

**MARIN EMERGENCY RADIO AUTHORITY**

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

**MEMORANDUM**

**DATE:** May 15, 2013  
**TO:** MERA Governing Board  
**FROM:** Maureen Cassingham, Executive Officer  
**SUBJECT:** AGENDA ITEM **D-3**: REPORT #12 ON STRATEGIC PLAN IMPLEMENTATION

---

Recommended Action: Receive and file Report #12 on Strategic Plan Implementation.

Background: Since Strategic Plan Implementation Report #11 was presented to the Executive Board on March 13, 2013, the following has occurred:

- 1) On March 13, 2013, the Executive Board approved a revised Outreach Plan Budget for FY 12-13 with the understanding it would be re-presented on May 8, 2013.
- 2) The MERA Project Oversight Subcommittee met for the first time on March 29 2013. Chiefs Cusimano and Sinnott were elected Chair and Vice-Chair respectively. Agenda items included a postmortem of the January 16 Governing and Executive Boards Workshop, voter polling results from FM3, a member outreach update including adding members to the Subcommittee, review of the first draft of the member newsletter, and updates of the Workshop video and Outreach Plan. The Subcommittee also received a status on the part-time position recruitments for Special Project Manager and Administrative Assistant, a presentation from General Counsel on the need for formalization of the MERA/County Next Gen Project relationship via an agreement and post-ballot measure full CEQA compliance and it approved public/media inquiry protocol with the Executive Officer as primary contact.
- 3) Finance Committee Vice Chair Gaffney and I met with the NBS Managing Director Tim Seufert to kick off the MERA Parcel Tax Study which was approved by the Executive Board on March 13, 2013. Timeline for an update on the study and its completion was accelerated to May 22 and June 30 respectively.
- 4) An Interview Panel of Chiefs Cusimano, Sinnott and Tejada from the Project Oversight Subcommittee convened on April 23, 2013 and met with three excellent candidates for the part-time, contract position of Special Project Manager. The Panel recommended their top candidate to the Oversight Subcommittee on April 24. The Subcommittee's recommendation on this matter is presented as part of Agenda Item E-3.

AGENDA ITEM D-3: REPORT #12 ON STRATEGIC PLAN IMPLEMENTATION

May 15, 2013

Page 2

- 5) Finance Committee Vice Chair Gaffney, Outreach Consultants Price and Mullen, and I met with Tim Seufert, NBS, to review parcel tax study approaches, guidelines, preliminary parcel counts, public opinion survey results and the study timeline. A follow-up conference call to update these same parties on the progress of the study is scheduled for May 22.
- 6) The Project Oversight Subcommittee met on April 24, 2013. Agenda items included an update on the parcel tax study, follow-up and next steps with the public opinion poll, future member newsletters, recommended appointment of the Special Project Manager and related RGS contract, annual review of the MERA Strategic Plan, and Outreach Plan update. The Subcommittee received a draft master calendar of County Board of Supervisors and MERA Governing Board actions preceding a proposed November 2014 ballot measure and recommended additional Subcommittee Members Brown and McCarthy from County Fire and NFPD, respectively.

The MERA Finance Committee and Project Oversight Committee are scheduled to meet again on May 15 and May 22, respectively.

ATTACHMENT: Report #11 on Strategic Plan Implementation (E.B. Meeting 3/13/13)