

MARIN EMERGENCY RADIO AUTHORITY

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MEMORANDUM

DATE: September 12, 2012
TO: MERA Executive Board
FROM: Maureen Cassingham, Executive Officer
SUBJECT: AGENDA ITEM **D-3**: **DISCUSSION OF DECEMBER GOVERNING BOARD WORKSHOP**

Recommended Action: Provide input to and support for the December Governing Board Workshop as recommended by the Strategic Plan Outreach Subcommittee.

Background: A key element to the draft Outreach Plan under review by the Outreach Subcommittee is a MERA Member Workshop which would be conducted in conjunction with the Governing Board's regular December 12, 2012 meeting.

As you may be aware, MERA's member agencies and consequently its Governing and Executive Boards, have experienced considerable turnover in leadership. The Outreach Subcommittee believes it is critical to gather MERA members together to discuss the significance of the Next Gen Technology Project. One objective of the Outreach Plan is to "obtain the unanimous support and involvement of all MERA representatives for the Project" and this Workshop is seen as a pivotal first step in earning the broad support of MERA members moving forward.

The Workshop would present the history of MERA, status of the current system, overview of future replacement technology, financing options and a plan for internal and external outreach. Governing Board members are welcome to invite their respective elected and appointed officials to attend to increase their awareness of MERA. Attendee input would be solicited on this presentation and the Outreach Plan to fine-tune them for future use.

The Workshop, which would require approximately two hours, would be preceded by the Governing Board's business meeting and would be conducted at a central venue that can accommodate meeting/workshop logistics. A "Save the Date" announcement would be sent to Governing Board members and their invitees in early November to ensure maximum attendance.