

MARIN EMERGENCY RADIO AUTHORITY

c/o Novato Fire Protection District
95 Rowland Way, Novato, CA 94945
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APPROVED: 12/4/12

OUTREACH SUBCOMMITTEE

MINUTES OF OCTOBER 31, 2012

A. Call to Order

The meeting was called to order by Vice Chair Sinnott at 2:10 p.m. on October 31, 2012 in the Heritage Conference Room at the Novato Fire Protection District's Administration Office, 95 Rowland Way, Novato, CA.

Committee Members Present:

City of Larkspur	Robert Sinnott
City of Novato	Jim Berg
City of San Rafael	Diana Bishop
Marin County Sheriff	Robert Doyle
City of Sausalito	Jennifer Tejada

Committee Members Absent:

Twin Cities Police Authority	Todd Cusimano
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Staff Present:

MERA Executive Officer	Maureen Cassingham
MERA Operations Officer	Craig Tackabery

Guests Present:

Indie Politics/Price Campaign Solutions	Dan Mullen, Terry Price
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B. Approval of Minutes from September 12, 2012, Meeting

M/S/P Berg/Bishop to approve the minutes from the September 12, 2012 meeting as presented.

AYES: All
NAYS: None
ABSTENTIONS: Doyle, Tejada
Motion carried.

C. Indie Politics and Price Campaign Solutions (Mullen and Price)

Proposed:

1. Executive Summary
2. Draft Outreach Plan – Updated 10-24-12 Redline

Price reviewed the Executive Summary of the Draft Outreach Plan along with the redline version of the Plan dated October 24, 2012.

M/S/P Doyle/Bert to accept the Executive Summary and Draft Outreach Plan as presented for presentation to the Executive Board on November 14, 2012.

AYES: All
NAYS: None
Motion carried.

D. Recommended Appointments to Project Oversight Committee

Cassingham reviewed the proposed list of appointees. Price suggested that an appointee from the County with video and design skills be considered. There was brief discussion of the Ex Officio category. Cassingham will research the applicability of the Brown Act to the Subcommittee meetings.

M/S/P Doyle/Bishop to approve the Recommended Appointments as presented pending approval of their charge and submit them to the Executive Board on November 14, 2012.

AYES: All
NAYS: None
Motion carried.

E. Update on Proposed Positions

1. Deputy Executive Officer – Special Project
2. Administrative Assistant

Cassingham reviewed the draft position descriptions and asked for Subcommittee comments. She noted the importance of distinguishing these positions in relationship to the replacement system project for reimbursement from bond proceeds. Doyle concurred with adding “part time” and “contract” to both descriptions. Cassingham noted that Berg had commented that some might construe we are adding executive staff to MERA based on the current titles. She suggested the titles of Special Project Manager and Special Project Administrative Assistant. Sinnott said that these changes would make it clear that the Manager was not to act on the Executive Officer’s behalf. Berg suggested the title of “Coordinator.” Tejada said the position title is important for attracting quality candidates.

M/S/P Tejada/Bishop to approve the position descriptions with the titles of Special Project Manager and Special Project Administrative Assistant and adding contract and part-time status.

AYES: All

NAYS: None

Motion carried.

F. Discussion of January 16 Governing and Executive Boards' Workshop

The Subcommittee concurred with the workshop title "MERA Next Generation System Workshop". Price said the Workshop agenda outline would be presented at the next meeting. He and Mullen are suggesting adding a video presentation to the Workshop, which they will review with the Subcommittee at the next meeting. This would take some of the onus off the presenters and be different than the standard PowerPoint.

Tejada suggested portraying how MERA serves the community from the 911 call to the public safety response. Price said the video could also include a recap of interesting public safety response issues going on within member agencies. Bishop suggested highlighting holiday checkpoints and related public safety communications. Tackabery said the County has a videographer, Jeri Kay Productions, and he will check on whether MERA can use these services. Price said given MERA's limited budget, this might be a great solution. He also noted that presenters and other experts beyond Keynoter Kinsey will need to be identified and recruited with the Subcommittee's help.

G. November 29 Member Orientation – County Communications Center

Cassingham reviewed the administrative and operations presentations scheduled for the Orientation along with a tour of the County Communications Center, thanks to Sheriff Doyle. She and Tackabery will work with him and his staff to confirm all the logistics.

H. Other Information Items

Price noted that Bond Counsel was developing a memo outlining the mechanics of how the financing for the Next Gen System would work. Cassingham said the memo will be reviewed by MERA General Counsel and thereafter by the County Administrator and County Council before presenting it to the Subcommittee.

Price also reminded the Subcommittee about the need for a DPW proposal for grant-writing services for Governing Board approval. He asked Tackabery about the timing of upcoming competitive State and Federal grant opportunities. Tackabery said January approval of a proposal would be sufficient.

Bishop said the City of San Rafael is considering a November 2014 ballot measure to fund Police and Fire facilities.

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I. Next Meeting

It was agreed that the next Outreach Subcommittee Meeting be scheduled for Tuesday, December 4, 2012, at 2 p.m. at the Marin Civic Center.

J. Open Time for Items Not on Agenda

None.

K. Adjournment

The meeting was adjourned at 3:08 p.m.