

These Minutes Were Approved by Fire Safe Marin Board on April 26, 2023

**Fire Safe Marin
Minutes of Regular Meeting of the Board
Wednesday, February 22, 2023**

Board of Directors Member Attendance:

Jim Chayka	FSM Admin – President + Large Landowners
Todd Lando	FSM Admin – Vice-President + Fire Agencies
Roger Meagor	FSM Admin – Treasurer + Fire Chief, retired
Eva Denegri Baker	FSM Admin – Secretary + OES, retired
Jason Weber	Fire Agencies – Fire Chiefs
Larry Pasero	Fire Agencies – Fire Prevention Officers
Quinn Gardner	Fire Agencies - Operations
John Hansen	HOAs – Marin Valley Mobile Country Club
Stephen Quarles	At Large – Home Hardening Expert, retired
Adriana Rabkin	Marin VOAD
Jerry Meral	At Large – Inverness Assn & FDN, Firewise
Andrew Johnson	Calif Landscape Contractors Assn

Excused:

Jordan Reeser	Fire Agencies – County Fire
Catherine Way	Elected Officials – Cities / Towns
Shaun Horne	Large Landowners – Water District
Pete Martin	At Large – Founding Member & MCFD, retired
Romeo Arrieta	Marin Association of Realtors

1. **Call to Order:** 0901 hours by the President, **Jim Chayka**, via the web conferencing software, *Zoom*. A quorum was present. Note that the public was made part of this Zoom call, and the meeting was recorded.

2. **Review and Approve Final 2023 Board Slate** and Welcome Two New Board Members: **President Chayka** introduced **Andrew Johnson** to the Board, representing the California Landscape Contractors Association, and, **Chief Jason Weber**, representing the Marin County Fire Chiefs Association.
M/S Hansen / Lando (for Jason Weber)
AYES: ALL
M/S Quarles / Hansen (for Andrew Johnson)
AYES: ALL

3. **Review and Approve Agenda (CHAYKA):** no changes
M/S Quarles / Rabkin
AYES: ALL

4. **Review and Approve Minutes from the December 16, 2022 Regular Board Meeting (CHAYKA):** no changes
M/S Hansen / Pasero
AYES: ALL

5. **Treasurer's Report with Handouts for January 2023 (MEAGOR):**
Treasurer Roger Meagor shared a Treasurer's Report with the Board, and it included the Balance Sheet, Income Statement, MWPA Budget vs Actuals (01/01/2023 – 01/31/2023), FSM Get Ready Grant Budget vs Actuals (01/01/2023 – 01/31/2023), Expenditure Report, and Bank Reconciliation (as of 01/31/2023). As of 01/31/2023, total equity equaled **\$309,946** with a cash balance of **\$239,463**. The Board acknowledged and filed the Treasurer's Report and Financials. *This Report in its entirety is available by request to **Eva D. Baker** at evadbaker@outlook.com.*

6. **Review and Approve Adoption of the new 2023 Fire Safe Marin Budget (handout) (MEAGOR)**
M/S Lando / Hansen
AYES: ALL

7. **Updates with Handout (STAFF)**
 - 📌 **MWPA 2022-23 Projects Overview**
 - 📌 **Ember Stomp Update**
 - 📌 **NorCal Landscapers Conference Overview**
 - 📌 **Wildfire Resilient Structures Conference Overview**

MWPA 2022-23 Projects Overview (MCCABE)

Meg McCabe, FSM's Director of Programming, gave the FSM Board of Directors an update on MWPA Projects, starting with the Adapt Campaign. Current campaign theme focuses on spring yardwork and Fire Smart landscaping. For example, there will be 30, 15, and 6 second videos promoting "spring work" in our yards to get ready for fire season. **Todd Lando** will narrate the series. For the next series, residents will be taught to "stop the spread of fire." The PSAs will target homeowners in high-risk areas. FSM is currently in production of seven short videos: a) *Mythbusters* installment regarding myths and risks of eucalyptus trees; b) Adapt Campaign PSA on spring fire prevention work (referenced above); c) Four "Did you Know?" shorts for social media distribution; and d) promotional video regarding *Ember Stomp* event.

