

**MARIN EMERGENCY RADIO AUTHORITY**

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**DATE:** November 13, 2013  
**TO:** MERA Executive Board  
**FROM:** Maureen Cassingham, Executive Officer  
**SUBJECT:** AGENDA ITEM **B-7**: REPORT#15 ON  
STRATEGIC PLAN IMPLEMENTATION

Recommended Action: Receive and file Report #15 on Strategic Plan Implementation.

Background: Since Strategic Plan Implementation Report #14 was presented to the Executive Board on September 11, 2013 the following has occurred:

- 1) The Special Project Manager and Administrative Assistant continued with Round One Presentations to MERA Members. Reports on Round One and development of Round Two will be presented to the Executive Board on November 13.
- 2) On October 7, Vice President Hymel convened a meeting with County Schools Superintendent Burke and Assistant Superintendent McCann to update them on MERA's Next Gen Project and proposed November 2014 parcel tax ballot measure. Also in attendance were the MERA Executive and Operations Officers and Special Project Manager. The discussion included a recap of the MERA/Schools history with the current system and how the Next Gen System might serve County Schools in the future. It was agreed the Operations Officer and Assistant Superintendent would work together over the next 30 days to confirm the benefits and costs of Gen II for Schools use.
- 3) The Project Oversight Committee met on October 9 and reviewed the status of Round One Member presentations and plans for Round Two wherein resolutions of support for the Next Gen Project will be requested. Next Gen Operating and Maintenance costs are under development for presentation to the Finance Committee and Executive and Governing Boards.

An update of the Outreach Plan was reviewed, which includes possible advancing the use of social media and presentations to community clubs and associations. The POC received an update on MERA and the Schools, the next Newsletter, potentially competing November 2014 ballot measures, background on how a citizens'

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oversight committee might work and a status on County Counsel's review of MERA's proposed parcel tax mechanism.

- 4) On October 28, Vice President Hymel convened a meeting on the proposed parcel tax mechanism which included Finance Committee Vice Chair Gaffney, County Counsel Woodside, Deputy Counsel Kiernan, MERA General Counsel Ortiz, NBS Managing Director Seufert, the MERA Executive and Operations Officers, and Special Project Manager Jeffries. Counsels will work together in clarifying issues surrounding the structure of the tax and judicial validation of same and present a report to the Executive and Governing Boards.
- 5) On October 28, the Finance Committee received an overview of Rounds One and Two Member presentations, an update on grant writing services including a pending proposal, a Committee recommendation against updating the AECOM Report which is being addressed in the Next Gen Feasibility Report, and presentation of the first draft of the Next Gen System Operating costs along with a Project budget update.