

**MARIN EMERGENCY RADIO AUTHORITY**

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**MEMORANDUM**

**DATE:** January 11, 2012  
**TO:** MERA Executive Committee  
**FROM:** Maureen Cassingham, Executive Officer  
**SUBJECT:** AGENDA ITEM **B-1**: REPORT #6 ON MERA STRATEGIC PLAN IMPLEMENTATION

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**Recommended Action:** Receive and file Report #6 on Strategic Plan Implementation as presented.

**Background:** On December 14, 2011, the MERA Board of Directors approved the Executive Committee recommended Vision Statement, Core Values and Revised Principles of Governance consistent with the creation in concept of the nine-member Executive Board developed by the Governance Work Group, while retaining the current MERA Board as ultimate authority over operational matters, annual budgets and indebtedness.

The Board also approved the recommended process for revising the Strategic Plan on an annual basis at their December meetings. Likewise, the Board approved revisions to the Outreach Sections of the Plan as recommended by the Outreach Subcommittee and Executive Committee.

MERA's General Counsel was tasked with revising the current JPA Agreement with the proposed revisions. Any comments received from Members will be provided to Counsel to assist with this process. The Executive Officer was directed to develop and disseminate to the members, a draft JPA Amendment review process and timeline leading up to the May 16, 2012 Board meeting, where adoption of the amended JPA Agreement will be considered. JPA Agreement amendments require two-thirds affirmative vote (seventeen members) of all the members of the Board. A tentative schedule, which includes time for Board member consultation with their agencies, is attached for your review and input.

The Finance Committee will receive the DPW 700 MHz Feasibility Study in February which will assist them in finalizing sources and amounts of funding, and timing thereof, to develop a system replacement finance plan for submission to the Executive Committee

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and Board. The Committee will also review, as part of their strategic planning charge, the Lando Formula and two critical areas of participatory MERA costs, namely base infrastructure and operations (utilization) costs passed on by the Governance Work Group.

The Outreach Subcommittee will meet on January 19 to review Executive Subcommittee (Revere, Kreins and Rodericks) input on the draft Fact Sheet and FAQs to improve MERA information and member communications, consider additional work to be performed by consultants Mullen and Price (Indie Politics), and revisit the Strategic Plan tag-line based on Member suggested revisions. Recommendations on these matters will go to the Executive Committee at the March 14 meeting.

ATTACHMENT: MERA Strategic Plan Implementation – Updated Timeline  
Proposed 1/4/12