

**Fire Safe Marin
Minutes of Regular Meeting of the Board
Wednesday, October 25, 2023**

Board of Directors Member Attendance:

Jim Chayka	FSM Admin – President + Large Landowners
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
Catherine Way	Elected Officials – Cities / Towns
John Hansen	HOAs – Marin Valley Mobile Country Club
Stephen Quarles	At Large – Home Hardening Expert, retired
Adriana Rabkin	Marin VOAD
Andrew Johnson	Calif Landscape Contractors Assn

Excused:

Todd Lando	FSM Admin – Vice-President + Fire Agencies
Jordan Reeser	Fire Agencies – County Fire
Shaun Horne	Large Landowners – Water District
Pete Martin	At Large – Founding Member & MCFD, retired
Jerry Meral	At Large – Inverness Assn & FDN, Firewise
Romeo Arrieta	Marin Association of Realtors

1. **Call to Order:** 0904 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 Agenda (CHAYKA):** no changes
M/S Quarles / Hansen
AYES: ALL
3. **Review and Approve Minutes from the August 23, 2023 Regular Board Meeting (CHAYKA)** with correction to item #6 on page 2, replace “CPA” with “Accountant” in reference to **Liz Ford**.
M/S Meagor / Rabkin
AYES: ALL
4. **Treasurer’s Report with Handouts for October 25, 2023 Board Meeting (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 – 09/30/2023), Expenditure Report (01/01/2023 – 09/30/2023), and Bank Reconciliation (as of 09/30/2023). As of 09/30/2023, total equity equaled **\$264,080** with a cash balance of **\$319,843**. The Board acknowledged and filed the Treasurer’s Report and

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Financials. *This Report in its entirety is available by request to **Eva D. Baker** at evadbaker@outlook.com.*

Treasurer Meagor told the board that FSM's Tax Form 990 will be filed today. He also requested that members who have not already done so, acknowledge the Conflict of Interest Form, required annually as well.

5. Updates (with Handouts) (SHORTALL)

Year End Report

MWPA 2023-24 Projects

Year End Report 2022-23

FSM Executive Coordinator, **Rich Shortall**, presented the board with FSM's official Year End Report FY2022-23. This report in its entirety can be found online [HERE](#). This comprehensive document captures the metrics, insights, and outcomes of Fire Safe Marin's endeavors over the past year. Rich complimented the content and quality of the report giving credit to **Jen Gauna**, FM's Director of Operations, who was responsible for much of it.

Rich said that he and his team are very proud of the achievements of Fiscal Year 2022-23. All accomplishments are recorded in the Year End Report. Those that stand out are the following:

- *Relationship building and fostering collaboration* to enhance public outreach.
- *In-person community events* created many meaningful engagements with the public resulting in program and strategy improvements.
- *Optimized communications* through the creation of a more strategic approach to them and using a full year communications calendar. And,
- Targeted creative content development.

Rich told the board that FSM commissioned Godbe Research to conduct a study of Marin residents and their attitudes, knowledge, and awareness around wildfire risk. Research results (outlined in the Year End Report) demonstrated a very high awareness existing in Marin and that the threat of wildfire is a top priority for residents. Information from this assessment is being used to guide all of FSM's outreach strategies.

Over the last fiscal year, FSM expanded the scope of its programs, partnerships, and educational resources to increase and improve the quality of outreach to Marin's 260,000 residents. Here are just *some* of Fire Safe Marin's Accomplishments reported to the board by Rich and contained in the Year End Report (the complete picture is included in the report):

- Resident engagement grew three times from the previous year.
- Public Service Announcements (PSAs) were very popular, for example, Evacuations, Vents, Gutters, Spring Yard Work, Zone 0, and MWPA.
- *Adapt Campaign* used Digital Ads targeted across multiple platforms. Each Ad series

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created needs to be converted into 41 different formats to maximize the use of medial channels. Spanish language is included.

