

SHELBY COUNTY LAW ENFORCEMENT PERSONNEL BOARD

P.O. BOX 1006
COLUMBIANA, AL 35051

Shelby County Law Enforcement Personnel Board
Regular Meeting Minutes
May 6, 2025, at 4:00 PM
Sheriff's Office Training Center—Large Classroom
543 McDow Road Columbiana, AL 35051

I. CALL TO ORDER

Board Secretary, Mr. James Sellers, called the meeting to order at 4:00 p.m.

II. INVOCATION

Mr. Rick Ogden gave the invocation.

III. ROLL CALL

Present:

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

Absent:

Mr. Jake Guercio, Board Chairman
Mr. Alan Miller

Others Present:

Major Jay Fondren
Lieutenant Debbie Sumerall
Ms. Leigh Ann Bates
Mr. Brian Kilgore—Attorney,
Wallace/Ellis
Ms. Brannan Daniel, WVTM
13

Mr. Dennis Elkin,
WVTM 13
Ms. Dee Dee Mathis,
WVTM 13

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. PRESENTATION BY NBC (WVTM 13)

- a. Mr. Dennis Elkin and Ms. Brannan Daniel provided a comprehensive recruitment campaign proposal detailing methods they would utilize to help attract potential candidates from the surrounding areas as well as targeted geographical areas from outside of the state with the intent of attracting qualified, certified law enforcement officers. They proposed using a multifaceted approach incorporating traditional broadcast television, social media, and retargeting strategies. They also discussed available tiered pricing options that varied based on the breadth and scope of the strategies used. The proposed campaign would run from June 2025-December 2025.

VI. CORRESPONDENCE & MESSAGES

Notices from the Sheriff's Office including April 2025 Merit Step Raises were reviewed, no action necessary.

VII. READING/APPROVAL OF APRIL 15, 2025, REGULAR MEETING MINUTES

Due to a lack of quorum of members present who attended the April 15, 2025, meeting, the reading/approval of the April 15, 2025 Meeting Minutes is postponed to the next meeting.

VIII. OLD BUSINESS

- 1) Discussion regarding "Fit for Duty" shirts discussed at previous meeting
 - a) Lieutenant Debbie Sumrall requested funds to purchase t-shirts for SCSO employees who made an exemplary effort during the upcoming Fitness Test. The proposed project had been done previously, and was popular. She provided a proposed mockup with imaging and the use of a QR code on the shirt. She discussed anticipated order size and provided a quote from the WilEnterprises, who offered the lowest prices of available companies. That quote list was provided to the Board members. She noted the test would take place at the end of the month.
 - b) Mr. Rick Ogden made a motion to approve the proposed proposal and quote of \$2,972.00. The motion was seconded by Mr. Bill Keller. The motion passed unanimously.
- 2) Review CBS Data
 - a) Lieutenant Sumrall gave a brief overview of dashboard metrics from the CBS 42 campaign. She stated that the analytics could be presented again when more Board members can be present. There was discussion on the continued push to move Interview Now inquirers into applicants and test

takers. She noted better click-through rates, and would like one more commercial before the campaign ends on May 31st.

- 3) Revised Statement of Work for 2025 Sworn Promotional Process with cost comparison sheet was reviewed and briefly discussed. There was no need to vote on the revised statement as the previous statement of work had already been approved in January. This statement reflected the number of actual applicants versus the prior statement which was based on anticipated applicants. Board Secretary, Mr. James Sellers, signed the Statement of Work.

IX. NEW BUSINESS

- 1) Review/Ratification of April 26, 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) Review of RSLB Request from Deputy Taylor Drake
 - a) Mr. Bill Keller made a motion to approve Deputy Drake's RLSB Request. The motion was seconded by Mr. Rick Ogden. The motion passed unanimously.

X. FINANCIALS


- 1) Review of LEPB Credit Card Statement dated 04/15/2025 with \$0.00 due (FYI-For Review Only)
- 2) Review of NextStar Media/ WIAT CBS 42 Invoices #4773964-1 for \$15,730.00 & #4775654-1 for \$10,000.00 (Prepaid-for Review Only)
- 3) Review of Net-to-Net Invoice #10867 for \$4,394.90 annual software licenses and subscription costs
- 4) Review of Amazon Invoice #19MM-NHXT-HQ14 for \$114.18 for Office Supplies
 - a) Mr. Bill Keller made a motion to approve the invoices for payment. The motion was seconded by Mr. Rick Ogden. The motion passed unanimously.
- 5) March and April 2025 Budget Reports were reviewed, no action required.

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. Bill, Rick, unanimous. 5:25 p.m.

Board Secretary, Mr. James Sellers adjourned the meeting at 5:25 p.m.

Meeting minutes submitted by LEPB Administrative Assistant, Danielle Warren, on 05/20/2024.

X 
Board Secretary, Mr. James Sellers

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 20, 2025, at 4:00 p.m. at the Sheriff's Office Training Center, at 543 McDow Road, Columbiana, AL, 35051.