

SHELBY COUNTY LAW ENFORCEMENT PERSONNEL BOARD

P.O. BOX 1006
COLUMBIANA, AL 35051

Shelby County Law Enforcement Personnel Board
Regular Meeting Minutes
February 4, 2025, at 4:00 PM
Sheriff's Office Training Center—Large Classroom
543 McDow Road Columbiana, AL 35051

I. CALL TO ORDER

Board Chairman, Mr. Jake Guercio, called the meeting to order at 4:00 p.m.

II. INVOCATION

Mr. Rick Ogden gave the invocation.

III. ROLL CALL

Present:

Mr. Jake Guercio, Board Chairman
Mr. James Sellers, Board Secretary
Mr. Rick Ogden
Mr. Bill Keller
Danielle Warren, LEPB Administrative Assistant

Others Present:

Major Jay Fondren
Captain Mark Bishop
Lieutenant Debbie Sumrall
Ms. Leigh Ann Bates
Mr. Brian Kilgore, Attorney-Wallace/Ellis
Ms. Jennifer Troxell, WIAT/CBS 42
Ms. Tia Stephens, WIAT/CBS 42

IV. ADOPTION OF AGENDA

Mr. James Sellers made a motion to approve the agenda as presented. The motion was seconded by Mr. Rick Ogden. The motion passed unanimously.

V. PRESENTATION WITH JENNIFER TROXELL & TIA STEPHENS OF WIAT/CBS 42

Lieutenant Debbie Sumrall introduced Ms. Jen Troxell and Ms. Tia Stephens of WIAT/CBS 42 and gave a brief statement as to why she believed WIAT/CBS 42

would be the best choice to meet the advertising and recruitment needs of the Sheriff's Office after lengthy review and discussion with marketing instructors from the University of Alabama at Birmingham. She noted that, of the advertising packages presented, WIAT/CBS 42 had the most to offer with the best price, especially in regards to advertising through YouTube, broadcast television advertising during the EuroSoccer and March Madness sporting events, along with assistance on social media advertising.

Ms. Troxell and Ms. Stephens discussed how advertising would be geared towards the target demographic of 18-25 year olds, especially for the Jail Deputy position and the use of commercial development through their inhouse production department, NextStar Media. They also discussed how the use of QR codes would be incorporated to make connections to websites and career pages quicker and more efficient and at no extra charge. They noted they are a Google Premier Partner as well as a Facebook Marketing Partner. They stated advertisements would be closely monitored so ads do not appear near any content that may be considered "harmful."

Ms. Troxell and Ms. Stephens stated they would monitor website traffic and be responsive to ads so that advertising could be tailored if they were not getting the anticipated response and requested access to the LEPB's website Google analytics as an additional layer of advertisement monitoring.

Following the presentation, and brief questions from the LEPB, Lt. Sumrall stated that WIAT/CBS 42, based on their discussion, appeared flexible in being able to tailor the advertisement package, offered access to their analytics dashboard, and the marketing team wanted monthly meetings to monitor progress of the advertising campaign.

Following discussion and feedback, Mr. Bill Keller made a motion to approve the advertising package as presented with the change of moving the proposed news advertising dollars into some other category or sports for the price presented and if there are separate costs for specific, targeted games, they return with a separate proposal for consideration. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

Board Chairman, Mr. Jake Guercio, requested Lt. Sumrall reach out to Ms. Sonya Ridderhoff regarding advertising during the SEC basketball tournaments as well as to discuss advertising during college football season.

VI. CORRESPONDENCE & MESSAGES

Notices from the Sheriff's Office including Merit Step Raises were reviewed, no action necessary.

VII. READING/APPROVAL OF JANUARY 21, 2025, REGULAR MEETING MINUTES

Mr. Bill Keller made a motion to approve the January 21, 2025, Regular Meeting Minutes as presented. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

VIII. NEW BUSINESS

- 1) Review/Ratification of January 31, 2025, Deputy Sheriff and Jail Deputy Test Scores
 - a) Mr. Bill Keller made a motion to ratify the test scores as presented and recommended the qualified candidates be added to the eligibility list. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

IX. FINANCIALS

- 1) Review of Presenting Solutions, Inc. invoice #463755 for \$2,400 for 240 additional PreValuate test credits for the Administrative Assistant position
 - a) Mr. James Sellers made a motion to approve payment. The motion was seconded by Mr. Bill Keller. The motion passed unanimously.

X. OTHER BUSINESS

Mr. Brian Kilgore, attorney with Wallace/Ellis, provided a brief update on the ongoing appeal brought by Ms. Miranda Pilato. Currently, Ms. Pilato's case has been sent to the Alabama Court of Civil Appeals with Mr. Bill Gray as her representative. Of note, the appeal does not name the Shelby County Law Enforcement Personnel Board as party to the case. Mr. Brett Adair, the Sheriff's representative, is preparing a brief in response. Additionally, Ms. Pilato has filed a separate pro se employment discrimination lawsuit..


He also provided an update on the Writ of Certiorari submitted to the Alabama Supreme Court by Mr. Bill Gray on behalf of Mr. William Yazel. The writ of certiorari was denied.

RECESS/ADJOURN

There being no further business, Mr. Bill Keller made a motion to adjourn the meeting. The motion was seconded by Mr. Rick Ogden., The motion passed unanimously.

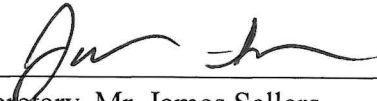
Board Chairman, Mr. Jake Guercio, adjourned the meeting at 5:13 p.m.

Meeting minutes submitted by Danielle Warren, LEPB Administrative Assistant, on 02/18/2025.

X 

Board Chairman Mr. Jake Guercio

Date: 2 / 18 / 2025

X 

Board Secretary, Mr. James Sellers

Date: 2 / 18 / 2025

The next meeting of the Shelby County LEPB is a regular meeting planned for Tuesday, February 18, 2025, at 4:00 p.m. at the Sheriff's Office Training Center, at 543 McDow Road, Columbiana, AL, 35051.