

# IAEM Public-Private Partnership Committee Conference Call

Wednesday, April 15, 2009  
10:00 – 11:00 AM CST

## Meeting Minutes

*Call Participants:* Shane Stovall, City of Plano, Texas (Co-Chair)  
Stephen Krill, Booz Allen Hamilton (Co-Chair)  
Mariah Armitage, City of Plano, Texas  
Michael Courton, The Courton Group LLC  
Steven Davis, All Hands Consulting  
Judson Freed, Ramsey County, Minnesota  
Scott Hiipakka, Patriot Services Corporation  
Tony Hout  
Meagan Luffigson for Leslie Luke, San Diego County, California  
Avagene Moore, EM Forum  
Billy Owens, City of Irving, Texas  
Deon Pfenning, City of Plano, Texas  
Michelle Smith, Wells Fargo  
Paul Thomas, City of Kirkwood, Missouri  
Melissa Trumbull, IAEM

*Next Meeting:* June 5, 2009 at IAEM Mid-Year Meeting

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### **I. Roll Call**

### **II. FEMA External Affairs Briefing on Upper-Midwest Floods (Heather King)**

Postponed for future call.

### **III. Disasters and Logistics: FedEx to the Rescue? (Stephen Krill)**

Mr. Krill provided an overview of a recent meeting by The World Bank. Of its many missions, The World Bank provides immediate, post-disaster funding to developing countries to help restore infrastructure, essential functions, and other critical needs.

There were three main points of interest from this meeting:

1. There were a good number of conversations surrounding public-private partnerships. One example includes a partnership between FedEx and the American Red Cross.

2. Focus was given to AidMatrix and their efforts to partner with Federal, State, and local governments to provide disaster donations support. Currently, they are working with 32 states in the U.S. and 22 countries worldwide.
  - a. Avagene Moore provided an EMForum link of a discussion on AidMatrix: <http://www.emforum.org/vforum/lc080910.htm>
3. The World Bank has shown interest in working with IAEM. This may provide an opportunity to present public-private partnership best practices and policy considerations at their quarterly forums.

If anyone is interested in being included on The World Bank's disaster recovery email distribution list, they may contact Stephen Krill at [krill\\_stephen@bah.com](mailto:krill_stephen@bah.com)

#### **IV. Other Reports**

*Melissa Trumbull* –

IAEM has partnered with Safe America Foundation for a September 11, 2009 nation-wide preparedness drill: "On 9/11, Drill Down for Safety". The purpose of the drill is to test the capability of Americans to respond quickly to a national or regional catastrophe and to test the capabilities of families, individuals, and organizations. Partners in this effort include FEMA, IAEM, NEMA, and over forty private sector sponsors.

If you are interested in participating in any aspect of the drill, contact Ms. Trumbull at [trumbull@iaem.com](mailto:trumbull@iaem.com)

*Scott Hiipakka* – Update on the Private Sector Accreditation Program  
The standards for the program are expected to be completed by later this summer. The rollout of the program looks to be FY 2011.

#### **V. Review of Last Meeting's Minutes**

Committee Co-Chair, Shane Stovall, reviewed the last meeting's minutes and highlighted some of the strategies members developed in conjunction with the Committee's Objectives.

#### **VI. Discussion of Committee Objectives & Strategies**

**A. Objective #1:** *Establish information sharing forums regarding emergency and disaster planning, training, and exercises between the public, not-for-profit, and private sectors.*

- a. Refer to last meeting's minutes

**B. Objective #2:** *Identify relationships that can be developed between public, private, and not-for-profit entities that can enhance emergency and disaster prevention, mitigation, preparedness, response, and recovery.*

- a. Refer to last meeting's minutes
- b. Call for Speakers for the IAEM 57<sup>th</sup> Annual Conference ends on April 24<sup>th</sup>. Some ideas for Public-Private Partnership sessions include:
  - i. The efforts of the IAEM PPP Committee
  - ii. Successful best practices
  - iii. The Private Sector Accreditation Program
  - iv. The PPP best practices journal

Everyone is encouraged to think of ideas for PPP sessions and submit an abstract to IAEM by April 24<sup>th</sup>. If someone wishes to present on a best practice case study, it is strongly recommended that they include a co-presenter from the sector that they partnered with. This is to give both perspectives of the partnership.

- c. Wells Fargo is currently developing a paper for IAEM on public private partnerships. They have also worked on integrating the private sector into Fusion Centers in Iowa and Minnesota.

**C. Objective #3:** *Develop effective strategies for achieving common emergency and disaster goals and objectives in the public, private, and not-for-profit sectors using Best Practices.*

- a. It was determined by the Committee that this objective will be fulfilled through the successful implementation of the first two objectives.

**D. Objective #4:** *Create an awareness of what public-private partnerships are, and how they can be leveraged in emergency and disaster management.*

- a. There is a need to push out public education efforts to explain to the emergency management and business continuity communities what public-private partnerships are and how they can be used.
- b. A precise definition of what public-private partnerships are needs to be identified.
  - i. A potential source for such a definition may include the Private & Public Businesses, Inc. (PPBI)
- c. The Corporate Emergency Access System (CEAS) is a pre-event credentialing system used by the State of New York that allows critical business employees to gain access to restricted areas

following a disaster or serious emergency by using a secure identification card recognized by the police.

- i.* Two challenges of this system are 1) getting everyone on-board and involved, and 2) that some of the smaller businesses may not be able to afford to remain in the program.

**E.** It was determined by the members that the most useful products of this Committee may be:

- a. The PPP Best Practices Journal
- b. The PPP Toolkit
  - i.* A “toolkit” consisting of a booklet, PowerPoint, or etc that emergency managers and business continuity planners can use to understand PPPs, identify potential sources of partnerships, and develop successful partnerships in their communities.

Committee members are asked to consider these two projects and volunteer to help coordinate their development and implementation.

Open call for articles on PPP Best Practices.

## **VII. IAEM Mid-Year Meeting**

- a. Public-Private Partnership Committee Meeting  
Friday, June 5  
1:15 – 3:00 PM EST  
Building K, Room 317  
Emergency Management Institute (EMI), Emmitsburg MD
- b. IAEM will attempt to set up a conference call bridge for those who cannot attend the meeting at EMI.

## **VIII. Adjournment**

*End of Minutes*

Deon Pfenning, Secretary