

**Fire Safe Marin
Minutes of Regular Meeting of the Board
Held on Wednesday, April 23, 2025**

Board of Directors Member Attendance:

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

Excused:

Catherine Way	Elected Officials – Cities / Towns
Shaun Horne	Large Landowners – Water District
Adriana Rabkin	Marin VOAD
Andrew Johnson	Calif Landscape Contractors Assn

Honorary:

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

1. **Call to Order:** 0901 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. Also present was **Supervisor Brian Colbert**, Fire Safe Marin's Chair.
2. **Introduction of New Strategic Partnership with Bill Tyler (LANDO)**
The President announced that newly retired Novato Fire Chief, **Bill Tyler**, has joined FSM staff to help fill the void left by **Rich Shortall** last year. His decades of experience in fire prevention will help him tackle some big projects, including coordinating the next *Ember Stomp* event in September. Bill is on an hourly contract for a set period of time through the end of June 2025. He thanked the board for the warm welcome and reassured everyone that he cares deeply for Fire Safe Marin.
3. **Discuss Open Seat on Board Due to Departure of Romeo Arrieta (LANDO)**
Director Romeo Arrieta recently submitted a letter of resignation to Fire Safe Marin. **President Lando** said that he has thanked Romeo for being a fantastic partner and

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hard working board member. The board had some discussion about filling the position with someone from the Marin Realtor's Association. **Bill Tyler** has great connections there and said that the association's executive team has proposed three names for the replacement. **President Lando** said that FSM's executive team will bring a nomination to the next meeting in June for vote.

4. **Review and Approve Agenda (LANDO):** no changes
M/S Denegri Hansen / Quarles
AYES: ALL
5. **Review and Approve Minutes from the February 26, 2025 Regular Board Meeting (LANDO):** no additions or corrections
M/S Quarles / Hansen
AYES: ALL

6. **Treasurer's Report with Handouts for April 23, 2025 Board Meeting (MEAGOR)**
Treasurer Roger Meagor shared the April 2025 Treasurer's Report with the Board, and it included the Balance Sheet (03/31/2025), Income Statement (01/01/2025 – 03/31/2025), MWPA Budget vs Actuals (01/01/2025 – 03/31/2025), Expenditure Report (01/01/2025 – 03/31/2025), and Bank Reconciliation (as of 03/31/2025). Total equity equaled **\$360,371** with a cash balance of **\$398,514**. 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 the former line item, "Adapt Campaign," is now listed as "Advertising" in the FSM Budget..

7. **Presentation from Fire Aside (JASON BROOKS)**
President Lando introduced the Founder of the Fire Aside app, **Jason Brooks**, to the board. Brooks gave a very detailed presentation on how many ways the app can be used. Lando said that the two of them had met each other back in 2018 after the North Bay Fires. **Jason Brooks** was working on an app at that time for homeowners. Since then, Brooks has built a company that has greatly expanded. With that their Fire Aside App has developed into a very powerful and valuable tool that all FSM's member agencies use. Fire Aside is a basically a platform that provides communities with tools and resources to lower the risk of wildfire. The app has software programs for Defensible Space Inspection, Chipper Days, wildfire mitigation grant management, and data analysis. Fire Safe Marin's two executive directors, **Jen Gauna** and **Meg McCabe**, meet with the Fire Aside team twice a month to collaborate on the Home Evaluation Program. Staff shares information and educational content and input for shaping messages regarding the Wildfire Risk Report that go directly to residents by the App.
8. **Updates (with Handouts) (STAFF)**
MW FY 2025 Projects + Activities
Co-director of Operations, **Jen Gauna** and Co-director of Development, **Meg McCabe**, presented the FSM March Activity Report to the FSM Board. This report

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had been delivered to the MWPA at its April 21, 2025 board meeting. ***This report is incredibly detailed and will not be summarized here.*** However, all FSM Project Reports are available to the public on Fire Safe Marin's website [HERE](#), under the tab, "***Project Updates***". Alternatively, the public may request a full copy by emailing Secretary ***Eva Baker*** at evadbaker@outlook.com.

Some Highlights from the Report:

FSM's *Public Education and Outreach Activities* March 1 – 31, 2025:

- FSM's spring public education digital campaign, "*Move It Out 5 Feet!*", was targeted to the Spanish speaking community and has been successful in increasing "open rates" for Spanish speakers.
- Highest search term on FSM's website is "Fences."
- FSM's YouTube channel had steady viewership in March, partially driven by the video series *Fix the Risk* and *Zone 0*.
- FSM attended ten events in March engaging nearly 700 people. Staff gave a big thank you to **Director Stephen Quarles** who has always showed up. One of the events was the California Wildfire & Forest Resilience Task Force Regional Meeting held on March 27th in San Rafael at the Embassy Suites. Fire Safe Marin worked together with the state task force to bring the meeting to Marin, acted as the fiscal agent for sponsorships to support the cost of the event, and delivered a resource fair that included agencies from throughout the state. The event was sponsored by Marin Wildfire and the Climate & Wildfire Institute.
- Firewise USA sites in Marin gained two new sites to make 80, which constitutes more than 50,000 residents.
- FSM constantly receives requests for media interviews. **President Lando, Chief Weber, and Director Quarles** have always accepted these requests and have been a big help to staff.
- May is *Wildfire Preparedness Month*; FSM is developing an eight-page piece to hit in June.
- New block of funding for the next County Coordinator grant will be announced in April. FSM is working on the application.
- **Supervisor Brian Colbert** shared his thoughts about FSM's Ambassador Program being a really great program.

📌 Update on MW FY 2026 Work Plan

Co-directors McCabe and Gauna provided the board with an update on the proposed Fiscal Year 2026 Work Plan including additional information on the increase in budget request to Marin Wildfire and the expanded scope of work by Fire Safe Marin.

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9. Call for Future Agenda Items (LANDO):

- ✓ What opportunities exist to diversify funding and to assure long term fiscal health. **(GARDNER)**
- ✓ Does the Board have a role in supporting content creation or reviewing and approving key campaigns. **(GARDNER)**
- ✓ Can Fire Safe Marin look back and track the impact of FSM's efforts in terms of damage spared. **(MERAL)**
- ✓ Green Bins. **(LANDO)**

Please send agenda requests to **President Lando** or to FSM staff for the next regular meeting of the Board, to be held on Wednesday, June 25, 2025.

10. ADJOURN:

Next meeting will be held on *Wednesday, June 25, 2025*. Being no further business, the President called for a motion to adjourn this meeting at 1032 hours.

M/S Chayka / Gardner
AYES: ALL

11. 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 April 23, 2025.



Eva Denegri Baker, Secretary, Fire Safe Marin

June 25, 2025

Date