



PIER Committee Meeting Agenda
July 11, 2023
Virtual

Attendees: Mindy Cannuli, Ben Sensenbach, Ahmed Mustafa
Admin Support:

Current Members

- Ahmed Mustafa - Chair
- Tim Kelly
- Mindy Cannuli
- Jeremy Cushman
- Karen Dewar
- Geordie Klueber
- Ben Sensenbach

Committee Goals

- Review video clip Mindy and Chief Jonathan Smith made to talk about the awareness of staff recognition and post on website and social media.
- Working to develop a PIO/PIER academy - Please send Mindy a PIO point of contact from each agency. If you don't have a PIO but have someone interested in being one, please have them reach out to Ahmed. They could start by joining the PIER committee.
- Jim Cassin has sent some ideas of free ones as a start. We will review.
- We will start planning the first PIO/PIER meeting at the August 8 PIER Committee meeting.

MLREMS Webpage Review

- Remove links for ads for award winners, post ems recognition resource document and video
- Post EMS Recognition Document and Jon Smith video

Award Status

- Completed
- Discussing a location for 2024 awards ceremony (2023 awardees) - moving to MCC auditorium so the venue is a little more "professional".

Media Update

- NEQ has invested almost \$25,000 of funds donated to them to increase awareness of EMS and recognize EMTs and Paramedics in the region. In the last year, dozens of spots, every award

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recipient recognized, but not one recipient or agency has acknowledged the spots. Are they worth continuing and are other agencies willing to help fund the \$2,400/month cost?

Recruitment Update

- No Report

EMS Week Planning

- 2023 went well ... will start looking at 2024 in January.

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