

# SHELBY COUNTY LAW ENFORCEMENT PERSONNEL BOARD

P.O. BOX 1006  
COLUMBIANA, AL 35051

Shelby County Law Enforcement Personnel Board  
Regular Meeting Minutes  
May 2, 2023, 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 4:05 p.m.

## II. INVOCATION

Mr. Bill Keller gave the invocation.

## III. ROLL CALL

Present:

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

Absent:

Mr. Alan Miller

Others Present:

Sheriff John Samaniego  
Major Jay Fondren  
Captain Mark Bishop  
Ms. Leigh Ann Bates  
Mr. Dale Gorham, Net-to-Net, Inc.  
Ms. Alayna Dunkerley, WBRC/Fox 6

## IV. ADOPTION OF AGENDA

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

**V. ADVERTISING PRESENTATION BY MS. ALAYNA DUNKERLEY WITH WBRC/FOX 6**

Ms. Dunkerley presented two examples of different commercial styles that have been used with the Louisville (KY) Metro Police Department and the Jefferson County (AL) Sheriff's Office. She sent other examples to the Board members via email the previous week. She stated that viewers tend to be more responsive to commercials filmed in the field versus the studio because they feel it is more "personable." Agreements are for three months, or ninety (90) days, and turnaround time could occur in about two weeks if there is a clear direction. Ms. Dunkerley recommended a runtime through the summer to reach a target audience of recent college graduates while Sheriff Samaniego suggested the fall would be a good time to run the recruitment campaign. Ms. Dunkerley also explained that the Sheriff's Office would own the commercials and any other element used in the process. Following discussion, Mr. James Sellers made a motion to approve the ninety (90) days, \$7,500.00 per month agreement with a targeted start date of July. The motion was seconded by Mr. Rick Ogden. The motion passed unanimously. Captain Bishop will be in communication with Ms. Dunkerley to move the process forward.

**VI. READING/APPROVAL OF APRIL 18, 2023, REGULAR MEETING MINUTES**

Mr. Bill Keller made a motion to approve the April 18, 2023, Regular Meeting Minutes with one correction to the misspelling of Mr. Ogden's last name under section III. Roll Call. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

**VII. CORRESPONDENCE AND MESSAGES**

Notices from the Sheriff's Office were reviewed, no action required.

**VIII. OLD BUSINESS**

- 1) Discussion regarding an Employee Satisfaction Survey
  - a) Mr. James Sellers received a quote from DecisionWise of \$8,000.00 to develop an employee satisfaction survey. The company would work with the Sheriff's Office and the Board to create the survey. Sheriff Samaniego stated that there were already plans to implement an employee satisfaction survey this fall and expressed his concern that if the Board were to implement a survey, this could interfere with his managerial functions. Mr. Sellers stated that allowing the Board to conduct the survey would allow the Board to absorb the associated costs as well as provide for an additional layer of impartiality. Sheriff Samaniego stated that the survey will be and always has been anonymous and he maintains an open-door

policy. Mr. Jake Guercio stated employees have the opportunity to address concerns not addressed by the survey through the LEPB employee representative and administration of the survey lies outside the purview of the Board.

**IX. NEW BUSINESS**

1) Review/Ratification of April 21, 2023, Deputy Sheriff and Jail Deputy Test Scores

- a. Mr. James Sellers 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. Bill Keller. The motion passed unanimously.

**X. FINANCIALS**

1) Resolution 2023-05-02(1) to pay Invoice #10347 from Net-to-Net, Inc., for \$5,997.00, for annual website hosting, Google workspace Email, final website redesign fees, and setting up Mr. Ogden's laptop

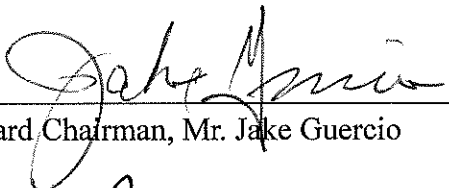
- a. Mr. Bill Keller made a motion to approve Resolution 2023-05-02(1) for payment. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

**RECESS/ADJOURN**

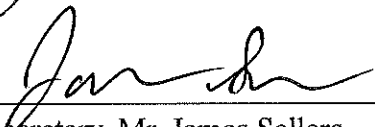
There being no further business, Mr. Bill Keller made a motion to adjourn the meeting. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

Board Chairman, Mr. Jake Guercio, adjourned the meeting at 4:46 p.m.

Meeting minutes submitted by Danielle Warren, LEPB Office Administrator, on 05/16/2023.

X   
\_\_\_\_\_  
Board Chairman, Mr. Jake Guercio

Date: 5/16 /2023

X   
\_\_\_\_\_  
Board Secretary, Mr. James Sellers

Date: 5/16 /2023

The next meeting of the Shelby LEPB is a regular meeting planned for Tuesday, May 16, 2023, at 4:00 p.m. at the Sheriff's Office Training Center at 543 McDow Road, Columbiana, AL, 35051.