

COSTEP MA Meeting

March 29, 2012
10:00 am to 12:00 noon

Massachusetts State Archives
220 Morrissey Blvd.
Boston, MA 02125

Agenda

- **Call to Order and Welcome**
- **Approval of Minutes**
- **Keynote Presentation**
 - *Diane Viera, Executive Vice President and COO of Historic New England*
 - *Branding and marketing of COSTEP MA*
- **Tag line**
- **Massachusetts Library Association conference**
- **Community Meetings – HMGP Grant**

COSTEP MA Meeting

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Attendance:

Michael Comeau (MA Archives and co-chair); Jennifer Fauxsmith (MA Archives); Lori Foley (Heritage Preservation and HMGP grant); Tricia Gilrein (Duxbury Rural and Historical Society); Katherine Griffin (MA Historical Society); Ben Hiltunen (MEMA); Jim Igoe (Preservation MA); Lydia Kachadoorian (FEMA); Erin Kelly (Preservation MA); Veronica Martzahl (Tufts DCA and secretary); Olivia Melo (Lakeville Public Library); Michael Steinitz (MA Historical Commission); Elaine Sudanowicz (Mayor's Office of Emergency Preparedness-Boston); Gregor Trinkaus-Randall (MBLC and co-chair); Bill Veillette (NEDCC); Carl Viera (Firefighter); Diane Viera (Historic New England and keynote speaker); Ann Marie Willer (MIT); Courtney Whelan (Preservation MA)

Call to Order and Welcome

Gregor Trinkaus-Randall called the meeting to order at 10:10 am. The attendees introduced themselves and gave information on their institutional affiliations.

Approval of Minutes

The Approval of Minutes was tabled until the next meeting.

Keynote Presentation

*Diane Viera, Executive Vice President and COO of Historic New England
Branding and marketing of COSTEP MA*

Michael Comeau introduced the speaker.

Ms. Viera prefaced her talk as a discussion for creating a practical and realistic approach to putting together a communication plan for COSTEP MA.

5 Things to Keep in Mind when developing a communications plan:

- Keep it simple
- Stay focused
- Prioritize

- Be Practical
- Be Consistent

The group participated in a brainstorming session about how they would describe COSTEP MA. The construct of an “Elevator Speech” was used to frame the discussion – if you were in an elevator with someone for one floor and they asked “What is COSTEP MA?” how would you answer? Ideas and related thoughts are given below:

- Improving emergency preparedness in cultural and historical organizations
- Collaborate between professional emergency management and cultural heritage
- Statewide group
- Municipalities’ agencies
- Coordination of emergency management and cultural heritage resources to make sure resources are not ignored
- Elevate the priority
- Two communities coming together
- Libraries, museums, archives with local fire, police, first responders
- Avoid the jargon
- Protecting our legacy
- Why do we come together?
- All volunteer organization
- Coordinated Statewide Emergency Preparedness
- Improving resiliency and strengthen capabilities
- Resources – records, buildings
- Why – these resources can help with the recovery
- Helping communities re-form
- Attempt to be pro-active instead of reactive
- Contacts in place before the event
- Cultural resources and assets
- COSTEP IS a resource
- Pulling together expertise
- A go to place for information and resources
- Framework [vs. responder]
- Education training mitigation
- Conflict between paying job vs COSTEP role of volunteers
- Focused and harnessed energies
- Think of COSTEP not the people
- Coordinating activities and resources
- Relationship building

Ms. Viera made the suggestion of “COSTEP MA brings statewide emergency and heritage partners together to effectively prepare for disasters.”

The group was also cautioned that the elevator speech and the brand are not cast in stone. They are continuously evolving as the organization evolves. The group agreed that the Outreach Committee will be tasked with working further on the development of a coherent elevator speech which stresses where the organization is currently

Next the group brainstormed products and services, or what specifically does COSTEP MA have to offer in order to achieve its mission and vision?

- Information
 - Situational awareness
 - Technical assistance for document preservation
- Coordinating and Communication
 - Among emergency mgmt community
 - Among cultural community
 - Between emergency mgmt and cultural community
- Training and sharing information
- Disaster lifecycle
- ISC structure for cultural community that ties in to the structure of the emergency management community
- Local meetings
 - Creation of chapters
- Framework for other states
- Disaster Recovery Centers
- Inventory Forms

The group discussed the following aspects of the organization that can be highlighted in a marketing and communication plan:

- COSTEP is a leader
- Local focus
- Life/Safety First
- COSTEP can help you . . .
 - Minimize damage to buildings and contents
 - Recover more quickly after disaster
 - Be better prepared to respond
 - Connect w/ resources you need to prepare and recover
- COSTEP can provide you with . . .

Ms. Viera stressed that real life examples are very powerful.

The group then moved on to a discussion of who the audience for COSTEP MA is and what tools can be used to reach them:

- Local emergency manager

- First responders
- Fire Chiefs
- Police Chiefs
- Mayor or Town Administrator/Local government
- Town Planner
- Board of Selectmen
- Town/city clerks
- Librarians (head)
- Heads of cultural institutions
- Historical commissions
- Historical societies
- Historic districts
- Main St/Business districts
- Statewide corollaries to local

Ms. Viera suggested creating an award or recognition program that would highlight examples of emergency management and cultural resources working together while also boosting the visibility of COSTEP MA. A possible recipient might be the North Adams Fire Department that uses a notebook system to track the institutions in their town. COSTEP MA needs to start with what already exists and find ways to reach out.

The group also discussed pre-incident training and fire protection in general and Ms. Viera suggested contacting Gary Keith with the National Fire Protection Association (based in Quincy) as a possible speaker.

Next, the group discussed logistics of a communication plan. There always needs to be a point person overseeing a plan who can look at the big picture and know who is responsible for any tasks that are assigned. Additionally, goals need to be measurable and it is important to continually check that the goals are supporting your overall plan. Prioritization of efforts can help keep things moving and by going after “low hanging fruit” the organization can gain momentum and a sense of accomplishment.

Finally, the group discussed what is the promise of the COSTEP MA brand. What is in it for our partners (partners, not members). COSTEP MA needs to articulate its big picture promise with mini-promises for individual audiences.

Tag line

The group reviewed the tag lines that had been submitted for consideration. The group narrowed the field to four, but based on input from Ms. Viera, determined that additional feedback was needed before making a final decision. Veronica Martzahl will take the four finalists and make them accessible for voting to the full membership through a Doodle survey. Additionally, Olivia Melo will informally survey participants at the upcoming Massachusetts Library Association conference for their preferences.

Massachusetts Library Association conference

Olivia Melo has secured a table for COSTEP MA at the upcoming MLA conference on May 9, 2012.

Community Meetings – HMGP Grant

The community meetings are slated to begin in the fall of 2012.

Adjournment:

The meeting adjourned at 12:00 noon.

Next Meeting

Thursday, May 24, 2012

10:00 am

Massachusetts State Archives