

MARIN EMERGENCY RADIO AUTHORITY

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POS 3/29/13 Agenda Item C

OUTREACH SUBCOMMITTEE

MINUTES OF JANUARY 8, 2013

Draft: 1/29/13

A. Call to Order

The meeting was called to order by Chair Cusimano at 1:42 p.m. on January 8, 2013 in Sheriffs' Office – Room 145 at the Marin Civic Center, San Rafael, CA.

Committee Members Present:

Central Marin Police Authority	Todd Cusimano
City of Larkspur	Robert Sinnott
City of Novato	Jim Berg
City of San Rafael	Diana Bishop
Marin County Sheriff	Robert Doyle

Committee Members Absent:

City of Sausalito	Jennifer Tejada
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Staff Present:

MERA Executive Officer	Maureen Cassingham
MERA Operations Officer	Craig Tackabery

Guests Present:

Indie Politics/Price Campaign Solutions	Dan Mullen, Terry Price
Kay Productions	Jerry Kay

B. Approval of Minutes from December 4, 2012 Meeting

Berg inquired about who Committee members Tejada and Sinnott were representing on the Subcommittee. It was clarified that they were either volunteers or specifically invited to join the Subcommittee to assist with its work. They were not representing their cities or professional associations. Cusimano added that, at President Kinsey's behest at a prior Board of Directors meeting, he volunteered to help with Outreach.

M/S/P Doyle/Berg to approve the minutes from the December 4, 2012 meeting as presented.

AYES: All
NAYS: None
Motion carried.

C. Review of January 16 Governing and Executive Boards' Workshop -
Agenda, Video, Presentations, PowerPoint and Information Handouts

Price reviewed the Workshop agenda, noting Vice President Hymel would call the Workshop to order, welcome attendees and introduce Supervisor Kinsey. Kinsey will provide the history of MERA via PowerPoint and the goals of the Workshop. PowerPoint presentations by Tackabery and Nelson followed by Finance Vice Chair Gaffney will review the need for the Next Gen System and options for financing. The video presentation will be near the end as a call to action using public safety messaging. Price introduced Jerry Kay, Kay Productions, who developed the video. Kinsey will provide closing remarks. Price said Q & A would happen following each presentation. Cusimano said most questions would probably be asked during the Finance presentation. Price said the room seats 75 and Governing and Executive Board members will receive a flier to invite their elected and appointed officials as part of their meeting agendas. Packets will be sent out January 9, followed by reminders to RSVP. A Governing Board quorum of 13 is required to take action after the Workshop to adopt the Outreach Plan and direct the Executive Board to implement it.

Price distributed the latest FAQs and Fact Sheet. Mullen presented the PowerPoint which corresponds with the agenda discussed earlier. Attendees will be provided with a hard copy of the PPT to take notes on. The PPT will be further fact-checked by Tackabery and Cassingham before it is finalized. The overall message reflects Kinsey's suggested balance between urgency and forward thinking in Marin. Gaffney will, in his unique role as a MERA citizen representative and volunteer Financial Advisor, present funding options including a parcel or property tax and the impact on member contributions without one of these sources. Mullen said the PPT has been edited from the Member Orientation to be less technical. Tackabery will handle the overview of the current and Next Gen Systems.

Mullen previewed the video. Price asked for critical feedback for edit purposes after the viewing. Cusimano and Sinnott offered kudos. Price reiterated that the video has three purposes. First is to rally the members at the 1/16 Workshop and solidify them with a common message. The next iteration will include poll results and a better defined funding plan. Second is to use it to present to the 25 member agencies with the assistance of local public safety leaders supported by the Special Project Manager. Third is to use it, after further refinement, in the public education campaign. Mullen said the video is 6.5 minutes in length and could be shortened for presentation to elected bodies.

Mullen confirmed the computer screens in the video from the dispatch center posed no privacy issues. Price confirmed with Tackabery that references to lack of availability of radio parts and reduced vendor support for certain system components was accurate. Kinsey expressed concern over "cannibalizing" of parts. Tackabery will assure Kinsey this is all factual.

