

MARIN EMERGENCY RADIO AUTHORITY

c/o Novato Fire Protection District

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DRAFT: 8/14/14

GOVERNING BOARD

Minutes of July 14, 2014 Special Meeting

Call to Order and Introductions:

The meeting was called to order by President Pearce on July 14, 2014 at 3:36 p.m. at the Novato Fire Protection District's Administration Office, Heritage Conference Room, 95 Rowland Way, Novato, CA 94945. Self-introductions followed.

Governing Board Members & Alternates Present:

Town of Corte Madera	Roger Sprehn (Alternate)
City of Larkspur	Robert Sinnott
City of Mill Valley	Angel Bernal, Jacqueline Graf-Reis (Alternate)
City of Novato	Jeanne MacLeamy
Town of Ross	Tom Gaffney
Town of San Anselmo	Kay Coleman, Debra Stutsman (Alternate)
County of Marin	Matthew Hymel
City of Sausalito	Jennifer Tejada
Town of Tiburon	David Hutton (Alternate)
Bolinas Fire Protection District	Anita Tyrrell-Brown
Inverness Public Utility District	Scott McMorrow (Alternate)
Kentfield Fire Protection District	Paul Smith, Ron Naso (Alternate)
Marin Community College District	Todd Kidder (Alternate)
Marin Transit	Amy Van Doren
Marin Municipal Water District	Mike Swezy (Alternate)
Marinwood Community Services District	Thomas Roach
Novato Fire Protection District	Brad Beedle
Ross Valley Fire Service	Richard Shortall
Southern Marin Fire Protection District	Martin Langeveld, Jim Irving (Alternate)
Tiburon Fire Protection District	Richard Pearce
Central Marin Police Authority	Todd Cusimano

Governing Board Member Agencies Absent:

City of Belvedere
Town of Fairfax
City of San Rafael
Stinson Beach Fire Protection District

Staff Present:

NERA Executive Officer	Maureen Cassingham
NERA General Counsel	Trisha Ortiz
County DPW/MERA Operations Officer	Craig Tackabery
NERA Special Project Manager	Dave Jeffries
NERA Special Project Administrative Assistant	Alex Anderson
Communications Services Mgr. (DPW)	Shelly Nelson
Recording Secretary	Gretchen Felciano

Guests Present:

Dan Mullen	Indie Politics
Terry Price	Price Campaign Solutions

A. Executive Officer's Report (Cassingham)

1. Proposed Resolution of the Governing Board of the Marin Emergency Radio Authority Requesting the County of Marin to Submit a Measure Authorizing the County to Levy a Parcel Tax to the County's Voters at the Election to be Held on November 4, 2014

Pearce thanked all for the tremendous work to get us to this point today. From strategic planning, Strategic Plan implementation, outreach, Next Gen planning, budgeting and financing worked on by MERA's many Committees, Executive and Governing Boards, staff and consultants, a remarkable amount of effort has been invested leading up to the presentation of the Resolution before us today.

Cassingham introduced the Proposed Resolution requesting the Board of Supervisors to place MERA's Parcel Tax Measure on the November 4 ballot. She said the Executive Board earlier today unanimously recommended Governing Board adoption of this Resolution. She acknowledged the thousands of hours expended since 2009, on strategic planning and implementation, of which the centerpiece is the Next Gen Replacement System. She noted an estimated 127 public meetings convened over the last 4-plus years to discuss, act on and implement MERA's Strategic Plan, Next Gen Feasibility Study, Project Budget and Financing Plan and Member and Public Outreach and Education Plans.

Cassingham noted MERA's MOU with the County in support of the Next Gen System and the 24-member Resolutions of Support for the Project and proposed Parcel Tax, which will be presented to the County with today's proposed Resolution on July 22. Upon passage of the parcel tax, MERA will act on an agreement with the County to transfer tax proceeds to us for the Project and accept responsibility for annual tax administration services.

MacLeamy asked about why the Tax Ordinance cited the BOS as having the authority to provide administration of the parcel tax, including filing the Annual Report, and the Staff report stated MERA would perform these services. It appears to be a conflict. Pearce explained the County would in essence delegate the responsibility for administration and associated costs to MERA.

