

2012 Great Washington ShakeOut



**September 7, 2012, 9-10am
Meeting Minutes**

Attendees: Cale Ash, Bryan Zagers, Rachel Minnery, Chad Taylor, Doug Lindquist, Jill Shuttleworth, Peter Somers

1. What is ShakeOut – Cale provided overview of ShakeOut and that this is Washington’s first year. Goal is 1 million participants statewide.
2. SEAW and AIA role in ShakeOut – we envision the role of SEAW and AIA to be to:
 - a. Encourage people to sign up
 - b. Craft a message with the following goals:
 - i. Publicize ShakeOut
 - ii. Promote personal preparedness
 - iii. Encourage homeowner structural & nonstructural mitigation
Possible message: *SEAW & AIA members focus on earthquake hazards in the commercial built environment – we encourage everyone to focus on seismic safety at home.*
 - c. How to publicize
 - i. SEAW, AIA, ShakeOut Websites
 - ii. Social media (Facebook pages)
<http://www.shakeout.org/washington/resources/banners.html>
 - iii. Include “messaging campaign” instructions
 - iv. OSPI distribution
 - v. WABO (Cale will follow up with Mark D’Amato)
 - vi. Realtor organization (Peter will follow up with Windermere)
 - vii. Press releases
 - d. Increase publicity day before & day after ShakeOut
3. Discuss homeowner resource format
 - a. Graphical presentation
 - i. Tri-fold or bi-fold, 1-page front & back
 1. Graphics on front
<http://www.shakeout.org/washington/resources/banners.html>
 2. Home cross section inside (credit FEMA,
<http://www.fema.gov/library/viewRecord.do?id=1666>)
 3. SEAW/AIA info on back (why we care, role in EQ hazard reduction, outreach opportunity)

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4. Brainstorm content
 - a. Cover page
 - i. Image collage of DIY fixes
 - ii. Ever wonder what would happen to your house in the next “big one”?
 - iii. Drop, cover, hold – but what to do before the earthquake?
 - b. Narrative
 - i. Why building professionals care about homeowner EQ safety (Bryan)
 - ii. SEAW language (Cale)
 - iii. AIA (Rachel or Mike)
 - c. Links to other resources (Chad / Peter)
 - i. Risk assessments (Peter) (City of Seattle document)
 - d. Mockup (Rachel)

5. Review meeting progress and make follow-up assignments
 - a. Assignments are above, goal is to finish document by 9/28.
 - b. Our next meeting will be at 4pm on Monday 9/17.