

## SHELBY COUNTY LAW ENFORCEMENT PERSONNEL BOARD

P.O. BOX 1006  
COLUMBIANA, AL 35051

Shelby County Law Enforcement Personnel Board  
Regular Meeting Minutes  
August 6, 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 4:18 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. Rick Ogden  
Mr. Bill Keller  
Mr. Alan Miller  
Danielle Warren, LEPB Administrative Assistant

Others Present:

Sheriff John Samaniego  
Captain Mark Bishop  
Lieutenant Nathan Kendrick  
Sergeant Jonathan Seales  
Ms. Leigh Ann Bates  
Ms. Sonya Ridderhoff, Marketing Consultant with ABC 33/40  
Mr. Lee Sisk, Director of Sales and Marketing with ABC 33/40

### IV. ADOPTION OF AGENDA

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

### V. PRESENTATION BY SONYA RIDDERHOFF WITH ABC 33/40

Ms. Ridderhoff and Mr. Sisk provided an overview of two recruiting advertisement options: 1) the Football Frenzy package, and 2) the Friday Night Rivals package. The

first option would provide a total of thirty (30) College Football Game Day commercials airing anytime from 11 a.m. on ABC 33/40 and a total of fifteen (15) times during College Game Day commercials on CW21 during the game of the week, with a total of forty-five (45), 30-second commercials throughout College Football Regular Season on ABC 33/40 and CW21 in addition to targeted 105,000 CTV (streaming) impressions for \$36,000 and beginning at the end of August. The second option would provide two (2), 30-second commercials in each of the ten (10) Friday Night Rivals games, one (1), 30-second commercial for each Friday Night Rival Pre-game, audio and logo inclusion for each kickoff during the game with sponsor tagline, on site interviews (where available), one Talk of Alabama interview, 225,000 targeted CTV impressions to run September through November, and 300,000 targeted display ads to run through September through November for \$19,925.00. They also presented a paid social media option for Facebook and Instagram ranging from \$2,000.00 to \$3,000.00. They also stated they would be able to provide detailed reporting on the effect of the ads. Following discussion, Mr. Alan Miller made a motion to move forward with the Football Frenzy package. The motion was seconded by Mr. James Sellers. The motion passed unanimously. Mr. Jake Guercio instructed Ms. Warren send Ms. Ridderhoff and Mr. Sisk a letter of acceptance as well as call and to include Lieutenant Kendrick and Captain Bishop as points of contact.

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

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

#### **VII. READING/APPROVAL OF JULY 15, 2024, REGULAR MEETING MINUTES**

Mr. Alan Miller made a motion to approve the July 15, 2024, Regular Meeting Minutes as presented.. The motion was seconded by Mr. James Sellers. The motion.

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

- 1) Reserve Sick Leave Bank Request from Jail Sergeant Krystle Jackson
  - a) Ms. Warren informed the Board that Jail Sergeant Jackson still had Reserve Sick Leave time remaining and requested the item be tabled for discussion until the next meeting. Mr. Bill Keller made a motion to table discussion to the next meeting. The motion was seconded by Mr. James Sellers. The motion passed unanimously.
- 2) Discussion regarding GymTV Agreement
  - a) Discussion had taken place at the last meeting of the LEPB. The agreement provided a breakdown of cost per location. No further discussion was required.
- 3) Discussion regarding LEPB Bank Account

- a) Mr. Jake Guercio stated that the LEPB is working towards securing a credit card for the Board's use. Board Member, Mr. Bill Keller is helping with this matter. Mr. Keller outlined the process and noted further discussion regarding signatories will be needed.

**IX. FINANCIALS**

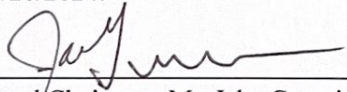
- 1) Review of Industrial/Organizational Solutions, Inc Invoice #C60585A for \$12,111.67, 2nd invoice for 2024 Jail Deputy Promotional Process
- 2) Review of Zoom Media Connect Invoice #40040759-40040795 for \$8,400.00 for GymTV Advertising
  - a) Mr. Bill Keller made a motion to approve the invoices. The motion was seconded by Mr. James Sellers. The motion passed unanimously.
- 3) Review of Expense Report for Ms. Warren's 2024 NAGARA Conference Attendance
  - a) Mr. Bill Keller made a motion to approve reimbursement to the Sheriff's Office. The motion was seconded by Mr. Rick Ogden. The motion passed unanimously.

**RECESS/ADJOURN**

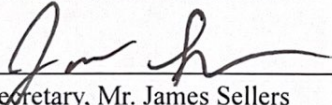
There being no further business, Mr. Bill Keller made a motion to adjourn the meeting. The motion was seconded by Mr. James Sellers. The motion passed unanimously.

Board Chairman, Mr. Jake Guercio, adjourned the meeting at 5:25 p.m.

Meeting minutes submitted by Danielle Warren, LEPB Administrative Assistant on 08/20/2024.

X   
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Board Chairman, Mr. Jake Guercio

Date: 8 / 20 / 2024

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

Date: 8 / 20 / 2024

The next meeting of the Shelby County LEPB is a regular meeting planned for Tuesday, August 20, 2024, at 4:00 p.m., at the Sheriff's Office Training Center, at 543 McDow Road, Columbiana, AL, 35051.