

The York Area United Fire and Rescue Commission held a Strategic Planning Meeting on Tuesday, October 21, 2014 at 6:00 p.m. at the YAUFRR Headquarters, 50 Commons Drive, York, PA 17402.

**MEMBERS IN**

**ATTENDANCE:** Bill Schenck, Chairman  
Austin Hunt, Vice Chairman  
John Fullmer  
Cara Beth Zortman  
Kathleen Phan

**MEMBERS NOT**

**IN ATTENDANCE:** George Dvoryak  
Eric Lehmayr

**ALSO IN**

**ATTENDANCE:** Steve Hovis, Solicitor  
Robert McCoy, YAUFRR Chief  
Sandy Ratcliffe, YAUFRR  
Dan Hoff, YAUFRR  
John Woods, YAUFRR  
Don Eckert, YAUFRR  
Pat Ball, Facilitator  
Jean Abreght, Stenographer

**1. CALL TO ORDER**

**SCHENCK** Chairman Schenck called the Strategic Planning Meeting to order at 6 p.m.

**2. FACILITATOR REPORTS**

**BALL** Facilitator Patrick Ball presented an overview of the Strategic Planning process. He had submitted a draft of the changes made during a previous meeting. He hoped to validate the ideas, which he termed were 90% complete. One more formal review will be made, followed by an Implementation Plan. A lengthy discussion of ideas took place. For the purpose of these minutes, they are documented as presented in his draft. Only the changes are noted.

**Mission Statement** – No Change

**Vision Statement** – No Change

**Values Statement** – No Change

**Value Proposition** - Change to Highly trained team

**Strategic Assumptions – No Change**

**Strategic Imperatives, Goals and Objectives**

**Strategic Imperative #1 – Change Order**

Goal #1 – Invest in retaining the Best and Brightest Professional Firefighters

- Identify organization-wide projects to be led by Junior Officers (can be expanded)
- Create training opportunities that promote personal and professional growth

Goal #2 – Continuously Improve Firefighter and Management Relations

Goal #3 - Recruit the Best and Brightest Career Firefighters

- Military Veteran Initiative
- Volunteer pathway to career

**Strategic Imperative #2 – Increase YAUFRR Brand Awareness**

Goal #4 – Increase YAUFRR Brand Awareness with the Business Community

- Identify high risk business in the community
- Regularly visit with danger probability business in the community to discuss preparedness, needs.
- Identify medium and low risk businesses.

Goal #5 – Increase YAUFRR Brand Awareness with the Community

- Use media following, newsletters to municipal leaders, service providers

Goal #6 – Increase YAUFRR Brand Awareness with Other Fire Departments

- Become more engaged in existing York County Firefighters organization
- Establish a “best Practices relationship with other interested departments

Goal #7 – Increase YAUFRR Brand Awareness with State and National Audiences

- Once per quarter meet with Pennsylvania Chief Council

**Strategic Imperative #3 – Establish a Strategic Growth and Expansion Plan – No Changes**

Goal #8

Goal #9

Goal #10 - Develop Deeper Relationships with surrounding neighboring municipalities and volunteer organizations. (No list).

**Strategic Imperative #4 – Effectively Utilize Volunteers**

Goal #11 – Increase Volunteer Firefighter Engagement

- In cooperation with area colleges establish a path for college students to volunteer.

Goal #12 – No Change

**Strategic Imperative #5 – Increase Advocacy with Legislators and Municipal Officials**

Goal #13 – No Change

Goal #14 – No Change

Goal #15 – Increase Advocacy with Municipal Managers

**3. COMMUNICATION FROM CITIZENS**

There were no citizen comments.

**4. ADJOURNMENT**

**SCHENCK** Chairman Schenck adjourned the meeting at 7:10 p.m.

Respectfully submitted,

*Signature on file at YAUFRR Headquarters*

John Fullmer  
Secretary

ja.