

SHELBY COUNTY LAW ENFORCEMENT PERSONNEL BOARD

P.O. BOX 1006
COLUMBIANA, AL 35051

Shelby County Law Enforcement Personnel Board
Public Hearing & Regular Meeting Minutes
April 15, 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 4:02 p.m.

II. INVOCATION

Mr. Rick Ogden gave the invocation.

III. ROLL CALL

Present:

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

Absent:

Mr. James Sellers, Board Secretary
Mr. Alan Miller

Others Present:

Sheriff John Samaniego
Major Jay Fondren
Lieutenant Debbie Sumrall
Lieutenant David Perry
Ms. Jessalyn Wilson, Deputy County Manager
Mr. Brian Kilgore, Attorney - Wallace/Ellis

IV. ADOPTION OF AGENDA

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

V. PUBLIC HEARING ON PROPOSED RESOLUTION 2025-04-01 AMENDING & ADDING CLARIFYING LANGUAGE TO RULE 6.03- EDUCATION INCENTIVE (2ND READING)

- a) Mr. Jake Guercio opened the floor for discussion. Mr. Rick Ogden asked whether the language “Educational incentives are paid in arrears and are pro-rated based on any pay status employment actions.” should be better clarified. Major Jay Fondren responded by suggesting replacing “on any pay status” with “at separation.” or “upon separation.” Mr. Guercio asked for a restatement on why the issue of how the education incentive was paid to which Sheriff Samaniego responded. Mr. Brian Kilgore added that, if the purpose is to add language then, as the second reading, another meeting would need to be held to pass a final vote on the amended policy; however, if the purpose is to clarify the existing language as read at the initial reading, then an additional meeting would not necessarily be required. Mr. Keller recommended adding, in parentheses after the word “action”, the words “termination, retirement, and/or resignation”. Major Fondren addressed the issue of maintaining the education incentive as an employee advances in rank, which is a classification change so the recommendation to state “at or upon separation” maintains the intention of the incentive to remain with the employee even if their classification changes. After brief discussion, Mr. Kilgore stated that the intent is to remove any ambiguity and would not change the practice. Mr. Guercio stated that the clause needed simplification.
- b) Ms. Warren read back the clause “*Educational incentives are paid in arrears and pro-rated at the time of separation.*”
- c) With no further discussion, Mr. Bill Keller made a motion to adopt the Rule as amended. The motion was seconded by Mr. Rick Ogden. The motion passed unanimously.

VI. CORRESPONDENCE & MESSAGES

Notices from the Sheriff’s Office were reviewed, no action necessary. Merit Step Raises will be presented at the next meeting of the LEPB.

VII. READING/APPROVAL OF APRIL 1, 2025, REGULAR MEETING MINUTES

Mr. Rick Ogden made a motion to approve the April 1, 2025, Regular Meeting Minutes as presented. The motion was seconded by Mr. Bill Keller. The motion passed unanimously.

VIII. OLD BUSINESS

- 1) Update regarding recruitment advertising from Lt. Debbie Sumrall
 - a) Lieutenant Sumrall received price comparisons from three (3) different sources for items for recruitment fairs. These are items that would be

given to potential recruits at these fairs. She noted three (3) categories: 1) Select disbursement: things to keep behind their table and after a possible fruitful conversation, present a recruitment item. Has itemized amounts for shipping, 200 cozies with logo for \$439 (slam can coozies). Other options include a mousepad with SCSO logo and QR code, 250 credit card sanitizer pack with space for logo and QR hand sanitizer priced at \$527, 250 rechargeable miniLED flashlights priced at \$590. 2) Swag: 500 pens with possible website printed on it priced at \$405. Have plenty of water bottles, and noted they were out of stress balls but she purposely did not include those because they are costly to ship. They have other items such as pop-its for kids, cups, etcetera. 3) Fit for Duty test in May: this is for current employees who pass the PT test, maintain a 2% fitness incentive. Lt. Sumrall proposes giving out shirts for those who give their best effort to pass the entire PT test and they would receive a shirt, which would serve as a walking billboard for the Sheriff's Office. She is waiting on a quote from another company to compare shipping costs. Mr. Keller stated there is a local company called Skinny Water Outfitting and they make all kinds of branded material, such as the Masters.

- b) Lt. Sumrall also met with CBS (42) and received a lot of information from free access to the analytics dashboard. The ads are receiving many impressions. The problem is that there is a low percentage of click through rates despite many views. She also mentioned Connected TV (CTV) was the prominent portal device. She noted Facebook impressions are impressive; however, the target age demographic is not located on FaceBook. Lt. Sumrall has discussed this with the marketing team and they are going to work to drive more traffic to Instagram. She discussed why the ads may not be performing well on Instagram and the prominent devices used for social media were smartphone devices. She noted the traffic coming from YouTube was doing very well, with a 97% video completion rate. She spoke to the success of the geofencing campaign and discussion of location and associated data. She feels the campaign is performing just as well as the fall campaign and it takes time to see the results.
- c) Discussion followed regarding past campaigns and recruitment efforts made by other agencies as well as the performance of those campaigns and recruitment efforts. Mr. Guercio stated he believed this needed to be a consistent effort going forward, of keeping the Sheriff's Office name out front.

- 2) Update regarding the 2025 Sworn Promotional Process
 - a) Ms. Warren provided a brief update on the current status of the sworn promotional application process.

IX. NEW BUSINESS

- 1) Review/Ratification of April 11, 2025, Deputy Sheriff and Jail Deputy Test
 - 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. Rick Ogden. The motion passed unanimously.
- 2) Requests from Sheriff Samaniego
 - a) Mr. Rick Ogden made a motion to approve the Sheriff's requests. The motion was seconded by Mr. Bill Keller. The motion passed unanimously.

X. FINANCIALS


- 1) The prepaid Sinclair Broadcast Group Digital Invoice #180236 for \$3,737.50 Compulse CTV-March Madness was reviewed, no action necessary.

RECESS/ADJOURN


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

Board Chairman, Mr. Jake Guercio, adjourned the meeting at 5:05 p.m.

Meeting minutes submitted by LEPB Administrative Assistant, Danielle Warren, on 05/06/2025.

X 
Board Chairman, Mr. Jake Guercio

Date: 5 / 20 / 2025

X 
Board Member

Date: 5 / 20 / 2025

The next meeting of the Shelby County LEPB is a regular meeting planned for Tuesday, May 6, 2025, at 4:00 p.m. at the Sheriff's Office Training Center, at 543 McDow Road, Columbiana, AL, 35051.