

# MARIN EMERGENCY RADIO AUTHORITY

c/o Novato Fire Protection District  
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[www.meraonline.org](http://www.meraonline.org)

## STRATEGIC PLAN: OUTREACH SUBCOMMITTEE Meeting Notice

**DATE:** Thursday – June 7, 2012

**TIME:** 3:00pm

**PLACE:** Novato Fire Protection District Administration Office – Cavallero Conference Room  
95 Rowland Way, Novato, CA 94945

District facilities and meetings comply with the Americans with Disabilities Act. If special accommodations are needed, please contact the District Administrative Assistant as soon as possible at (415) 878-2608.

### AGENDA

- A. Call to Order
- B. Approval of Minutes from February 7, 2012 Meeting
- C. Outreach Deliverables and Timeline – Indie Politics Consulting Services (Mullen and Price)  
**First 6-9 months -** Coordinate internal communications to “set the stage” for the launch of a long-term funding effort and public education campaign, specifically:
  - Achieve “needed actions” for resolution on governance, understanding equipment needs and financing.
  - Proceed with internal communications (i.e. fact sheets, FAQs, messaging, planning, etc.).
  - Develop workable long-term funding options and planning.
  - Create materials and presentations for use with MERA members, including helping to develop Website(s) for Outreach.
  - Create detailed external education and Outreach Plan (for use in next phase).
- D. Next Quarterly Joint Meeting of  
Governance Work Group, Finance Committee and Outreach Subcommittee
- E. Other Information Items
- F. Next Meeting
- G. Open Time for Items Not on Agenda (*limited to two minutes per speaker*)  
*Anyone wishing to address the Subcommittee on matters not on the posted agenda may do so. Each speaker is limited to two minutes. As these items are not on the posted agenda, members of the Subcommittee may respond briefly, but the Subcommittee’s general policy is to refer such items to staff for attention, or have the matter placed on a future agenda for a more comprehensive action or report and formal public discussion.*
- H. Adjournment

**AGENDA IS AVAILABLE ONLINE AT**  
**[WWW.MERAONLINE.ORG](http://WWW.MERAONLINE.ORG)**

cc: Diane Patterson (for posting)