

Alliance for Response (AFR) - Miami Committee
Friday, Oct. 17th 10:30am to 11:30am
Meeting Summary

Attendees:

- Kevin Arrow
- Amy Silverman
- Vickie Toranzo
- Elyzabeth Estrada
- Deborah Margol
- Marialaura Leslie
- Thom Woleil
- Steve Detwiler
- Kim Bergen
- Rosa Lowinger
- Rachel Watkins

Introductions

Kim Bergen welcomed the committee members present and on the conference bridge. She introduced Steve Detwiler and Elyzabeth Estrada with the Office of Emergency Management. Steve will be serving as the Co-Chair replacing Laura Phillips.

Tabletop Exercise After-Action Report

Elyzabeth Estrada provided an overview of the Sept. 3rd exercise. This exercise had 10 participants out of the 30 people who initially registered. The key lessons-learned were:

- Most of the individual institutions have an emergency management plan but they are not exercised or trained on regularly.
- The AFR members have not identified off-site continuity of operations facilities to continue operations or safeguard collections.
- The AFR members aren't using a formal system to credential their essential employees. They have also not designated ride-out teams to stay in their facilities to ensure they remain secure and to begin the damage assessment after the storm.
- Most of the AFR members utilize phone trees to keep in touch with employees but they have not identified a back-up system.
- Most of the AFR members have a disaster cache but there is no standardization and they have not shared these caches with other members in the past.
- There is no uniform contact list for AFR members.
- The AFR members don't have any Memorandums of Understanding or Agreement (MOUs/MOAs) with other institutions in Florida.

Alliance Goals

- The committee recommended that a survey should be taken of the AFR membership on the type of institution they are (museum, special collection, art gallery, etc).

- Also the goals should reflect that the Alliance represents Miami-Dade and Monroe counties. The goals are:
 1. To facilitate a partnership between the Alliance members and local first responders and emergency managers in Miami-Dade and Monroe counties. This partnership is meant to enhance cooperation and understanding before the next emergency and/or disaster.
 2. To assist member organizations in the development of their disaster and collection salvage plans.
 3. To act as a clearinghouse for resources and information about disaster preparedness, response and recovery, via Web sites, resource tables at conferences, etc.
 4. Maintain and promote the Alliance's website and social media pages.
 5. To acquire, on a cooperative basis, supplies and equipment to support the emergency response, disaster preparedness and collection salvage programs of member organizations.

Membership Recruitment

Social Media

Elyzabeth Estrada and Steve Detwiler have created two social media pages for the Alliance, they are:

- Facebook: www.facebook.com/afrmiami
- Twitter: www.twitter.com/afrmiami

The committee members present suggested we identify the weeks and months that are relevant to the Alliance (National Archives Month, National Preparedness Month, etc) and put together a schedule of posts to support these events. For the posts we have a schedule already established until December. We typically include two to four posts a day.

Elyzabeth requested that the members like and follow these pages both for their institutions and for their personal accounts. The purpose of these pages is to share activities and announcements from the AFR members and serve as a source of information for the art and cultural institutions before, during and after an emergency and/or disaster. These pages are growing quickly and our goal is to reach 500 followers or more. Currently the social media administrators are Vickie Toranzo, Elyzabeth and Steve.

Elyzabeth Estrada came up with the social media administrator's guidelines. The highlights of these guidelines are:

- The Alliance for Response (AFR) - Miami Social Media Administrators are responsible for the collection, evaluation, and posting of information as well as maintenance of the AFR Facebook account during day to day operations. Additionally, a web-based connector will automatically post all Facebook posts on Twitter.

- During an emergency and/or disaster the administrators will share information relevant to the art and cultural community from reliable information sources (Miami-Dade County, Heritage Preservation, FEMA, etc) approved by the Alliance for Response leadership.
- The types of posts on these sites will include:
 - Safety Tips
 - Awareness Weeks/Months
 - Severe Weather Updates
 - Partner Events
 - Educational Events
- The social media administrators will make every effort to engage their audience. This can include hosting events via social media via Twitter chats. These types of events encourage followers to participate in conversations about priority topics.

