

Friends of 33

Public Safety Ad Hoc Committee

9 May 2006 – Meeting Minutes

Called to Order: 6:50 PM

Attendance: Karen Rott and Karen Snead (co-chairs), Diane Law, Sheryl Schane, Robin Kaufman, Diane Peters, Jane Harmon, and Maureen Anderson.

Taking Stock:

Chair Comments: Karen Rott started off by announcing this would be a long-range project—about two years. We are looking to raise around three-quarters of a million dollars in all. The people we have in our corner are great resources.

Diane Law will be meeting with **Daniel Weinberg** on May 22.

La Jolla is also doing a fund raising for their fire station, starting about a 6-months ago. We may be able to learn from their mistakes.

Karen Rott's **Honorary Mayor** campaign will net us 50% of the funds that she raises via selling support tickets, raffle tickets, auctions.

RB Alive! Sunday, June 4: Using the RB Community governing boards' booth, we will have three raffles, and will be auctioning items such as T-shirts, birthday parties, etc. raised by Karen Rott's campaign.

Support of **SDFD Deputy Chief Jeff Frazier**, a "can do" guy who is committed to helping us in any way possible.

Westwood Elementary School Spring Festival, Saturday, May 20: Diane Peters arranged for a free booth, permission to bring in a fire truck, and to solicit funds. Karen said the little fire truck will be there, and she will bring a tri-fold poster. Karen said she could get stickers for the kids.

Needs Assessment:

Public Awareness: Maurine recommended we contact **local churches** and establish strong **press ties**. We have the RB News Journal (Donna Hartings) and The Sun, but we need the North County Times and Union Tribune. Robin talked to Pat Sherman of UT, who will do a piece on RB every Friday. Sheryl and Diane Law, each of whom have news station contacts, asked for copies of any press releases or articles that have been done to use with their contacts. Karen Rott will email them.

Outreach: Sheryl urged us to think globally and spread the cause beyond RB; in particular, the 4S Ranch area that is also serviced by Station 33 and Santa Luz, and which will be adding 3000 more homes! She talked about **targeting master developers**, like Newland, which have the capital and marketing to be strong and essential backers. (Note: The developers won't build an entire station and even if they did, the city couldn't staff, equip or maintain it.) We need to find a way to do an outreach to all the communities in the FS 33 service area.

Brainstorming:

Robin brought up a **Pass-the-Boot** campaign in which citizens—standing at major intersections holding firefighter boots—solicit donations from passing motorists, who can drop cash into the boots. Select locations of lighted intersections will be where the volunteers can safely stand in the right of ways and medians. Thursday or Friday afternoon and evenings are best. Big press

coverage prior to the event is critical to informing the public and legitimacy. The volunteers will wear something to add credibility as well, such as red fire hats.

Sheryl and Diane Law asked for a **“white paper” and/or FAQ for pitching our cause** to their many contacts; something that defines the need and our plans. Karen Rott will develop something along those lines. Possible bullet points might include logistics like: FS 33 has largest service area; average age of residents (44); 90% of 33's calls are EMT-related but on which the fire truck must also respond; improvement of response times with drive-through doors; better rested and healthier firefighters. Rick Osgood of the Construction company may be a good resource for this type of information with the facts and figures.

Feedback from residents at the *RB Alive!* kick off should help us. Though many expect the questions to be along the lines of “Why should I donate? That’s why I pay taxes?” We need to have some kind of response, and perhaps the Mayor’s audit results, scheduled to be out by then, will give us some answers. However, the Fire Department does not expect to be getting *more* money in their budget than before.

Calendar:

We need to build out our calendar and **tie into related events** and issues of other groups, such as the City, the Chamber, election issues, communities, clubs, organizations, schools, etc. Some events we already know of include:

Chamber mixers—one at FS 33 this summer
Dog Park Vender Event on September 17
Westwood Elementary *Health & Safety Fair* in October
4S Ranch *Fall Festival* on November 5
November mid-term elections

Tying into events like the fireman’s ball, the Fire Burn Run, Spirit of the 4th, Qualcomm Stadium safety event, LDS Church Emergency Preparedness Fair, political bills, etc. will maximize our exposure and opportunities without the costs and management requirements.

Build Contact List: North County has been identified as a huge untapped marketing resource, since many wealthy people have moved to inland communities like RB. Sheryl Schane has many contacts all over the city in construction industry and many other wealthy friends and clients. Diane Law has many contacts in the technology industry and the Chamber member list. We need to pitch to the big companies by October in order to get on their budgets. Robin mentioned the residents of Casa in regard to endowments. Sheryl suggested we talk to Brian Maienschein about a list of those who lost homes in the 2003 fires; some of them that are back on their feet are looking for a way to give back to the community.

Other Business:

Jane will buy a spool of tickets for the *RB Alive* raffle.

Diane Law volunteered to manage the Friends of 33 **calendar**. Anyone who knows of pertinent events, meetings, deadline, etc. should get that information to her.

Double booking and **late notice** of Honorary Mayor fundraising events may have caused low turn out. Karen Snead will look into this problem with the Chamber, which was responsible for booking and publicity.

Next Friends of 33 meeting will be 24 May 2006, 12 noon at Coco’s Restaurant in RB.

Adjourned: 8:00 PM