

Final Minutes Approved by Fire Safe Marin Board at April 24, 2024 General Meeting

**Fire Safe Marin
Minutes of Regular Meeting of the Board
Wednesday, February 28, 2024**

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
Jordan Reeser	Fire Agencies – County Fire
Jason Weber	Fire Agencies – Fire Chiefs
Larry Pasero	Fire Agencies – Fire Prevention Officers
Quinn Gardner	Fire Agencies - Operations
Catherine Way	Elected Officials – Cities / Towns
Shaun Horne	Large Landowners – Water District
John Hansen	HOAs – Marin Valley Mobile Country Club
Stephen Quarles	At Large – Home Hardening Expert, retired
Jerry Meral	At Large – Inverness Assn & FDN, Firewise
Adriana Rabkin	Marin VOAD
Romeo Arrieta	Marin Association of Realtors
Andrew Johnson	Calif Landscape Contractors Assn

Honorary:

Supervisor Katie Rice	FSM Chair & Board of Supervisors
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Excused:

Pete Martin	Director Emeritus - Founding Member & MCFD, retired
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1. **Call to Order:** 0902 hours by the 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 (LANDO):** no changes
M/S Hansen / Quarles
AYES: ALL
3. **Review and Approve Minutes from the December 13, 2023 Regular Board Meeting (CHAYKA):** no changes
M/S Chayka / Hansen
AYES: ALL

4. Treasurer's Reports with Handouts for February 28, 2024 Board Meeting (MEAGOR)

Treasurer Roger Meagor shared two Treasurer's Reports with the Board, each containing attachments for the Balance Sheet, Income Statement, MWPA Budget vs. Actuals, Expenditure Report, and Bank Reconciliation.

1. Treasurer's Report 2023 Year End:

Total Equity - \$218,853

Cash Balance - \$400,633

2. Treasurer's Report as of January 31, 2024:

Total Equity - \$284,641

Cash Balance - \$432,799

The Board acknowledged and filed Both Treasurer's Reports and 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 received \$40,000 donation for the Fire Foundry.

5. Review and Approve the 2024 FSM Budget (MEAGOR)

Treasurer Meagor shared with the directors a draft **Fire Safe Marin, Inc. 2024 Budget** and requested approval. He said that this budget will probably be amended in the fall to include any changes that may occur. The **Treasurer, Meg McCabe**, and **Rich Shortall** answered questions from the Directors about the proposed budget, as follows:

- Adapt Campaign – proposed 2024-dollar amounts are significantly lower than those for 2023 because in 2024 FSM's new and more efficient strategy has a bigger focus on Social Media, and less on purchasing Ads.
- Chipper Program (MWPA) – even though the Chipper Program shifted to the responsibility of the MWPA, that Authority does not have the capacity to manage the financials with vendors. Thus, Fire Safe Marin agreed to manage the financial part of it.
- How invoices are processed – Invoices go through several levels before approval, starting with the staff (first), CFO Brendan Devlin (second), FSM President (third), and the Treasurer (final).

Vice-President Chayka offered appreciation for the work that **Treasurer Meagor** does on the Fire Safe Marin budget. The Treasurer added that **Accountant Liz Ford** is very reasonable and affordable in her pricing.

Motion to Review and Approve the 2024 Fire Safe Marin budget, as presented by Treasurer Meagor:

M/S Rabkin / Weber

AYES: ALL

6. Introduction of New Part-time Staff Members (SHORTALL)

FSM Executive Coordinator, **Rich Shortall**, introduced two new part-time staff to the Board of Directors: **JP Poulson**, Firewise USA Liaison, and **Christine Abela**, Office Manager, and gave them a chance to speak.

7. Review and Approve the FSM Transition Plan for FY2024 – 2025 (LANDO)

President Lando announced that, starting July 1st, Executive Director, **Rich Shortall**, will be stepping down from full time work and moving to more of an advisory role with FSM for pay at a contracted rate. For this to happen, there needs to be a Transition Plan in place. FSM's Executive Committee met recently and approved a Transition Plan proposed by staff. The President seeks today its concept approval by the FSM Board of Directors.

The proposal envisions **Meg McCabe** and **Jen Gauna** sharing Rich's current Executive Director position as "co-directors." Meg will be the *Co-director of Development*, which includes creative, programs, content, communications, digital, written, and video. Essentially, Meg will be responsible for how FSM shapes its communications and messaging (more internal). Jen will be the *Co-director of Operations & Outreach*, which includes administration, planning, program management, outreach, budget, and reporting. Essentially, Jen will be responsible for getting the messaging out to residents and the technical side (more external). Meg said that when developing content, they will continue seeking expertise from the Directors, for example, **Stephen Quarles**, on home hardening. The President added that FSM staff have always "tapped into the talents of the Board."

