

DFSA Board of Trustees Meeting Minutes
Special Meeting to Review DFSA Website
August 10, 2017
Dearborn Fire Service Area Station
10:00 a.m.

Meeting Called To Order: 10:06 a.m.

Attendance: Louise Watson, Roy Stock, Adrienne Kernaghan, Ellis Misner, Jill Parker and Virginia Jamruszka-Misner

Members of the Public Present: Kevin Leslie

General Business:

Discussion of DFSA website – Kevin

A Special Board Meeting was convened to review the website as it stands today and to discuss any suggestions for content.

Kevin is trying to make the website visually appealing and interesting while still keeping it user-friendly. He has access to many standard stock images and used one on our cover page.

Under “Volunteer:” This section is not just for fire fighting, but will also include auxiliary assistance with tasks such as mowing, administrative support, washing trucks and maintenance. Currently Roy is concerned about how much of his time would be needed to show auxiliary members what to do and how to do it.

Kevin recommends that the primary initial goal of the website is to get more people involved. He recommends keeping the information to 2 paragraphs and some bullet points. Too much detail and information often times becomes overwhelming.

At some point we will include:

- a Site Map
- Google Analytics to see how many hits each part of the webpage receives.
- Chief’s Corner
- Possibly a “Neighborhoods” section to highlight helpful procedures established in some areas

Under “About:”

We will add an announcement of when the next Board of Trustees Meeting will be and post Approved Meeting Minutes as a pdf download.

At this point now, we just have to fill in the blanks.

Discussion of Facebook Page for DFSA- Ginny

The limitations of a Facebook page were discussed as well as additional costs to boost its visibility. The Board agreed that it is best to just stick with the new Website as a comprehensive communication tool and to take down the DFSA page on Facebook.

Motion to Adjourn:

Louise called for a motion to adjourn the DFSA Board of Trustees Meeting. Adrienne moved to adjourn the Board of Trustees Meeting and Jill seconded the motion. The Board unanimously approved to adjourn at 12:15 p.m.

Respectfully Submitted August 10, 2017,



DFSA Secretary

APPROVED



DFSA Chair