Also rules for the pages were created, these are:

- Personal attacks on individuals or agencies are not tolerated on this site.
- The social media administrators have the discretion in responding to comments on posts/tweets.
- This page is meant to share information with the art and cultural community in Miami-Dade and Monroe counties. We are open to sharing information on upcoming events and accomplishments. If an institutions wishing information to be posted they can submit it to the Social Media Administrators. The administrators will then review it and post it if they deem it necessary.
- No one is allowed to advertise their organizations and/or company's services or products on this page unsolicited.
- Comments to posts on this page should be civil and respectful. If the post is not, it will be deleted immediately. A rule of thumb is *“Always tweet others the way you want to be tweeted.”*

AFR Miami List Server

Steve Detwiler encouraged anyone who is interested in the Alliance to join the list server to include the committee members. You can sign-up at:

<https://listserv.fiu.edu/cgi-bin/wa?A0=AFR-MIAMI>

Present and Prospective Members

The committee members present had recommendation on other organizations to invite:

- Deborah Margol recommended that we open membership to individual art galleries, performing arts, etc in the counties. For the individual artists in the area, most of them have their studios and collections in their homes.
- The individual art galleries are usually part of coalitions and we can reach out to them or the individual municipalities and the Art & Business Council.
- We also need to reach out to the hotels that have their own collections or outside art exhibits. Some of these hotels will have a curator on staff.
- Steve Detwiler already sent invitations to Coral Castle and the Everglades National Park.

- The American Conservation Association conference is taking place in Miami on May 13-16th. Rosa Lowinger suggested this would be an opportunity to advertise the Alliance (presentation) or hand out preparedness information. Steve Detwiler needs to discuss this in detail with Rosa.
- Also the membership felt that a strategic plan would be helpful to guide the growth of the Alliance.

The institutions who are already AFR members include:

- Frost Science Museum
- Frost Art Gallery
- Historic Homestead Townhall Museum
- Perez Art Museum
- The Wolfsonian
- FIU Green Library
- Barry University, Monsignor William Barry Memorial Library
- MDC Dept. of Cultural Affairs
- MDC OEM
- University of Miami Libraries
- Zoo Miami
- Vizcaya Museum and Gardens
- Steve Detwiler presented a list of institutions we should invite to join the AFR. This preliminary list includes:
 - Art and Business Council of Miami
 - Bass Museum of Art
 - Miami Holocaust Memorial
 - Miami-Dade College Museum of Art and Design
 - South Miami-Dade Cultural Arts Center
 - Montgomery Botanical Center
 - Miami Seaquarium
- For the existing and potential members Steve Detwiler requested that they fill out a contact form. This contact form would be kept by the Alliance to keep in touch with the members before and during an emergency and/or disaster.
- He also asked if the committee members are able to host an online folder to save this information (Dropbox, Sharepoint site, etc).

Storm Ready Program

As we reach out to existing and prospective members Steve Detwiler asked that the committees encourage them to sign-up for the Storm Ready program. This program is maintained by the National Weather Service (NWS). It involves filling out an application and presenting their plans and procedures to the NWS for inspections. If they are found in compliance they are given a sign and it also is a way to evaluate the facilities severe weather plans.

Weather Ready Ambassador Program

This is another program with the National Weather Service. It requires a participating organization to fill out an application and commit to sharing weather preparedness

messages from the NWS. Steve Detwiler has already filled out the application for AFR Miami and upon confirmation we can use the program logo on our publication and advertise it via social media.

Final Workshop

For the final workshop Steve Detwiler and Kim Bergen were initially thinking of an incident command centric workshop where the participants would receive instructions on the incident command system and they go through a hands-on exercise where they would exercise what they had learned. To get maximum participation the Cultural Affairs Dept. recommended to hold it sometime in May 2015. Robin Kilgo with the FL Association of Museums has done this type of training, she said she can work with us to put together a program. This course is available at: <http://flamuseums.org/professional-development/connecting-to-collections/> and <http://flamuseums.org/professional-development/connecting-to-collections/emergency-plans/incident-command-systems-ics/> Steve Detwiler recommended that the December meeting be focused on this final workshop to brainstorm ideas and locations.

Elyzabeth Estrada came up with the idea of doing 30 minute to 1-hour webinars on particular programs or institutions (Heritage Preservations, AIC-CERT, Arts Ready, Craft Emergency Relief Fund etc). This would allow the AFR members to view these sessions from their office and we can record them for use in the future and post them on the website and social media pages.

Committee Meeting Schedule

The next meeting is scheduled for December 10th. Steve Detwiler will send out a meeting invitation in the near future.