

MARIN EMERGENCY RADIO AUTHORITY

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DATE: May 14, 2014
TO: MERA Governing Board
FROM: Maureen Cassingham, Executive Officer
SUBJECT: AGENDA ITEM **C-3**: REPORT #19 ON
STRATEGIC PLAN IMPLEMENTATION

Recommended Action: Receive and file Report #19 on Strategic Plan Implementation.

Background: Report #19 provides the following updates since March 12, 2014:

The Project Oversight Committee met on March 7 to discuss Second Poll results and a proposed Public Education Plan.

On March 12, 2014 the Executive Board received a presentation of Second Public Opinion Poll results. The POC's related recommendations resulted in the EB's recommendations to the Governing Board to approve the Revised MERA Outreach Plan and Budget including an additional allocation of \$197,450 for a Next Gen Project website, video production and cable buy, digital outreach and placement and a direct-mail program. The MERA Governing Board on April 2, 2014, approved the Executive Board's recommendations.

Round Two member agency presentations began in April (see Consent Calendar Item (C-4). The next meeting of the Project Oversight Committee is scheduled on May 28. Agenda items will include an update on the Public Education Plan (PEP) including review of cable TV ad content, mailers, social media components and timeline for same.

Subsequent to the completion of Round Two presentations and receipt of member solutions of support, a special meeting of the MERA Governing Board will be convened, tentatively on July 9, to recommend County Board of Supervisors' adoption of a resolution requesting the County to submit to the County voters a measure authorizing the County to levy a special parcel tax on MERA's behalf. The Governing Board will also approve, within the resolution, final ballot measure language and the parcel tax definition. Tentative date for BOS action is July 22, 2014.

ATTACHMENTS: C-3a Report #17 on Strategic Plan Implementation (E.B. 1/8/14)
C-3b Report #18 on Strategic Plan Implementation (E.B. 3/12/14)