- Fire Safe Marin won (out of 12,000 applicants) two *International Telly Awards* for Excellence in Video Production: 1) *Adapting to Wildfire Campaign* won a Silver Medal for **Online Commercial Campaigns Not-for-Profit Category**; and 2) an Award under the category, **Animated Shorts under 40 minutes Non-Broadcast** for the “*Adapting to Wildfire: the Musical*” production.
- FSM’s monthly newsletter currently has 13,000 engaged subscribers with a 60% open rate (up 9% from last year).
- Subscribers to FSM social media have increased 35% (6,755 followers and counting).
- FSM’s website (FSM’s “Crown Jewel”) sees 127,000 visitors from all around the world per year, peaking August to October. A new Resource Library was added by overhauling the vast collection of educational materials. This Library encompasses the “Greatest Hits of Fire Safe Marin,” and is part of the improvements made in that last year.
- Video streaming increased 33% to 50,000 views. The top performing video is “Are you Ready to Evacuate?” which demonstrates that Evacuation content is “top of mind” for residents.
- The *Myth Busters* series, which debunks misconceptions in very short videos, continues to be popular in and outside of Marin. Also very popular are the 30-second and less video series, “*What is? Que es?*”, and “*Did You Know?*” Subjects include, for example, “What is a Red Flag Warning Day?” and, “Did You Know...Zone Zero.”
- FSM engaged with and actively cultivated partnerships across community-based organizations (CBOs), wildfire industry groups, governmental agencies, and private and public institutions to meet the goal of reaching all 260,000 residents in Marin, especially the underserved and vulnerable populations. Working closely and regularly with its community partners has helped to guide Fire Safe Marin’s programming.
- Marin proudly boasts 80 active Firewise sites, encompassing nearly 50% of all households in the county and totaling over 50,000 homes in Marin’s highest fire-risk areas. In the last fiscal year, Firewise sites in Marin collectively volunteered nearly 200,000 hours, and invested \$11.4 million dollars into enhancing their communities’ readiness for wildfire. Firewise leaders play critical roles in activating their sites as outlined here: Firewise USA Certification and Re-Certification, Evacuation Drills, Neighborhood Outreach, staffing **Ember Stomp**, submitting grants for vegetation management projects to PG&E, and leading monthly meetings.
- Fire Safe Marin continued to act as a resource to answer questions regarding home hardening, landscaping, etc. Calls and emails were up three times from the previous year. FSM responded 6,600 times by phone, email, forms, social media, and in-person engagements.

MWPA 2023-24 Projects

FSM Executive Coordinator, **Rich Shortall**, presented the September 2023 Activity Report to the FSM Board, which had been delivered to the MWPA at their October 19, 2023, board meeting. ***The twelve-page report is very detailed and will not be summarized here. However, this report is available to the public on FSM’s Marin Wildfire Prevention Authority Projects Update webpage by clicking here: [September 2023 Activity Report](#). Alternatively, the public may request a full copy by emailing Secretary **Eva D. Baker** at evadbaker@outlook.com.***

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6. Discuss Board Meeting Date and Membership (CHAYKA)

President Chayka proposed to the board that the next regular meeting be held on Wednesday, December 13, 2023 (and not the fourth Wednesday, December 27th) due to holiday conflicts. The board agreed.

Chayka also proposed that a sub-committee be formed to evaluate and propose a slate of 2024 board members. **Secretary Denegri Baker** gave the council the list of directors whose terms expire in January 2024: **Todd Lando, Roger Meagor, Eva Denegri Baker, Larry Pasero, Shaun Horne, Adriana Rabkin, and Romeo Arrieta.** *Directors Arrieta, Gardner, Way, and Hansen volunteered to staff the subcommittee (as well as the Executive Committee).*

Motion to Approve Formation of a Sub-committee to evaluate and propose a slate of Directors for the 2024 Fire Safe Marin Board; this sub-committee will include members of the FSM Executive Committee, and Directors Romeo Arrieta, Quinn Gardner, Catherine Way, and John Hansen.

M/S Arrieta / Weber

AYES: ALL

7. Call for Future Agenda Items:

- ✓ Mulch Study (**Stephen Quarles**)

Please send agenda requests to **President Chayka** or to FSM staff for the next regular meeting of the Board, to be held on Wednesday, December 13, 2023.

8. ADJOURN:

Next meeting will be held on *Wednesday, December 13, 2023*. Being no further business, called for a motion to adjourn this meeting at 1033 hours.

M/S Pasero / Denegri Baker

AYES: ALL

9. 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 October 25, 2023.


Eva Denegri Baker, Secretary, Fire Safe Marin **December 13, 2023**
Date