

# **SHELBY COUNTY LAW ENFORCEMENT PERSONNEL BOARD**

P.O. BOX 1006

COLUMBIANA, AL 35051

Shelby County Law Enforcement Personnel Board  
Regular Meeting  
July 15, 2024, 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. Alan Miller gave the invocation.

## **III. ROLL CALL**

Present:

Mr. Jake Guercio, Board Chairman

Mr. James Sellers, Board Secretary

Mr. Rick Ogden

Mr. Bill Keller

Mr. Alan Miller

Danielle Warren, LEPB Administrative Assistant

Others Present:

Major Jay Fondren

Ms. Leigh Ann Bates

Lieutenant Nathan Kendrick

## **IV. ADOPTION OF AGENDA**

Mr. Jake Guercio requested amending Item X. Financials, subitem #2, Review of Steak & Eggs Media Invoice #091236, to discussion of proposal under Item IX. Other Business. Mr. Bill Keller made a motion to approve the agenda as amended. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

## **V. PRESENTATION REGARDING GYM TV**

GymTV is an advertising/media service played in fitness facilities, that includes 12 locations within the surrounding area. Twice every hour a fifteen (15) second video commercial would be broadcast in addition to a scrolling message broadcast for two (2) minutes every hour during the facility's operating hours. GymTV provided a

quote of \$8,400 for one year's agreement. Lt. Kendrick stated his belief this may help reach their target audience while also being cost effective. He stated further that they have material from Interview Now that can be incorporated, with other material to get the program started. Mr. Bill Keller asked for clarification, based on the quote provided, that GymTV estimates around 15,500 people would see the ads for 365 days. Lt. Kendrick answered in the affirmative. Mr. Keller calculated the cost at \$2.84 per showing. Mr. Keller asked Lt. Kendrick how they would track the effectiveness of the advertising effort. Lt. Kendrick responded that he believes they could create a specific QR code through Interview Now that could identify the lead came through the GymTV service. Ms. Bates added that, in the personal interview, they do ask candidates how they learned of the position. After brief discussion, Mr. Guercio called for a motion to approve or reject advertising with GymTV. Mr. Alan Miller made a motion to approve advertising with GymTV. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

#### **VI. CORRESPONDENCE & MESSAGES**

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

#### **VII. READING/APPROVAL OF JULY 2, 2024, REGULAR MEETING MINUTES**

Mr. Bill Keller made a motion to approve the July 2, 2024, Regular Meeting Minutes as presented. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

#### **VIII. NEW BUSINESS**

- 1) Review/Ratification of July 12, 2024, 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. Alan Miller. The motion passed unanimously.
- 2) Merit Step Raise Letter for Danielle Warren, LEPB Administrative Assistant
  - a) Mr. James Sellers presented a letter recommending approving Ms. Warren for her Merit Step Raise on her work-anniversary date of July 21, 2024. Mr. Jake Guercio stated that, this year, Ms. Warren has thought of issues before they became issues and kept the LEPB one step ahead on a number of items, and that she seems more comfortable in her position.

#### **IX. OTHER BUSINESS**

- 1) Discussion regarding Steak & Eggs Media Proposal
  - a) Major Fondren stated that after discussions with Mr. Wallace of Steak and Eggs Media, a proposal was returned that Major Fondren feels may be too

broad. Lt. Kendrick stated he reviewed the initial proposal and there were recommendations made that he believed did not completely align with their goals or ideas. He further stated that it is a good idea to work with someone who can help with marketing and develop a marketing strategy, but then review what products they do or don't have. He continued that he had some ideas in mind that he would like to discuss with Mr. Wallace in the future. Major Fondren stated the idea they had of focus groups, speaking with the LEPB, helps to develop a plan, though he believes the cost is high for just a consultation. He continued that, for the cost, there needs to be additional responsibilities, tangible tasks, or include more than just a consultation. Mr. Keller stated that he believed there needed to be a more tangible plan in place before agreeing to the proposal. Lt. Kendrick stated that, after reviewing the previous proposal, they were provided a menu of services they felt they didn't need. He added that it would likely be another month before Mr. Wallace could begin working on projects for the Sheriff's Office. Mr. Keller asked whether the \$5,000 proposal would include advertising, plan for advertising, or an alternative like YouTube. Lt. Kendrick stated he would speak to Mr. Wallace about that. He continued that the proposal needed to be better defined. Mr. Alan Miller stated that law enforcement, everywhere, is having recruitment difficulties, and asked whether there was someone who's already worked on marketing and advertising for law enforcement who they should consider, even if it required paying for their travel and accommodations. Major Fondren stated there may be someone that they could ask through their community of connections. Mr. Keller asked what would be a successful number of hires, each year, for the Sheriff's Office. Major Fondren responded that the number would be driven by a number of variables. Lt. Kendrick added that he believed there should always be some ongoing form of recruiting, even if staffing levels are ideal.

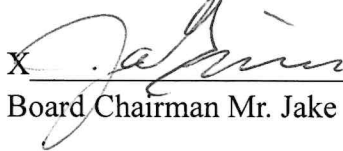
## **X. FINANCIALS**

- 1) Review of United States Post Office bill for \$154.00 for twelve (12) months post office box service fee
- 2) Review of Amazon Invoice #1N6H-G77P-WJ3J for \$386.15 for office supplies
  - a) Mr. Bill Keller made a motion to approve both invoices for payment. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

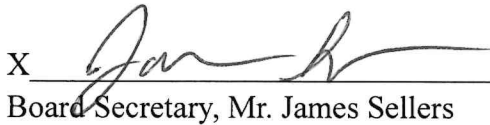
**RECESS/ADJOURN**

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

Board Chairman, Mr. Jake Guercio, adjourned the meeting at 4:40 p.m.

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

Date: 8 / 6 / 2024

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

Date: 8 / 6 / 2024

The next meeting of the Shelby County LEPB is a regular meeting planned for Tuesday, August 6, 2024, at 4:00 p.m. at the Sheriff's Office Training Center, at 543 McDow Road, Columbiana, AL, 35051.