

FireSafe Sonoma

Minutes

June 30, 2004

Attendees: Board Members – Jack Rosevear, Bert Boyce, Marge Conely, Tim Doherty, Tamara Boulton. Guests: Joel Patino (Station to Station Run), Beth Bowman (Station to Station Run), Katherine Schuer (Station to Station Run), Dana Cole, Ed Shriver, Darren De Carli, Scott Moon (Santa Rosa Fire Dept.), Kathleen Kraft.

President Jack Rosevear introduced Joel Patino to address the group about a planned Station to Station Run, honoring firefighters. It is to be a fundraiser on Sept. 11, 2004 benefiting the Rancho Adobe FPD and FireSafe Sonoma as the non-profit organization sponsor. Joel introduced his associates and announced that Lowe's was agreeable to a financial sponsorship as long as the host group provided educational support. Jack Rosevear stated that the agreement with the Rancho Adobe Firemen was that there would be 50/50 split with much of the educational effort directed to their district.

Money will be raised through pledges. Group hopes to add additional sponsors. They will be distributing flyers throughout the county and be at various public events leading up to the Run/Walk. Lowe's has offered their public relations firm to assist. Salvation Army will lend their name (but not money) to the Run. The goal is to have 500 runners. Joel spoke about the relationship of FireSafe Sonoma as the non-profit face of the event so that people could get donation credit and acknowledged that he didn't know how that needed to be set up. Also spoke about questions concerning how the payment of administrative costs would be handled as well as other costs associated with the event. A third item was insurance which needs to be addressed. Additionally the permit process is being worked on with Kevin Lopes (?) with PRMD. Joel feels some of the permit fees may be waived. Rancho Adobe Firefighters Assoc. provided seed money for this event. Dana and Marge had questions relating to the beneficiaries of this event as well as what the long term goal would be year by year. Joel said he hoped to have different firefighters groups sponsor and benefit over the years. Dana asked if they had looked into getting their own non-profit status and was advised that the Station to Station group was looking into that. Tim asked what the question was before the FireSafe Board. Jack responded that the questions before us were 1) ratify to be the lead sponsor (logo, company name in lead position) and 2) share website and registration form process, 3) come up with insurance rider for the event (on the Emergency Services policy.) Ben asked about what our liability would be. It would be the limits of the policy and would be in conjunction with other city/county entities. Joel said there would be a release rider on the registration form. Jack mentioned that the only other "liability" would be if the event were handled poorly or sloppily and reflected badly on our name. In response to questions, Joel stated that he wanted to have provided for the event clear accounting oversight. He also stated that his group was not formally organized, that it was still just an idea but that they hoped to be a recognized non-profit eventually. Also acknowledged that the relationship between his group and FireSafe Sonoma needed to be better defined (check writing and tax deductions) and had asked an acquaintance (lawyer) for advice but hadn't received any as yet. Jack stated that we would need a vote and approval plus 2-3 board members who would volunteer to be a sub-committee to work with Joel's group to identify those areas of concern. He felt that the FireSafe Sonoma treasurer would be important to have involved as well as an auditor or accountant. Joel agreed that expert advice and instruction would be important

and he would follow the instructions. Marge asked about sponsorship and whether there would be designated levels of donations for sponsors. The response was yes – that Lowe’s was a major sponsor (\$10,000). (The submitted budget, reduced to the minimums, was \$23,000) but that additional sponsors are needed.

Tamara asked Jack if County Counsel could be asked for an opinion relative to how to handle the tax deductible question. Jack mentioned that there would have to be a separate account and Tim mentioned that someone would have to be responsible for sending “receipts” to each of the donors stating amount given and no goods or services rendered.

It was pointed out that the name of the organization is FireSafe Sonoma, not firesafesonoma.org – that’s the organization’s web address. (Error on flyer) Jack felt the electronic logo should be given to the event coordinator to use. The web address could be placed below the logo (or name) in smaller type. M/S Ben/Tim that FSS accepts being the primary beneficiary of the Station to Station run and that further details would be covered by the subcommittee which will report back monthly to the Board on progress issues. (As there might be questions that the whole Board would need to vote on. Currently we would be giving our approval to the concept so that Joel’s group has our commitment so he can move on with the permits and feel confident that FSS is going to be there.) Vote 4 Ayes, 1 No (Tamara). Jack asked for reason. Tamara stated that although the idea was good, she felt uncomfortable with all the unanswered questions. Jack stated that she needed to work with him and one other member to form the subcommittee, that “we have to have you on board as treasurer.” Tamara expressed her concern about the potential time commitment. Jack advised that communication could be by e-mail or phone. Jack advised Joel that FSS would come up with a list of things to do and find out answers to questions and share with him. Ben volunteered to be on the subcommittee.

Website: Need more information on fire season. Jack will handle. Also requested any good articles for inclusion.

Powerpoint Presentation: Ready to go but since Steve Cohen has been unavailable the “frosting on the cake” is still to be done. Once ready it will be e-mailed to all board members for input before being presented in public.

Minutes: Approved as amended (Bill Andrews, Fountaingrove II Open Space Management Assoc.

M/S Marge/Ben. 5 Ayes

Next Meeting: July 28th suggested, but since various members had potential conflicts, meeting date will be determined later via e-mail.

(Jack and Dana had to leave to go to another meeting.)

(Kathleen arrived)

Treasurer’s report: M/S Ben/Marge Approved 4-0

Grant Update: Kathleen reported on the meeting of the 28th. Approx. 30-35 people showed up. Chipper program seems to be widely accepted. Assessments being handled by CDF, Mike Foley. Local arborist handling chipper program at low cost.

Old Business: Vegetation Management Seminar report was written by Pete Martin. The seminar was well received. Tim reported on Atlas’s job of removing brush in Fountaingrove . . . said it’s an unbelievable improvement. Also sent Living With Fire bookle to homeowners and got good compliance.

Fire Safety Fair-Home Depot – Marge said Home Depot did a great job taking care of volunteers. Demonstrations were very effective. One suggestion to improve effectiveness of Fire Safety Trailer would be to have a well trained, well versed person to run the trailer on the inside.

Also suggests a better location. 5 Soroptomists were in attendance. Living With Fire booklets were given out to county dwelling adults, coloring books to children.

Newspaper insert: Scott had question about status. Need request on letterhead. Sent info to Jack but wants to be sure action was taken. Suggested he contact Jack to see if the matter had been taken care of and also if anything done about other questions i.e. Lonnie's suggestions at last month's meeting.

M/S Ben/Marge that the meeting be adjourned. (Approx. 2:00 P.M.)

Respectfully submitted,

Tamara Boulton

Temporary Secretary