



Internal Memo

September 18, 2019

To: Mark Meyers, City Administrator
From: Robert Gagnon, Fire Chief
Subject: Annual Report

As you requested, all department annual reports are to be completed and ready for submission to City Council at the second meeting in October. I wanted to inform you the Fire Department has taken a new approach this year in how our report is presented, transitioning from the traditional written report to a video report.

The decision to move to a video report resulted from discovering a higher percentage of people tend to view video links versus reading written documents. Additionally, we are fortunate to have members of our staff who have prior video and audio experience, making it possible to produce such videos.

The Fire department has produced, on social media, several public service announcements in the past with great success and viewership. We plan to continue to produce future PSA's on topics suggested by our staff and other viewers.

I would like to preview the video with City Council at the September work session to get feedback on our new format.