

**CITY OF MILL VALLEY
EMERGENCY PREPAREDNESS COMMISSION
MEETING MINUTES
January 9, 2014**

Commissioners present: Ron Vidal, Chair; Commissioners Tiana Wimmer, Nancy McQuilkin, Trez Bennett and Kimberly Hobson. Absent: Michael Jacobs, Vice Chair and John Poulson.
City Staff Present: Fire Chief Jeff Davidson, Battalion Chief Scott Barnes, Administrative Assistant Kimberly Wilson and Fire Preparedness Consultant Maggie Lang.

Call to Order: At 7:00 p.m.

Public Open Time--No public comments received.

Minute Approval: It was **MOVED** by **Commissioner Wimmer** and **SECONDED** by **Commissioner McQuilkin** to approve the December 12, 2013, EPC meeting minutes as amended. The Motion was carried unanimously by a 5-0-2 vote, with Vice Chair Jacobs and Commissioner Poulson absent.

Chair Vidal deferred his report to the agenda items listed and noted an additional agenda item for Old Business: CERT Marketing.

City Staff Reports:

Fire Chief Davidson reported on the following:

- Met with Assistant to City Manager Linn Walsh regarding City website and opportunities to obtain Analytical Statistics. Pending new improvements to software are in the works and will allow us look further at messaging, targeting and marketing and improved analytical.
- Meeting with Chamber to look at opportunities to partnership. Chair Vidal noted the Chamber is restructuring their website to promote community events.
- EPC Annual Report. Chair Vidal and Chief Davidson have meet and started first draft. One more meeting next week. Presentation to City Council February 18th.
- Fire Season has not ended in California. Lack of rainfall has created fire intensities around the state similar to burning conditions in October!
- New Fire Engine should be here Friday, January 10th.
- Have final working draft of updated Emergency Operations Plan. Will provide overview to EPC at future meeting.
- Signed agreement with MV School District regarding use and restock of school owned and managed disaster caches.
- Meeting with National Weather Service end of January. In process on working toward “Storm Ready” certification. This will assist with flood insurance premiums.

Emergency Preparedness Consultant Lang reported on the following:

- Get Ready 5th Grade: Still two more classes, one private school (Marin Horizon) and one public (Tam Valley); then completed for this school year.

- Get Ready classes scheduled for January 21st and March 15th, both will be offered at the Mill Valley Community Center.
- Shelter Class by Red Cross will be held in the fall in San Rafael, but may do one just for the Mill Valley in this year in the spring.
- CERT New website: www.readymarin.org is up and running with a public launch at the end of January and recently hired a promotion person to promote classes and new website. Shared drafts of flyer, brochure and banners.
- School District will be updating their Emergency Plan to make procedures and supply lists standardized across the District.
- County CERT Basic Training and Advanced Training on Command Post Operations January classes are full.
- Will be re-checking with Pre-Schools and Churches in February.
- Resilient Business Project: reviewed process with Task Force meeting next week when Next Steps” will be decided.

New Business:

Overview of Firewise Communities Program--Battalion Chief Barnes. The purpose of the program is to encourage residents within a Homeowner or Neighborhood Association’s partner with individual responsibility for preparing their homes from risk of wildfire. Once an Association agrees to the program guidelines, the Fire Department will perform a Risk Assessment of the properties, prepare a plan, meet with the Association and submit an application (no fee to submit) on the Association’s behalf. Upon approval, the Association will be presented with a plaque to post designating their neighborhood as a Firewise participant. **Battalion Chief Barnes** has completed the first pilot program for Blithedale Homeowners Association (Kite Hill) involving 12 properties and is in the process of submitting an application. He is currently working with Scott Highland and 32 properties. He has received positive feedback from property owners and noting the program encourages preparedness on the homeowner’s part. **Fire Chief Davidson** also noted with recognition creates broad opportunities towards partnerships with Insurance Companies, Open Space, other land managers and Grant opportunities.

Battalion Chief Barnes mentioned the recent “Master Gardeners: Fire-safe landscaping can be beautiful” article in the Marin Independent Journal on Mill Valley’s Fire Department fire-prone list and recommendations on which plants to eliminate or not.

2014 EPC Messaging and Promotions--Chair Vidal reviewed award recipients through FEMA Assistance to Firefighters Grants (AFG). Over \$125 million has been awarded with over \$60 million to 172 organizations that have specific programs targeting Access and Functional Needs (AFN). These might be programs that we could evaluate for local use. **Fire Chief Davidson** noted that the Fire Chiefs are looking at grants for a Community Wildfire Protection Plan (CWPP).

