

1 **May 15, 2017**

2 **SPECIAL OF THE BOARD OF DIRECTORS OF**
3 **THE NORTH COUNTY FIRE PROTECTION DISTRICT**

4 Vice President Thuner called the meeting to order at 1:40 p.m.

5 **THE INVOCATION GIVEN BY Deputy Fire Chief Marovich.**

6 **ALL RECITED THE PLEDGE OF ALLEGIANCE.**

7 **ROLL CALL:**

8 **Present:** Directors Hoffman, Luevano, Munson and Thuner.

9 **Absent:** None.

10 **Staff Present:** Fire Chief/CEO Abbott, Attorney James and Board Secretary Stephen-
11 Porter. In the audience were: Deputy Chief Marovich, B/C Wilson, FM Koch and members
12 of the public and Association.

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14 **PUBLIC ACTIVITIES AGENDA**

15 1. **PUBLIC COMMENT:** Vice President Thuner addressed the audience and inquired
16 whether there were any public comments regarding items not on the Agenda. There being
17 no comments, the Public Comment Section was closed.

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19 **ACTION AGENDA**

20 **ACTION ITEMS:**

21 2. **PRESENTATION BY SCI CONSULTANTS REGARDING BROAD-BASED TAX/BOND FUNDING**

22 **STRATEGIES:** Chief Abbott Representatives of SCI Consulting Group, including Blair Aas
23 and Maria Garcia-Adarve, made the presentation to the Board regarding services offered
24 by their organization to assist with finding financial resource solutions. They have worked
25 with FDAC, CalChiefs, CSDA and CSMFO and have been successful on 90-95% of the
26 measures they have been involved in moving forward. They presented an overview of the
27 types of measures they have supported.

28 Mr. Aas described the three hurdles to be overcome and reach a successful conclusion:
29 financial, legal and political and what each component entailed. The funding portion

30 includes understanding the District's budget, what is to be accomplished, what will be done
31 with the funding if received. The legal portion involves guiding the District through the
32 process to achieve the funding support, including support from stakeholders, decision to
33 go with a Special Tax or a Fire Suppression Assessment or General Obligation Bond. The
34 differences and benefits/burdens of each type of funding was explained briefly.

35 Mr. Aas gave an overview of a four step process involved, noting the company assists the
36 agency in meeting all the required preparation and legal requirements, including:
37 Feasibility analysis, initial planning, information & data gathering; analysis of tax based and
38 voters, property owners; tax base analysis; assessment engineering. Next the company
39 does a public opinion survey, noting where there are differing opinions about the viability of
40 a measure. This provides a good measure of community understanding of your situation.
41 Part of their work includes a public outreach to provide information to allow the public to
42 understand the financial situation, the details of the District's needs and how any measures
43 would affect them. They would assist with an election: prepare election materials, liaison
44 with county departments, prepare notices and ballot and conduct ballot proceeding.

45 At 2:30 p.m., President Munson arrived.

46 The Board inquired on the timing of a measure, which was noted to be somewhat on the
47 financial needs of the District. It could be fast tracked or take up to two years. Steps one
48 and two would likely take four-six months, the next section would like be six to eight
49 months. Timing is important because there are statutory deadlines for publishing and
50 certain times of the year are better to reach the public than others.

51 They noted if the results of the survey showed support is soft, they may suggest increasing
52 public outreach for six to eight months to inform the public and increase support. They
53 also noted in the instances where the measures have not been successful, it has been
54 because the agency did not do the public opinion survey.

55 Ms. Garcia-Adarve briefly explained the reporting process and project management. Mr.
56 Aas noted that the best manner to communicate the District's information to the public is
57 one-on-one, rather than flashy papers or newsletters. This includes afterhours support by
58 individual employees.

59 When asked about costing on a project like this, Mr. Aas stated it would be difficult to state
60 off hand and the company would rather give a detailed proposal to the District; but he
61 noted that it could range from \$100-150,000. The Board requested he prepared a detailed
62 proposal, provide references and examples of measures in which they had been involved
63 and the measures had passed.

64 3. **PRESENTATION BY CSUSM STUDENTS REGARDING COMMUNITY OUTREACH STRATEGIES:**

65 Students Cyrus Famarzi, Kevin Fischer, Kevin Little, Samantha Shea and Derek Tuc
66 from CSUSM made a presentation to the Board on the Community Outreach and Social
67 Media Plan. They discussed the considerations affecting the District, such as potential
68 loss of an ambulance, social media branding and Hispanic outreach. The presentation
69 included a situational analysis, research and findings and recommendations. Research
70 showed that the two highest ethnicity demographics in Fallbrook were white (64%) and
71 Hispanic (49%); also the largest age demographics were the 24-34 (15%), 5-9 (10%) and
72 45-54 and 55-64 (11%). The most popular website in Fallbrook visited in the last thirty
73 days was Facebook. The recommendations were to increase community outreach through
74 public service announcements, transparency, hospital wait time emphasis and community
75 fundraising. Emphasis was placed on a tri-fold approach of community, business and
76 District collaboration and a volunteer program. The recommended methods to improve
77 media presence were through Instagram, Facebook, Twitter and Snapchat. They
78 suggested re-designing the website to include differing type fonts, colors and contrasts,
79 including high-quality images and videos. Finally, cost for each recommendation were
80 discussed. At the conclusion of the discussion, the Board discussed various aspects of the
81 presentation. There was a recommendation to implement the upgrade of the website first
82 and begin to get the message out to the public about the good works being done at the
83 District.

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85 **DISCUSSION AGENDA**

86 4. There are no separate Discussion Items for the May 15, 2017 Board meeting.
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STANDING DISCUSSION ITEMS:

- **COMMENTS:**
- **STAFF REPORTS/UPDATES:**
- **STEPHEN ABBOTT, FIRE CHIEF/CEO:** Chief Abbott reviewed the follow-up items to be accomplished from the meeting.
- **CHIEF OFFICERS AND OTHER STAFF:** No comments.
- **BOARD:** No comments.
- **BARGAINING GROUPS:** No comments.
- **PUBLIC COMMENT:** No comments.

ADJOURNMENT

By consensus, at 4:40 p.m. on a recommendation by Vice President Thuner to adjourn the meeting, it was closed to be reconvened on May 23, 2017, at 17:00.

Respectfully submitted,



Loren Stephen-Porter
Board Secretary

Minutes approved at the Board of Director’s Meeting on: May 23, 2017

