about not allowing comments, so I want to do some research and see what those rules would be.
 - **Dan Campbell (DC):** Do we have some kind of official policy documenting our procedures?

- **JD:** We take notes and minutes which should be sufficient; but it wouldn't hurt to draft some policies.
- **AH:** I can do some research and find some things that I think we should post?
 - **CS:** And we have a phone call in July, if we can get a quorum, approve a list of approved posts, and draft some policies, we can confirm that at the July conference call.
- **SM:** Could we create an email group?
 - **JD:** There would be sunshine issues with that, because you're asking for a discussion about whether or not we want to post it.
- **AH:** Before we move away from communications I thought of some things that I think we can do for our first MEPIC Newsletter.
 - **AH:** What is MEPICAB; Board Member spotlight on Jamie; spotlight on the scent evidence K9 from Chief Perry; FDLE staff writes up a review of the FMCD Awards; thoughts from the chair; and then Dr. Spence can do an article on special populations.
- **JM:** Next we want to go over to the EIS update and get an update on the sex offender database update from Rob.
 - **Rob Moon (RM):** We have officially launched the new Sex Offender and Predator System.
- **JM:** Next ,Amanda Carder is going to give us the MEPIC update.
 - **AC:** In 2018 we had 9 AMBER Alerts and 59 Missing Child Alerts. So far in 2019 we have had 2 AMBER Alerts and 12 Missing Child Alerts.
 - **AC:** We're working on an update for the wireless emergency messaging system. The update would also include a WIA message in Spanish.
 - There have been a few delays and we are waiting on a new target date.
- **CS:** Throw it over to Craig for a CART and FMCD update.
 - **CS:** We are starting to hit the FMCD planning heavy and so far everything looks okay.
 - **CS:** Also, Jay Best gave me some update to deliver on the CART teams:
 - **CS:** TBROC recently held a CART meeting, which had a forensics chief present about Genetic Genealogy.
 - **CS:** OROC, along with the Brevard Field Office conducted a table top exercise in Titusville (Statewide CART Coordinator Attended).
 - **CS:** Statewide coordinator has spoken with ALL regional CART teams, and is building a list of speakers for the upcoming FL ICAC Conference in Orlando, December 11- 13th, 2019.
 - **CS:** PROC conducted CART presentation and meetings In January and March, 2019

- **JM:** Next on the agenda is Mike Vasilinda to talk to us about the PSA ideas.
 - **MV:** I think what we need to do is come up with some ideas beyond the initial AMBER Alert update.
 - **MV:** Can we talk about this outside of a meeting?
 - **JD:** It would have to be inside a noticed meeting.
 - **MV:** So I'd propose I move forward with some ideas on the AMBER Alert PSA and I can consult with Craig. I think we have 3 options: 10, 15, and 30 second PSAs. 10s and 15s will get a lot of play from
 - **DC:** Do we have any ideas where these would be broadcast.
 - **MV:** I have some contacts with the Florida Broadcast Association.
 - **KS:** I also thought we talked about doing a MEPIC PSA.
 - **BH:** I think there might be some FDLE restrictions, not allowing the image of FDLE members on social media.
 - **KS:** I think we could do something with just an iPad with each member of the Advisory Board saying a few lines.
 - **CS:** SO Mike do you want to work on the PSA for the AMBER and when you have something we can schedule a board meeting conference call to discuss it.
 - **MV:** My idea for the PSA would be to address the conception that AMBERs are "annoying".
- **JM:** Anybody else have anything else before we adjourn?
- **JM:** I'd like to thank everyone on the Board and call for adjournment.

Adjourned
