

# **MARIN EMERGENCY RADIO AUTHORITY**

c/o Novato Fire Protection District  
95 Rowland Way, Novato, CA 94945  
PHONE: (415) 878-2690 FAX: (415) 878-2660

**DRAFT: 4/19/11**

## **STRATEGIC PLAN: OUTREACH SUBCOMMITTEE**

### **MINUTES OF APRIL 5, 2011, MEETING**

#### **A. Call to Order**

The meeting was called to order by Chair Kreins at 3:00 p.m. on April 5, 2011, in the Cavallero Conference Room at the Novato Fire Protection District's Administration Office, 95 Rowland Way, Novato, CA.

#### **Committee Members Present:**

|                              |                 |
|------------------------------|-----------------|
| City of Larkspur             | Robert Sinnott  |
| County of Marin Sheriff      | Robert Doyle    |
| City of Novato               | Joe Kreins      |
| City of Sausalito            | Jennifer Tejada |
| Twin Cities Police Authority | Todd Cusimano   |

#### **Staff Present:**

|                        |                    |
|------------------------|--------------------|
| MERA Executive Officer | Maureen Cassingham |
|------------------------|--------------------|

#### **Guests Present:**

|                |            |
|----------------|------------|
| Indie Politics | Dan Mullen |
|----------------|------------|

#### **B. Approval of Minutes from March 15, 2011, Meeting**

*M/S/P Sinnott/Cusimano to approve the minutes from the March 15, 2011, meeting as presented.*

AYES: All  
NAYS: None  
Motion carried.

#### **C. Proposed Consultant Services Agreement for Public Affairs and Internal Communications Services – Indie Politics**

Cassingham stated the proposed agreement and scope of services reflects the Committee's input on the consultant's initial proposal at the last meeting. The agreement has been reviewed by Mullen and Price and by MERA's General Counsel.

*M/S/P Doyle/Tejada to approve the proposed Consultant Services Agreement for Public Affairs and Internal Communications Services with Indie Politics as presented.*

AYES: All  
NAYS: None  
Motion carried

D. Next Steps and Timeline

Cassingham said she and Mullen had discussed how to get the consultants started with their tasks and what roles the Committee members and Executive Officer would play in assisting them. Mullen said they would re-read the Strategic Plan and review other information on the website. Cassingham confirmed that there were no other MERA publications or internal member communications beyond what was available on meraonline.org. She noted there may have been press releases years ago as MERA was being formed and the system was being constructed but nothing else since. She added that MERA's website does not offer a chat room feature where members could communicate about system operations and administration.

Mullen said he would schedule discussions with stakeholders to establish communications patterns and gaps. He asked who he should speak to first. Cusimano offered to assist with questions and facilitate whatever was needed. Cassingham suggested that a briefing on the current system might be helpful from Mansourian after the consultants reviewed operational information on the website. Doyle said they might also meet with Richard Chuck for a technical view of the system. Cassingham offered to introduce the consultants to Mansourian and Chuck via email prior to their meetings. Price asked Mullen to schedule a second meeting with Cassingham.

Doyle noted there is also an Operations Issues Work Group that Mansourian convenes monthly that they might want to sit in on. Doyle also suggested individual meetings with Mansourian and Chuck. Kreins said the MERA Ops Group meets tomorrow morning. Doyle suggested waiting on the Ops Group until the Consultants meet with Mansourian and Chuck.

Kreins said another resource would be Novato Police Captain Jeffries for additional history and background. He also suggested Steve Kinsey (BOS) as a point of contact for political history and institutional memory. Doyle said he and Mansourian can provide information on elected officials and city managers involvement with MERA from the beginning. Cassingham will send an introductory email to Kinsey on behalf of the consultants. Doyle said Gaffney from Ross would be an important person to talk to regarding MERA financing. Mullen clarified that the Council designee for Sausalito has most recently been Carolyn Ford. Sinnott noted that Chief Irving, Southern Marin Fire, would be another good contact for a fire chief perspective.

Mullen said, the deliverable at the end of the first phase, would be a memo to the Subcommittee about where the consultants think MERA is with its internal and external communications. Cassingham said an orientation for new Board members and alternates has been scheduled for April 27. Kreins said he has encouraged his City Manager, elected officials and staff to attend.

Doyle inquired of Mullen how they would coordinate a MERA ballot measure with what other cities and school districts might be contemplating and when. Mullen said he maps out

all that is being considered County-wide, including State measures, and the timing of same. There are also only so many election dates each year.

E. Other Information Items

None.

F. Next Meeting

The Committee, by consensus, scheduled the next meeting on Tuesday, April 26, 2011, at 3 p.m. at NFPD. Kreins will send an alternate since he will be out of town.

G. Open Time for Items Not on Agenda

None.

H. Adjournment

The meeting was adjourned at 3:16 p.m.