Jen Gauna, FSM's Director of Communications & Outreach, gave an update on social media metrics and statistics for January. She said that social media posting increased to seven days a week, creating 162 individual posts, and accounting for 80,000 impressions across Facebook, Instagram, and Twitter. This is twice the reach seen in December 2022. Also, the FSM e-newsletter template was completely refreshed. In

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order to help support countywide preparedness during the recent winter storms, FSM promoted a flooding safety webinar, and collaborated with Ross Valley Fire, Ready Marin, The Town of San Anselmo, and Caltrans.

Meg McCabe told the Board that FSM hired a part-time bilingual staff member, **Sarah Dobrovolny**. Sarah will be hugely valuable to FSM because she also has much local experience and engagement with our vulnerable communities. Meg also spoke about FSM's Spanish outreach efforts, which have included the following: campaign video production and static ads in Spanish and English; short Spanish messages added to FSM's monthly outreach to community partners; and, Spanish videos added to the e-newsletter. She emphasized that FSM works to provide core content in Spanish whenever possible. There was an uptick of viewers of Spanish content on FSM's YouTube channel. To see where Spanish language content has been produced by FSM, visit here: <https://firesafemarin.org/en-espanol/>.

Ember Stomp Update

Rich Shortall told the board that the *Ember Stomp* event on Saturday, May 20th (11 to 5) will be "bigger and better" than last year's inaugural event. A couple examples are the planned Live Burn demonstration and three Fire Smart landscape spaces (over 420 square feet) showing aspirational yards that are not only fire safe, but functional and beautiful, too. A wildfire related Art Exhibit, "New Frontiers Stage" showcasing new technologies, products, and innovative solutions at the forefront of wildfire science, expanded kid's area, food trucks, and bands are just some of the planned activities. Rich is hoping with the larger and better spaces available for vendors and exhibitors, that the fire agencies will come out to exhibit and engage and to showcase their work. Promotions and advertising will begin in late March. Rich asked if anyone would like to participate in planning or volunteering during the event to please contact staff at info@firesafemarin.org.

NorCal Landscape & Nursery Show Overview

Rich Shortall, FSM's Executive Director, told the Board that he gave a presentation at the NorCal Landscape & Nursery Show in San Mateo on February 9, 2023. This show was operated by the Nor Cal Nursery Group and the California Landscape Contractors Association. There were many breakout sections and exhibits. His presentation focused on the role embers play in home destruction. It addressed what landscapers can do to reduce the threat of embers, for example, proper maintenance, horizontal and vertical spacing of plants, use of hardscape in landscape design, proper choices of mulches, fire resistant plant selection, and removal of highly flammable plants (special attention to "Zone 0" within five feet of the home). Rich's experience at the conference confirmed the need for FSM to work as much as possible with the landscape community. Landscapers showed high interest in learning best practices.

Wildfire Resilient Structures Conference Overview

Jen Gauna and **Meg McCabe** attended the UC Davis Inaugural *Wildfire Resilient Structures Conference & Tradeshow* in San Diego on February 7-10, 2023. This event addressed the WUI fire risk for the built environment. It drew both public and private

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audiences, such as researchers, scientists, fire safe councils, insurance industry and commercial companies. Takeaways from the conference, a summary of the presentations, and the contacts established by FSM, can be reviewed in a thorough report created by Jen, entitled, Report-out Highlights, Takeaways and Outcomes.

Jen's Report is available by sending a request to info@firesafemarin.org.

And, as always, Rich's 6-page Fire Safe Marin February 2023 Report, delivered to MWPA on February 15, 2023, is available on the FSM Reports webpage under "Other Reports" at <https://firesafemarin.org/about/reports>.

8. Call for Future Agenda Items:

Please send requests to President Chayka or to FSM staff for the next regular meeting of the Board on Wednesday, April 26, 2023.

9. ADJOURN:

Next meeting will be held on *Wednesday, April 26, 2023*. Being no further business, the Chair called for a motion to adjourn this meeting at 1035 hours.

M/S Denegri Baker / Meagor

AYES: ALL

10. SECRETARY'S CERTIFICATE:

I hereby certify that the foregoing is a true and correct copy of the minutes of Fire Safe Marin's Regular Board of Director's meeting, held on February 22, 2023.



Eva Denegri Baker, Secretary, Fire Safe Marin

April 26, 2023

Date

