

# **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: 5-19-11**

## **STRATEGIC PLAN: OUTREACH SUBCOMMITTEE**

### **MINUTES OF MAY 10, 2011, MEETING**

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

The meeting was called to order by Vice Chair Cusimano at 3:03 p.m. on May 10, 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	John Rohrbacher for
	Jennifer Tejada
Twin Cities Police Authority	Todd Cusimano

#### **Staff Present:**

AMERA Executive Officer	Maureen Cassingham
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#### **Guests Present:**

Indie Politics	Dan Mullen
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#### **B. Approval of Minutes from April 5, 2011, Meeting**

*M/S/P Sinnott/Doyle to approve the minutes from the April 5, 2011, meeting as presented.*

AYES: Sinnott, Doyle, Kreins, Cusimano

ABSTENTIONS: Rohrbacher

NAYS: None

Motion carried.

#### **C. Status Report on MERA's Current Communications Indie Politics: (Mullen and Price)**

Mullen recapped his Phase I Report - Assessing MERA's Communication Structure and Effectiveness. He said he had meetings and calls with Mansourian and Chuck, Gaffney and Cassingham. He and Price have been unable to meet with Kinsey due to schedule conflicts. Phase II will address more specifics for communications over the next six to eighteen months. He said their analyses and recommendations will not be confined by the Strategic Plan's findings, and that he will need the input of the Subcommittee along the way. He noted

that future reports will identify internal communications deficiencies and recommend solutions which identify who needs to be included, selection and training of communicators, determining the message and the methods to be used for information distribution.

Mullen recapped the initial Board Self-Assessment Survey findings including additional member orientation and training, regular and greater Board member participation in MERA committees and need for one official MERA spokesperson. He said, for example, there are at least two points of view on the life of the current system. Gaffney has indicated 2021 and Mansourian has said 2019. Kreins said, while there may be a difference of a year or two, we need to agree that replacement technology is needed in that general timeframe.

Kreins said Mullen and Price still need to meet with Kinsey since he is so knowledgeable about the history and politics of MERA. He said that the shift in Board membership to operations representatives was appropriate after the Authority was formed and the system was funded and constructed. We now need to bring back the elected officials and city managers, so instrumental in the formative days, to help address the challenges of system replacement. Mullen agreed that we will need to work on future governance and communications with city managers and elected officials. Kreins said city managers are the only ones who deal one-on-one with their electeds, plus they are the money managers, so they are key to our efforts.

Sinnott noted the significant turnover in Marin County managers. Cusimano said that some of the newer managers think the current system is relatively new and are surprised at the need for replacement. Doyle suggested MERA updates at MMA and MCCMC meetings. Cassingham said she has addressed the MMA twice, most recently in January 2011. Rohrbacher noted the joint presentation by Mansourian and Cassingham at a recent MCCMC meeting. Cassingham recapped the April 27 New Board Members and Alternates Orientation she and Mansourian provided, which was attended by ten member representatives, representing eight agencies. For some it was new information and for others it was a refresher. Three representatives unable to attend will be provided orientation hard copy and electronic PowerPoint. Mullen inquired about the length of the operations and administration presentations. She said Mansourian's PowerPoint, including questions, was under one hour and her remarks took about 30 minutes, including questions. Mullen and Kreins agreed that city managers will need much shorter briefings including a historical sound bite and a "before and after look" at MERA. It was agreed that managers need to be ahead of the curve on the tower site issues that will arise with 700 MHz. Cassingham recommended that manager briefings precede elected officials' presentations, which should reflect the managers' input.

Cassingham noted that there has been 28% turnover in Board members and Alternates since January 2011. She agreed it would be invaluable to have elected officials and managers once again serving in these capacities. However, member agency representatives are appointed by their governing bodies. MERA could offer communications templates for Board members and Alternates to use in improving communications with their elected officials, which has not been done to date and may or may not be appropriate for MERA to do.

Doyle suggested that Mullen and Price defer to Mansourian and his team regarding operations. Where there are differences of opinion, they should rely on the Outreach Subcommittee for guidance.

D. Next Steps and Timeline

- Draft MERA Vision Statement, Core Values and Principles of Governance

Cassingham said the final drafts of these items from the Governance Work Group would be provided to the consultants on or about May 20. This should be helpful to their work and the Group would benefit from their input.

It was agreed that the consultants' timeline to generate future phases of their work be extended beyond July 5, 2011, in Exhibit A of their contract with MERA.

E. Other Information Items

None.

F. Next Meeting

It was agreed that the next meeting be scheduled on Tuesday, June 28, at 3 p.m. at NFPD.

G. Open Time for Items Not on Agenda

None.

H. Adjournment

The meeting was adjourned at 3:30 p.m.