**Action items in RED**

**Group decisions in GREEN**

**In attendance:**

Jean Bergerson Mike Beaulieu Daria Day BJ Glesener

Jean Goad Kathie Hanson Tom Kaase Diane Nygaard

Lisa Radosevich-Craig Kris Reichenbach Shelly Sentyrz Ron Stoffel

Jim Wiinenan

**Notes:**

**Usage**

* [www.mnics.org](http://www.mnics.org) website traffic is up about 110% internally and 180% externally.
* Biggest user issue is the word “login” – users thinking they need to log in to get to password-protection pages. BJ changed this this morning- moved that portion to lower right of page, and it now reads “Admin/Edit”.
* Second biggest user issue is photos: how to upload, where to put, how to keep organized etc.
  + Focus March 2013 training on Photo Management: Best Practices. Need demos and handouts.
  + Perhaps record webinar then or later on same for all membership
  + Jean B. to create Photo upload checklist to include:
    - Appropriateness
      * PPE/safety?
      * Privacy?
      * Other?
    - Size
    - Credits
    - Caption
    - Which photos
* Our costs are double what they used to be – now $95/mo. How to control this? Shelly reviewed bill and costs are split between increased bandwidth (3x the old site) and increased disk space (4x the old site). Both make sense. We can mitigate the latter with a good website cleanup /archiving and better photo management.
  + Chair to make Jan “website cleanup month”.
  + Shelly to monitor progress and assist.

**Website content**

* Some MNICS working teams using website for their work, others not. Jean Bergerson to invite WTs at annual meeting to send completed content to Jean Goad or Diane. (Done)
* Mark Hale wants to post some USFS data- is our website the right venue? Shelly contact him.
* Add integrated response plan to website. Ron Stoffel working on, will get to Jean Goad for posting.
* Jim Wiinenan has NE MN Integrated Search and Rescue Plan he’d like to post, too. Perhaps integrate with Ron’s document in next year? Jim to send request to task force for such.
* Pidgeon River Steering Committee preparing for a cross-border sandbox exercise Grand Portage May 2013 .More to come from Jim.

**Website administration**

* 2013 webmaster: Shelly Sentyrz
* Administrators: Shelly Sentyrz, BJ Glesener, Tom Kaase, Diane Nygaard, Jean Goad
* Shelly and Jean to review permissions levels of website users and change as necessary. Want to stick with Lead PIOs getting editor rights for an incident, then backing down to contributor level. Shelly reflect this in SOGs and training.
* Shelly create webmaster checklist so folks know what to do when.

**Membership**

* **Working Team members:**

Jean Bergerson Mike Beaulieu Daria Day BJ Glesener

Jean Goad Kathie Hanson Tom Kaase Diane Nygaard

Lisa Radovich Kris Reichenbach Shelly Sentyrz Ron Stoffel

Jim Wiinenan

* Mark Erickson, South St Paul Asst Fire Chief, spoke with Shelly at the MNICS meeting. He has expressed interest in photography, videography, photo management, and website design/management. Shelly would like to have him join our IM Working Team and will speak with Team Chair about such.
* 2013 Chair: Jean Goad. This gives us one more year to stabilize the website. Next year resume tradeoff of agency – USFS next in rotation
* We always need a large pool of PIOS because so few become “regulars” for duty.
* Jean Goad to survey current PIOs to learn their availability.
* 403 class in Jan.
  + Stress commitment to the position.
  + Learn their availability for callup.

**Working Team relationship with IT WT**

* Keep “as is”. This group will back off website-heavy focus by next year and resume more info focus. The IT group is hardware/infrastructure.
* This WT’s 2013-14 tasks
  + PIOs closer working relationship with Liaisons
  + Social media – which to use and how
    - FB page for our crews on the line? Way for them to share with friends and family what they’re doing?
    - Twitter
      * Jean Goad to send regular tweets on
        + Prevention
        + 2012 fire season facts
        + How to tweet
  + Photos
    - Management –move all into one place
      * Picasa?
      * Photo bucket?
  + Video
    - Create some short (60-90 sec) stock footage on Youtube that media can request and use
    - Video production is a lengthy process- 20 min video / ~5 hrs for Jean Bergerson to edit (and she’s comfortable with her software)

**SOGs**

* Document needs review and revision. Shelly to lead, assistance from BJ. Completion asap.

**Training**

* Erin Heep (McKenzie) offered last year to help record quick webinars about how to perform certain tasks on the website. Shelly contact her to see if still willing.
* Instead of giving upcoming 403 class participants a CD with PIO contents, give them the password to [www.mnics.org](http://www.mnics.org)

Adjourn 11:14am

Submitted by Shelly Sentyrz