Ortiz clarified the Annual Report is the responsibility of the County as the taxing authority and that a post-election agreement between the County, would provide for the transfer tax proceeds to MERA and would specify all tax administration services the County would like MERA to bear, including development of the Annual Report. MacLeamy asked if MERA would add staff to perform these tasks. Gaffney replied that all tax administration would be performed by an outside consultant at an estimated \$15,000 per year.

Gaffney inquired about the third whereas of the Resolution, suggesting that it read "Whereas, Marin County has the authority to levy a special tax . . ." making it a more positive statement. That sentence would be followed by "NERA is requesting the County . . ." Hymel said the purpose of this Whereas is to answer the question about why MERA is not enacting the tax itself. He said the present wording also clarifies that this is not a BOS measure but a measure requested by 24 MERA members. With this explanation, Gaffney and the rest of the Governing Board agreed with the language as presented.

MacLeamy asked, given the recent press coverage of MERA, whether an Op Ed piece is being considered. One criticism that should be addressed is why MERA Members haven't set aside for System replacement, like they haven't been able to do for other infrastructure. She asked for preparation of talking points for Governing Board Members to use when addressing these inquiries. Pearce said the Executive Board and Staff will be working on this. Beedle asked for solid talking points as soon as possible. He clarified with MacLeamy that the City and Novato School District would not have any measures on the November ballot. Pearce added, with regard to the press, MERA would develop fact-based responses and provide member agencies costs with and without a parcel tax as we did with Round Two presentations.

Hymel said the core of our message is that the Project is intended to keep all public safety of our Members in the same 911 System for emergency response and that Members will be responsible for supporting the increased on-going operating expenses for the new System. He said we will do an Op Ed around the need for our public education program and the numerous public meetings we have had associated with the Project. Twenty-four separate governing bodies throughout the County supported the Project and Parcel Tax Measure at 48 public meetings held by these agencies over the past year.

M/S/P Beedle/Cusimano to adopt the Proposed Resolution of the Governing Board of the Marin Emergency Radio Authority Requesting the County of Marin to Submit a Measure Authorizing the County to Levy a Special Parcel Tax to the County's Voters at the Election to be Held on November 4, 2014. A roll call vote ensued.

AYES: Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, County of Marin, Sausalito, Tiburon, Bolinas Fire Protection District, Inverness Public Utility District, Kentfield Fire Protection District, Marin Community College District, Marin Transit, Marin Municipal Water District, Marinwood Community Services District, Novato Fire Protection District, Ross Valley Fire Department, Southern Marin Fire Protection District, Tiburon Fire Protection District and Central Marin Police Authority.

NAYS: NONE

ABSTENTIONS: NONE

ABSENT: Belvedere, Fairfax, San Rafael and Stinson Beach Fire Protection District
Motion carried.

Hymel invited everyone to the July 22 BOS meeting at 10 A.M. where the MERA Resolution will be presented.

B. Other Information Items

Tackabery updated the Members on the narrow-banding issue as a result of a question from Southern Marin Fire. With the change in the frequency give-back legislation, we are not expecting at this time to have to do more narrowbanding. Outreach materials have been changed to be consistent with this update. Jeffries added that since the Feds will be taking away our frequencies anyway, this is the reason for suspension. So there is a direct link between suspension and required give-back.

Pearce reviewed the July 22 MERA presentation to the BOS. There is a 10-minute limit requested by the BOS. It will include Tackabery's presentation of his staff report on MERA's Next Gen Project, Pearce's introductory remarks, comments from the Presidents of the Police, Fire Chiefs and City Managers Associations and introduction of Staff to answer questions if needed. He encouraged everyone to attend and all members to be represented. Jeffries said he and Anderson would reach out to all members regarding attendance. In response to Beedle, he added that Staff would be meeting after this meeting to work on talking points for the Board for distribution in the next few days.

C. Open Time for Items Not on Agenda

None.

D. Adjournment

The meeting was adjourned at 4:00 p.m.

Respectfully submitted,

Maureen Cassingham, Executive Officer

Next: MERA Governing Board Regular Meeting

Wednesday – December 10, 2014 – 3:30 pm