Price will ask members at the Workshop for stories, videos and photos from their agencies. In the interest of timing production of this video, NFPD and San Rafael were able to quickly provide their shots. Bishop suggested adding insignias from each agency to convey inclusion. Sinnott concurred we should obtain them from all 25 members and Cusimano said that it would take time. Mullen said a membership list could be added at the end with shortened credits. Sinnott suggested keeping the PPT short by using key words and encouraged that presenters not read the slides. Tackabery said the press may attend and ask questions. A spokesperson would be helpful in addressing those inquiries. It was agreed Cusimano would be the contact.

Cassingham summarized her draft staff report to the Governing Board for their post-Workshop action. She will revise the section on the financing plan to make it more general. No other changes were suggested.

D. Workshop Materials Sign-Off

Mullen asked for a subset of the Subcommittee to be designated to sign-off via email on Workshop informational materials. Cusimano and Sinnott volunteered.

E. Discussion of Polling Firm Recommendation

Price distributed the MERA Pollster Proposals Cost Analysis. The amount budgeted in the Outreach Plan was \$30,000. He has come to his conclusion but Mullen has not been able to review the submittals and discuss them with him. Doyle asked about the minutes length of the survey, not the number of questions. He expressed concern over people's willingness to participate in the survey given the amount of time required. Mullen said a pollster's track record is based on their ability to predict outcomes from their surveys.

Price said the two firms that rise to the top are EMC and FM3. Both have excellent staffing and their quotes are close. FM3 did the polling for Twin Cities and have a long list of public safety-related polls of which several are currently underway and are like MERA's project. EMC has a number of education clients. Mullen and Price have worked very well with both firms being discussed and with all five firms that submitted proposals. Bishop noted FM3's public safety experience and that the price difference is nominal. Mullen said FM3 provided extra service to Twin Cities, including more meetings, at no additional cost. Price said FM3 has worked extensively in Marin with San Anselmo, Sausalito, Larkspur, Corte Madera, MCE, SMART and more. Cusimano asked about the difference between 15 and 20 minutes given the cost difference. Mullen said we would get more questions. Price said issues like the length of the bond term that could require additional questions would permit the pollster the time to do so. He recommends the longer time.

M/S/P Doyle/Bishop to approve the selection of FM3 with 20-minute interviews at the quoted cost of \$23,750.

AYES: All

NAYS: None

Motion carried.

F. Request for Workshop Set-Up Volunteers

Due to the cancellation of the Tamalpais and Boro Room reservations ahead of MERA's meetings, Mullen said we will only need volunteers to help with the greeting and sign-in area and materials distribution. Cusimano, Sinnott and Bishop volunteered to assist.

G. Proposed Changes in Outreach Budget

Price reviewed the proposed FY2012-2013 Budget of \$117,000 and line item variances from the original Outreach budget of \$75,000. He said the Finance Committee confirmed the availability of additional funds for these purposes. Price noted that some line items may come in under budget and that their consulting hours, while more than expected to date due to the delay in hiring the Special Project Manager, will be reduced when that position is filled.

M/S/P Sinnott/Berg to approve the Proposed Outreach FY2012-2013 Revised Budget as presented and recommend approval by the Executive Board.

AYES: All

NAYS: None

Motion carried.

H. Other Information Items

None.

I. Next Meeting

The Subcommittee discussed but did not schedule the next meeting which may be a joint meeting with the Finance Committee. The pollster will be included. Venue will be hosted by Berg at the Novato Police Department. Price suggested that a subgroup of Cusimano, Sinnott and Gaffney be convened for a meeting with the pollster on February 6, 2013 at 1:30 p.m. at the Central Marin Police Authority.

J. Open Time for Items Not on Agenda

None.

K. Adjournment

The meeting was adjourned at 3:10 p.m.