

**Fire Safe Marin
Minutes of Regular Meeting of the Board
Wednesday, August 23, 2023**

Board of Directors Member Attendance:

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
Jordan Reeser	Fire Agencies – County Fire
Catherine Way	Elected Officials – Cities / Towns
Shaun Horne	Large Landowners – Water District
John Hansen	HOAs – Marin Valley Mobile Country Club
Jerry Meral	At Large – Inverness Assn & FDN, Firewise
Adriana Rabkin	Marin VOAD
Romeo Arrieta	Marin Association of Realtors
Andrew Johnson	Calif Landscape Contractors Assn

Excused:

Jim Chayka	FSM Admin – President + Large Landowners
Pete Martin	At Large – Founding Member & MCFD, retired
Larry Pasero	Fire Agencies – Fire Prevention Officers
Quinn Gardner	Fire Agencies - Operations
Stephen Quarles	At Large – Home Hardening Expert, retired

1. **Call to Order:** 0902 hours by the Vice-President, **Todd Lando**, 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 Agenda (CHAYKA):** no changes
M/S Arrieta / Way
AYES: ALL
3. **Introduce J.P. Poulson, New Firewise Liaison (SHORTALL)**
Rich Shortall introduced FSM's new part-time Firewise Liaison, J.P. Poulson, to the board. J.P.'s background is in engineering (environmental, ocean/marine, and construction). He is a block captain with a Mill Valley NPG. Vice-President Lando commented that Fire Safe Marin's Firewise program is "extremely valuable" and he is excited that J.P. will help to grow the program and make it more robust.
4. **Review and Approve Minutes from the June 28, 2023 Regular Board Meeting (CHAYKA):** no changes
M/S Weber / Meagor
AYES: ALL

5. Treasurer's Report with Handouts for August 23, 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 – 07/31/2023), Expenditure Report (01/01/2023 – 07/31/2023), and Bank Reconciliation (as of 07/31/2023). As of 07/31/2023, total equity equaled **\$298,597** with a cash balance of **\$405,578**. 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 the Revised 2023 Budget (MEAGOR)

Treasurer Meagor told the board that FSM's Finance team is **Brandan Devlin, CFO**, and **Liz Ford, Accountant**. FSM now uses *Bill.com* for its bill payment system (no more checks). When bills come in and before they are paid, **Rich Shortall** reviews them first, then **CFO Devlin, Treasurer Meagor**, and, finally, **President Chayka**.

The Treasurer presented the board with two documents: the "Fire Safe Marin, Inc. 2023 Revised Budget," and the "2023 MWPA Program Detail." Between the 2023 Adopted Budget and this Revision, there was an increase of \$1,332,529 in expenditures. Fire Safe Marin had an increase in Income received by donations from Ember Stomp, the Marin Community Foundation, and the Donner Foundation, and grant funds from the California Fire Safe Council. Expenses for the Fire Foundry program reduced by \$21,105 from the original budgeted \$33,605, to the ending \$12,500. Ember Stomp 2023's expenses reduced from \$119,500 to \$87,584, which was a decrease of \$31,916. **Rich Shortall** also commented that "in kind" contributions were not captured in this budget. Examples of these include the free yard design by the landscape design company, Yardzen, substantial work by the County of Marin, and a few other vendors donating their time at the last minute.

The Treasurer called for a Motion to Review and Approve the Revised Fire Safe Marin 2023 Budget.

M/S Denegri Baker / Hansen

AYES: ALL

7. Updates (with Handouts) (SHORTALL)

 **MWPA 2023-24 Projects**

MWPA 2023-24 Projects

FSM Executive Coordinator, **Rich Shortall**, presented the June - July 2023 Activity Report to the FSM Board, which had been delivered to the MWPA at their August 17, 2023 board meeting. ***The thirteen-page report is very detailed and its entirety will not be summarized here.*** However, this report is available to the public on the **FSM Projects** webpage at <https://firesafemarin.org/about/reports>. Alternatively, the public may request a full copy by emailing Secretary **Eva D. Baker** at evadbaker@outlook.com.

