

**MARIN EMERGENCY RADIO AUTHORITY**

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**MEMORANDUM**

**DATE:** September 14, 2011  
**TO:** MERA Executive Committee  
**FROM:** Maureen Cassingham, Executive Officer  
**SUBJECT:** AGENDA ITEM **B-2**: REPORT #4 ON STRATEGIC PLAN  
IMPLEMENTATION

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Recommended Action: Receive and file Report #4 on Strategic Plan Implementation as presented.

Background: Since the presentation of Report #3, the Outreach Subcommittee met on July 21, 2011, to review Phase 2 – Recommended Actions to Enhance MERA Strategic Plan from Indie Politics (see attached), discuss the consultants’ last deliverables, give input on the September 20 joint meeting of the Strategic Plan Implementation groups and consider the consultants’ future role with MERA. The Subcommittee agreed with the consultants’ recommended actions and their last deliverables of a MERA Fact Sheet, FAQs, an internal signoff process for SP task implementation, and revisions to the Strategic Plan outreach sections. The Subcommittee also requested a proposal from Indie Politics for future outreach assistance.

To facilitate development of the September 20 joint meeting agenda, a conference call was scheduled on August 18 between CBG Communications, Indie Politics and me. Items on the agenda will include updates on the respective work products of the three groups to date, work product coordination, a process for making Strategic Plan revisions and future communications between the groups. A spreadsheet which depicts the coordination of tasks and timelines of the Governance Work Group (GWG), Finance and Outreach work products has also been developed for the Committees’ input to guide their respective presentations to the Executive Committee and Board later this year and into 2012.

On August 22, 2011, the latest draft of the MERA GWG’s report on all their efforts to date was circulated for comment from the GWG by September 2. The next iteration will be shared with the Finance Committee and Outreach Subcommittee before the

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September 20 joint meeting. Included in the draft is the proposed vision, core values, principles of governance and changes in MERA governance for the next gen system regarding Board size, composition, and funding and voting formulas.

ATTACHEMENT: MERA Strategic Plan - Phase 2 Recommendations  
Indie Politics (7-14-11)