President Lando explained that this transition plan is currently a "concept," and more details will be added and set out for approval in the future. The Executive Committee has "high confidence" in Meg and Jen. **Vice-President Chayka** added that layers of accountability and checks & balances are built in involving the executive team and the board. **Treasurer Meagor** assured us that, per the bylaws, staff do not work in a vacuum, but rather, must report to the Executive Team. **Director Jerry Meral** added that "in the non-profit world, [the co-director] model is becoming more conventional." The President said that the Executive Committee has "high confidence" in Meg and Jen. He would like an update from staff at the next board meeting on how the transition is progressing.

Supervisor Rice expressed her gratitude to **Rich Shortall** for leading the FSM team these past three years into a brand-new era, saying, "this really is FSM 3.0."

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Chief Weber added that Rich's leadership has now reached statewide: "FSM's leadership is endless." He also thanked Meg and Jen for being willing to step up. Finally, everyone thanked **Vice-President Jim Chayka** for serving as president all these years and stepping up to be vice-president once again.

Motion to Approve the Transition Plan as presented:

M/S Hansen / Denegri Baker

AYES: ALL

8. Updates (with Handouts)

✚ MWPA 2023-24 Projects (GAUNA)

Director of Operations, **Jen Gauna**, presented the January 2024 Activity Report to the FSM Board, which had been delivered to the MWPA at their February 15, 2024 board meeting. ***The fifteen-page report is incredibly detailed and will not be summarized here.*** However, this January 2024 report is available to the public on Fire Safe Marin's website (firesafemarin.org/about/reports/) under the tab, "**Project Updates**". Alternatively, the public may request a full copy by emailing Secretary **Eva D. Baker** at evadbaker@outlook.com.

9. FSM FY2024 – 2025 Projects Proposal to MWPA (STAFF)

Staff told the board that the MWPA Operations Committee had laid out its project priorities for FY2024-25, and one of them called for FSM increasing public education particularly to new audiences and supporting activities such as home hardening and defensible space, safe evacuation, and reducing human-caused ignitions. To that end, staff shared with the directors a draft of their proposal to the MWPA with deliverables by FSM during Fiscal Year 2024-2025. This proposal includes five slides and a ten-page report. Fire Safe Marin is requesting a budget of \$975,000 from the MWPA, which is a reduction from last year's allocation for all deliverables. There will be an emphasis on expanding content and outreach to different populations in Marin such as the Access & Functional Needs (AFN) community, bilingual residents, renters, seniors, and rural communities. FSM's education programming is data-driven so that it can be tracked and analyzed, and thus shaped.

FSM deliverables for this fiscal year include the following: *Ambassador Program, Firewise, Website & YouTube, Bilingual Content, Community Partnerships, Social Media, MWPA Social Media & Promotion, Paid Advertising, Newsletter, Video Production, Wildfire Watch Specials, New Educational Materials, Print & Outdoor, Response to Public, School Programs, Professional Training, Home Evaluation Support, Ember Stomp, and Comprehensive Monthly and Annual Reports.*

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10. Call for Future Agenda Items (LANDO)

- ✓ Requests draft of the transition plan at the June 2024 FSM board meeting with roles and titles “so we are ahead of the July 1st transition.” (LANDO)
- ✓ Invite **Steven Torrance (Marin OEM)** to speak at a board meeting. (WAY)
- ✓ As a reminder, **Secretary Denegri Baker** noted previous suggestions for agenda items regarding these subjects:
 - Fire Insurance (bundled with United Policyholders and the Insurance Information Institute)
 - Zone Zero Legislation
 - Combustibility of Mulch
 - Potential public seminar

Please send agenda requests to **President Lando** or to FSM staff for the next regular meeting of the Board, to be held on Wednesday, April 24, 2024.

11. ADJOURN:

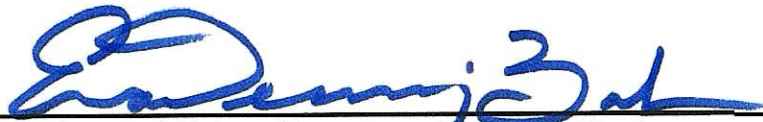
Next meeting will be held on *Wednesday, April 24, 2024*. Being no further business, the President called for a motion to adjourn this meeting at 1048 hours.

M/S Quarles / Hansen

AYES: ALL

12. 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 28, 2024.



Eva Denegri Baker, Secretary, Fire Safe Marin

April 24, 2024

Date