Some Highlights from the Report:

- ✓ Special Edition of Wildfire Watch in coordination with the Marin County Office of Emergency Management (OEM) and KCBS Radio: "*Marin's Emergency Alert Systems*." Featured Chief Weber, Mark Brown, and BC Lando. Received much gratitude from viewers. Program showed how far ahead of the curve Marin County is in risk management. Director **Adriana Rabkin** commented on how much the show put her at ease.
- ✓ Adapt to Wildfire Campaign won two additional International Telly Awards; this award recognizes excellence in broadcast and streamed media.
- ✓ Myth Busters segments with **BC Todd Lando** continue to be very popular.
- ✓ The Maui Fire Disaster caused a significant increase in FSM's "hits" and "click through rates" on Social Media.
- ✓ FSM's Adapt Campaign, videos, literature, etc. continue to be heavily focused on the bilingual population. To view a comprehensive list of Spanish language content on the FSM website, go to <https://firesafemarin.org/en-espanol/>.
- ✓ **Rich Shortall** and **JP Poulson** are hard at work revitalizing the Firewise USA program in Marin.
- ✓ Throughout the summer, FSM distributed more than three thousand *Evacuation Survival Checklists* and other printed materials such as *The Homeowners Guide to Wildfire, Power & Prepared*, and *Sign Up for Alert Marin*.
- ✓ FSM commenced a new **Community Ambassador Program**, gathering people from the Firewise sites, the Fire Foundry, and the Defensible Space Home Evaluation Program, eighteen in total. The program's mission is to enable FSM to expand community outreach beyond the limitations of its small FSM staff. After some initial training, Ambassadors are paid a small stipend to go out and engage the community, mostly at tabling events. Community events include the Marin County Fair, Farmers Markets, Food Pantries, local festivals, and Health Hubs. This past summer these Ambassadors made over four thousand engagements. Nine of the Ambassadors are fluent in Spanish. The Ambassadors have reported back to staff with common questions and concerns from the community.

8. Call for Future Agenda Items:

Vice-President Lando wanted these August minutes to reference the list of Future Agenda Items captured in the June 28, 2023 FSM Board Meeting Minutes so that they would not be forgotten:

- ✓ Fire Insurance (**John Hansen**)
- ✓ Zone Zero Legislation (**Quinn Gardner**)
- ✓ United Policyholders and Insurance Institute (**Stephen Quarles**)
- ✓ Combustibility of Mulch Project in West Marin (**Jim Chayka**)

Final Minutes Corrected and Approved by Fire Safe Marin Board on October 25, 2023

Board members and guests also provided brief updates from their jurisdictions:

- ✓ The Marin Valley Mobile Country Club, after a tremendous effort, managed to prevent the City of Novato's sale of their neighborhood. **(John Hansen)**
- ✓ One Tam Forest Health Strategy is now complete and is linked here: https://www.onetam.org/sites/default/files/pdfs/marin_regional_forest_health_strategy_2023.pdf. **(Josh Horne)**
- ✓ Asked if FSM could come speak to the Marin VOAD regarding the Maui Disaster in relation to how to get messaging out to "hard to reach" communities such as the Access & Functional Needs (AFN) community. Rich thought this was an excellent idea. **(Adriana Rabkin)**
- ✓ Many senior people in Marin do not identify as AFN or belonging to nonprofit groups, and, thus, are vulnerable by not receiving important information normally targeted to such groups. **(Supervisor Katie Rice, the FSM Chair)** Rich Shortall strongly agrees and gave a couple examples of how FSM is doing outreach to seniors, too (e.g., 9/13/2023 evacuations presentation by FSM with the Marin CIL at the Cedars in Ross Valley).
- ✓ U.K. Guardian article featured a one hundred-year-old home in Lahaina that survived the Maui Fire. Also, IBHS recently published an early After Action Report (AAR) on the loss and survival of structures in Lahaina, i.e., newer construction (2019-2020) used building codes similar to California and were not affected by the Fire. **(Jim Kasper)**

Please send agenda requests to **President Chayka** or to FSM staff for the next regular meeting of the Board, to be held on Wednesday, October 25, 2023.

9. ADJOURN:


Next meeting will be held on *Wednesday, October 25, 2023*. Being no further business, ***the Chair called for a Moment of Silence in honor of the Maui Fire Disaster victims***, and then for a motion to adjourn this meeting at 1006 hours.

M/S Weber / Horne

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 August 23, 2023.



Eva Denegri Baker, Secretary, Fire Safe Marin

October 25, 2023

Date