

Signed

Fire Safe Marin
Minutes of Regular Meeting of the Board
Wednesday, June 26, 2024

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
Larry Pasero	Fire Agencies – Fire Prevention Officers
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
Romeo Arrieta	Marin Association of Realtors
Andrew Johnson	Calif Landscape Contractors Assn

Excused:

Jim Chayka	FSM Admin – President + Large Landowners
Jordan Reeser	Fire Agencies – County Fire
Quinn Gardner	Fire Agencies - Operations
Adriana Rabkin	Marin VOAD

Honorary:

Supervisor Katie Rice	FSM Chair & Board of Supervisors
Pete Martin	Director Emeritus - Founding Member & MCFD, retired

1. **Call to Order:** 0904 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. **Introduction of New Hire (GAUNA):** Social Media expert, **Angelina Martin**, was introduced by **Jen Gauna** to the Board as FSM's new hire in charge of Social Media strategy. Along with staff, Angelina did an audit and strategy review of FSM social media. The outcome was implementation of improved best practices, standard operating procedures, and refining processes and content. Big impacts have already been seen. Angelina later gave an informal and very interesting presentation to the board on social media platform algorithms and analytics, including the goal of algorithm consistency leading to the reward of greater visibility, and how to "get out of the blue dot and into the green."

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3. Review and Approve Agenda (LANDO): no changes
M/S Quarles / Way
AYES: ALL

4. Review and Approve Minutes from the April 24, 2024 Regular Board Meeting (LANDO): no changes
M/S Hansen / Way
AYES: ALL

5. Treasurer's Report with Handouts for June 26, 2024 Board Meeting (MEAGOR)
Treasurer Roger Meagor shared with the Board a Treasurer's Report for the meeting of June 26, 2024, containing attachments for the Balance Sheet, Income Statement, MWPA Budget vs. Actuals, Expenditure Report, Bank Reconciliation, and a document entitled "Due from MWPA at 05/31/24," which indicates that the balance due at 05/31/24 from the MWPA is \$371,745.95.

Total Equity - \$365,009
Cash Balance - \$345,803

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.*

Treasurer Meagor told the board that FSM received a \$5,000 donation for *Ember Stomp*. FSM also purchased a cargo van to help with community outreach activities, including transporting equipment.

6. Updates (with Handouts)
✚ MWPA 2023-24 Projects (MCCABE / GAUNA)

Co-director of Operations, **Jen Gauna** and Co-director of Development, **Meg McCabe**, presented the May 2024 Activity Report to the FSM Board, which had been delivered to the MWPA at their June 13, 2024 board meeting. ***The sixteen-page report is incredibly detailed and will not be summarized here. However, this May 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.***

Some Highlights from the Report:

- ✓ Overview of FSM's *Outreach and Engagement* from May 1 to May 31, 2024.
 - May reach was 65,000 and average engagement at 12%.
 - Social Media – 104 posts, appearing 32,000 times on Facebook, Instagram, LinkedIn, and Twitter/X.

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- Facebook provided the greatest reach of all social media platforms
 - Big jump in YouTube views at 15,600 (300% increase from April); featured video of the month was Mark Brown's Make It Downhill Alive, which was seen by nearly 7,000 people (620 hours viewed).
 - Website – 9,500 visitors and 17,500 page views; most visited pages remain soffits, vents, and mulches; half of traffic driven by Google; wildfire inspections are also bringing in more traffic.
 - May Newsletter – 6,500 openings, 51.7% open rate, 12% click through (theme was "Wildfire Awareness Starts at Home").
 - Telephone Call & Email Inquiries – continue to increase.
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- ✓ **Angelina Martin** noted that FSM's YouTube channel is getting very close to "monetizing".
 - ✓ FSM is now managing the MWPA's Social Media (**Kaya Halpern**).
 - ✓ New video production in the works is first episode of new series, *Fix the Risk*, explaining common issues identified in Wildfire Risk Reports. FSM is working a campaign through July in English and Spanish to encourage residents to open their wildfire risk reports. Director **Stephen Quarles** was thanked for his help with the new episode in this series, "Wildfire Prepared Home."
 - ✓ FSM initiated collaboration with *North Marin Community Services* in order to target outreach to their Latine constituents in Novato with co-branded materials in Spanish.
 - ✓ A recent decrease in open rate of FSM's monthly outreach emails to their Communications Partners has been discovered. These emails contain in English and Spanish wildfire safety tips meant to be shared by the partners with the residents within their networks and/or jurisdictions. To address the dip, FSM has instituted a bi-annual check-in with the partners to encourage them to open and share these tips.
 - ✓ FSM's **Community Ambassador Program** engaged 415 residents over six events in May. They also received Continuing Education for the second year in a row. Program now stands at twenty-four ambassadors and includes six new recruits from the F.I.R.E. Foundry, as well as four community leaders who expressed interest.

✚ Ember Stomp Update (SHORTALL)

2024 Ember Stomp Wildfire Prevention Festival will take place on Saturday, September 7th from 11am until 5pm at the Marin Civic Center. Rich Shortall sent invitations to 95 organizations to participate. Website pages were created, too. Fundraising is well underway. PG&E became a Gold Level Sponsor! IBHS will be there with an upgraded live burn demonstration. **Director Quarles, President Lando, Treasurer Meagor, and Rich Shortall** are currently working on life-size exhibits (i.e., soffits, stucco, etc.). Shortall asked if the FSM Directors could help staff the event. Chief Weber is providing some Fire Foundry members to help.

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7. Call for Future Agenda Items (LANDO): No new items

Please send agenda requests to **President Lando** or to FSM staff for the next regular meeting of the Board, to be held on Wednesday, August 28, 2024.

8. ADJOURN:

Next meeting will be held on *Wednesday, August 28, 2024*. Being no further business, the President called for a motion to adjourn this meeting at 0957 hours, **with a Moment of Silence due to a tragedy that occurred this morning at the Novato Fire District.**

M/S Denegri Baker / Hansen

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 June 26, 2024.



Eva Denegri Baker, Secretary, Fire Safe Marin

August 28, 2024

Date