Old Business:

Backyard Campout for Preparedness--**Commissioner Hobson** confirmed Saturday, June 7th for the event. Director of Recreation Rogers is taking the lead in the coordinating activities at the Community Center and will be providing staff and support. They will also be placing an announcement in in the Parks Catalog promoting the event. **Fire Chief Davidson** reported that the annual Evacuation Drill will be held on the same day.

Planning for upcoming Planning Session--**Fire Chief Davidson** provided items relative to EPC and Fire from MV 2040 General Plan. He noted the City will be establishing a format and style for Departments and Commissions on Strategic Plans. He is currently reviewing the recent Art Commission Strategic Plan that went to Council. A brainstorming exercise of ideas for consideration in the EPC Strategic Plan was done noting the following:

- Review/Update Mill Valley's Municipal Code--Title 2
- Incorporate General Plan 2040
- Speakers Series/Outreach
- Support Evacuation Events
- Support on-going tabling events
- Scan Best Practices
- Measuring track analytics (progress, measuring projects and their success)
- Community Disaster
- Optimum outcomes
- Business Resilience--What happens next?
- Neighborhood Associations
- Transition plan to independence, self-sustaining and supporting
- Criteria

CERT Marketing--**Commissioner Wimmer and Emergency Preparedness Consultant Lang** reviewed the discussion notes of October 29, 2013.

Mill Valley CERT Training Objective: Attract and train CERT participants who are physically capable of performing required operational duties.

Target groups for CERT are young parents and physically active retirees.

Marketing Strategy: Identify existing groups/organizations that are likely to include our target groups and work with the organizations to reach their members using traditional and new methods to promote CERT.

Tactics:

1. Identify groups / organizations:
 - a. Get San Rafael list.
 - b. Identify comparable groups in Mill Valley.
 - c. Identify a contact within each MV group.
 - d. Cultivate relationship with contact to access list of group members and piggyback onto existing group communications.
2. Existing communications:
 - a. Review CERT promotion language to ensure it is enticing to new participants:
 - i. Build skills.
 - ii. Sense of adventure.
 - iii. Give back to community.
 - b. Use language and case studies in current CERT brochure.
 - c. Continue to generate local media coverage. (ex: recent Patch article)
3. New communications:
 - a. Speaking opportunity at target group events.
 - b. City of MV government communications. (ex: Mayor's blog, City Managers' newsletter, etc.)
 - c. Send advance notice of CERT presence. (ex: Evacuation Drill promote that CERT will be there in green)
 - d. CERT demonstration in popular public places. (ex: CERT exercise in Depot Plaza)
 - e. Work with Red Cross to get "swag" gifts for CERT trainees who refer new people to class.
 - f. Special CERT training class for special groups if big enough. (ex: City employees, Chamber of Commerce members, etc.)
 - g. Use BC Tom Welsh to help more with public communications.
4. Review current Mill Valley CERT class offering:
 - a. Scheduling: is October too busy a month? Should MV offer only 1 class per year?
 - b. Timing: Change to 2 days (2 Saturdays - 9 hours each) instead of 3. (weekday evening + 2 weekend days)
 - c. Cost (\$45): emphasize scholarship availability?

Discussion was held to assign to a Commissioner when the new members are on the commission.

Goals Update:

Speaker's Bureau--Commissioner Poulson and Fire Chief Davidson are working on letter and thanked Commissioner McQuilkin and Wimmer for review and comments. Fire Chief Davidson expanded on Commissioner McQuilkin list of organizations. To report back in February with a list of organizations to target.

Essential Businesses for Disaster Resiliency--Emergency Preparedness Consultant Lang reported that she has a meeting scheduled Tuesday, January 14th and report back in February. It has been over a year since the EBDR began, focusing on 25 businesses, utilizing the Red Cross Ready Rating Program. She noted a First Aid class for businesses is to be taught in February.

Monthly Reports:

Finance Report--**Fire Chief Davidson** reported the current balance is: \$4,253. **Commissioner Wimmer** requested approval to spend \$50. for a website link to the Caregiver Checklist. It was **MOVED** by **Commissioner McQuilkin** and **SECONDED** by **Commissioner Bennett** to approve the December 12, 2013, EPC meeting minutes as amended. The Motion was carried unanimously by a 5-0-2 vote, with Vice Chair Jacobs and Commissioner Poulson absent.

Meeting was **adjourned** at 9:05 PM.

Next meeting, Thursday, February 13, 2014, 7:00 – 9:00 P.M., Mill Valley City Hall (Upstairs Conference Room).