



SOUTHERN MARIN FIRE PROTECTION DISTRICT

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Southern Marin Fire Protection District Emergency & Disaster Preparedness Meeting Tuesday, November 10, 2020–07:30 am–Headquarters

Director Peter Fleming– Chair

Director Tom Perazzo

Alternate: Director Cristine DeBerry

MINUTES

1. CALL TO ORDER:

Director Fleming called the meeting to order at 07:31 A.M.

In Attendance:

BOARD: *Participating via Zoom meeting:* Director Fleming. Also, Director DeBerry joined at 7:34 am.
Present in person: Director Perazzo. There is a quorum.

STAFF: *In Person:* Chief Peterson, Chief Welch, Chief Hilliard, Communications Coordinator Elysha Omoomy, and Clerk of the Board Mariya Weinberg.

Absent: none

2. OPEN TIME FOR PUBLIC EXPRESSION:

No public present in person, or by any other means.

3. AGENDA ADJUSTMENTS:

None.

4. APPROVAL OF MINUTES:

Emergency & Disaster Preparedness Committee Meeting Minutes, October 13, 2020.

Motion to approve Minutes without changes:

M/S: Perazzo/Fleming

Ayes*: Fleming, Perazzo

*Director DeBerry had not joined yet at this point.

5. Reports and Information

5.a City of Sausalito Wildfire Evacuation Map

Chief Welch said he had prepared the report included in today's packet, but majority of the work comes from Chief Hilliard and his team. Per Chief Hilliard, his Prevention team had completed the map two weeks ago, and presented it to the City of Sausalito. The map is now posted on the Sausalito and SMFD websites. There is also a master evacuation map, which is part of the Mutual Threat Zone (MTZ) system. There are separate North and a South maps, which, combined, show the five evacuation zones that Sausalito is divided into. There are brochures pending that will show each of these two maps, with the five zones identified. It is important for residents to know what evacuation zone they are in. The brochures are similar to those that already went out to Tam Valley, Mill Valley and Homestead. For the future, MWPA is working with FIREsafe MARIN to develop County-wide evacuation maps, using a similar template to ours, adding ADA compliant design features. These will be available next year. Chief Hilliard thanked his team for the work, especially McKenna Ramiro, and also Marshall Nau. Chief Hilliard also called out Ben Pope for his contribution. Chief Welch referenced helpful partnerships with Law Enforcement, DPW, and the City of Sausalito. Chief Hilliard mentioned that, based on feedback, there will be a few small changes in version two of the maps, but nothing critical. The next evacuation map project will be for the Strawberry area. The Chiefs pointed out that the report in the meeting packet contains a link that goes to the SMFD website, where the maps and other flyers are located.

5.b Staff Report – Communications

Communications Coordinator Omoomy presented highlights of her report. The statistics for communications across all our social media platforms show further improvement. In the last months we increased our posts by 32%, reach by 22%, clicks by 5%, and engagement by 15%. The external newsletter was sent out on September 20th, which covered Fire Prevention Week, vegetation maintenance events, preparedness resources, earthquake safety, and more. Community members are encouraged to share the information with their family and friends. The Communication Plan draft was completed as of October 30th, and will also be included in the upcoming Board Meeting.

Director Fleming pointed out that during the winter, since fire danger is lower, public engagement on social media might decrease. Communications Coordinator Omoomy mentioned that the storm preparedness topic is now going to be coming up. Director Perazzo inquired if there was communication with Sausalito Currents newsletter team, and Communications Coordinator Omoomy said yes, she is in touch with them, as well as Linn Walsh with the City of Mill Valley. Director DeBerry mentioned that she has been seeing a lot more of our activity in her own social media feeds, was able to share the information, and complimented Communications Coordinator Omoomy on her communications efforts.

5.c Storm Report 2020/21

Chief Welch noted that there is a report in the meeting packet, and highlighted that the fire season will continue all the way through to January, in some parts of the State. This year the National Weather Service is tracking a La Nina, which means cooler water near the equator, which pushes the jet-stream north. This jet-stream will be up into Washington for a good portion of the winter, which puts our area

unto dryer category. We still should get three to five storms, but not the extreme kind, like in some of the past years. Forecast is subject to change. We continue to prepare for storms, and will be having a meeting with Sausalito DPW and Mill Valley DPW, and try to include the County as well. The purpose of the meeting is to ensure there will be availability of sandbags, sand piles, a good communication plan between agencies, and consistent message to the community, and a “who and when to call” list.

Director Fleming complimented the report and suggested that it be available on our website and on social media, and Staff took note of that. Chief Welch said it would go to the Board meeting next week, and also to the Sausalito City Council for their late November meeting.

6. Action Items

6.a Communications Plan

Proposed updated SMFD Communications Plan was included in today’s meeting packet. Communications Coordinator Omoomy revised the plan from the prior version of the document obtained from Chief Tubbs. The plan, which is detailed and comprehensive, has six objectives for the District. Communications Coordinator Omoomy and Chief Peterson asked for direction from the Committee to endorse this plan, and/or questions, or propose changes.

Director Fleming asked if the Communication Plan was brand new, or a revision of documentation that we previously had. Chief Peterson said the plan was done in draft, but it was not completely ready until now, until we had an in-house communications expert to finish the document. Chief Peterson, himself liking this idea, will confirm with the Fire Chief Tubbs if next step for this plan would be to go to the full Board. Director Fleming thought it would be a good idea for this plan to go to the Board.

Motion to approve and endorse the Communications Plan as presented:

M/S: DeBerry/Perazzo

Ayes: Fleming, Perazzo, DeBerry

7. CLOSED SESSION

There was no closed session at this meeting.

8. ADJOURNMENT:

Motion to adjourn.

M/S: Perazzo/Fleming

Ayes: Fleming, Perazzo, DeBerry

Noes: none

Adjourned at 7:48AM.