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**MEMORANDUM**

**DATE:** November 14, 2012  
**TO:** MERA Executive Board  
**FROM:** Maureen Cassingham, Executive Officer  
**SUBJECT:** AGENDA ITEM **C-1**: PREVIEW OF DRAFT MERA OUTREACH  
EXECUTIVE SUMMARY AND PLAN

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**Recommended Action:** Provide input on the Draft MERA Outreach Executive Summary and Plan from the Outreach Subcommittee.

**Background:** The attached Draft MERA Outreach Executive Summary and Plan is provided for your review and comment. Creation of the Outreach Plan, which has been under development since July 2012, was directed by MERA's Governing Board with its adoption of the 2010 Strategic Plan.

The Outreach Plan will be part of the Governing and Executive Boards' "MERA Next Generation System Workshop" on January 16, 2013. The Plan outlines roles and responsibilities, next steps and timeline for a successful ballot measure to fund the capital costs of the next gen MERA emergency communications system.

Outreach Subcommittee Chair and Executive Board Member Cusimano, along with Outreach Consultants Price and Mullen, will provide additional background on the Plan at this meeting and answer any Executive Board questions.

**ATTACHMENTS:** Indie Politics Draft Updates – November 7, 2012

C-1a Outreach Executive Summary

C-1b Outreach Plan