

Placer County Fire Safe Alliance
September 24, 2007

1. Call to Order: George Alves called the meeting of the Placer County Fire Safe Alliance (Alliance) to order at 10:07 a.m. at the CA Dept. of Forestry and Fire Protection (CALFIRE) Bowman Station located at 13760 Bowman Road, Auburn, CA.

a) Introduction of New Members: No new members were present.

b) Self-Introductions: George Alves, Placer County Fire Mitigation Coordinator - Office of Emergency Services (OES); Rich Gresham, Katie Maloney and Jane Keillor, Placer County Resource Conservation District (Placer County RCD); Bill McKenzie, CALFIRE; Marc Walburn, US Forest Service (USFS); Joanne Drummond, Fire Safe Council of Nevada County; Tyler Harness, Foresthill Fire Safe Council; Robin Yonash, Placer Sierra Fire Safe Council; David Jaramillo, Sierra Forest Legacy.

2. Minutes Review: After Alliance discussion, changes were made to the minutes of August 27, 2007 to clarify several points and approved; a copy of the amended minutes to be distributed.

3. Approval of Agenda: The agenda was approved as presented. George noted he is in the process of investigating Brown Act compliance, conducting Alliance MOU review, and revisiting Alliance structure.

4. Public Comment: none

5. Information/Non-Action Items:

a) Update on SB838:

See Agenda Item 6.a)

b) Public Education Needs Discussion:

Rich Gresham discussed the possibility of developing a national level public service announcement about fire danger, like "Smoky the Bear" and suggested a group be formed to discuss the idea. CALFIRE was identified as a potential partner in the effort as they have expressed an interest in preliminary discussions. Currently there is no comprehensive program communicating the fire safe message to the public.

Robin Yonash noted the Colfax Chamber of Commerce has volunteered a bulletin board dedicated to fire safe issues. She stressed the importance of developing a clear message and identifying a specific target audience in public outreach efforts.

Joanne Drummond suggested approaching the effort from an emergency preparedness perspective, as it would be suitable for a national audience and mentioned the "Safely Out Kits" as promoted by Gary Dietrich on KFBK.

Past public campaigns including Foresthill Fire Safe Council efforts to mount a public campaign promoting emergency preparedness kits, the USFS Smokey the Bear campaign, and other efforts were reviewed.

Joanne suggested contacting the Red Cross and the Ad Council to discuss the potential of developing a message encompassing emergency preparedness that would cover a wide range of disasters including catastrophic fire. She noted "Safely Out Kits" are currently offered by the Red Cross.

Rich Gresham suggested garnering input from County OES on the issue.

Inviting CALFIRE's Public Information Officer to the next meeting to provide input on the subject was suggested.

Robin Yonash recommended including a disaster preparedness public campaign as a project in the DMA 2000 update.

Robin also mentioned Ted Gaines and others have been working to update building codes in CALFIRE service areas to reduce fire risk by requiring fire resistant building materials be used in new construction.

Joanne added Nevada County updated their ordinances after the Yuba Fire last year.

c) Discussion on Alliance Project Oversight Committee Formation:

George Alves discussed the establishment of a formal Alliance committee structure to deal with specific issues. He will come back next month with a proposal for Alliance consideration if members think it is a good idea.

Rich stressed the need for continued flexibility in terms of the Alliance being able to address extraneous issues.

Robin noted establishing committees within the Alliance could be a good avenue to engage the public if they are allowed to serve on Alliance committees of particular interest adding their energy towards achieving Alliance goals.

Marc reported the committee structure has worked well for the Yuba Fire Safe group.

Alliance members concurred it was a good idea and George will submit a proposal for Alliance consideration next month.

6. Action Items:

a) CA Fire Safe Council (CAFSC) Issues:

George Alves reported that while the Alliance Core Team was unable to meet to discuss CAFSC issues, he wanted to provide the opportunity for the Alliance to revisit the issues; Alliance members concurred regarding the need for continued follow-up on the issues.

While it is believed the Fire Safe Council name and logo is CALFIRE intellectual property, it was determined no action needs to be taken by the Alliance at the present time on the trademark issue as the Mountain Rim Fire Safe Council is in the process of formally addressing the issue.

Joanne Drummond reported the Fire Safe Council of Nevada County still has not received a response to their letter of inquiry from the CA Fire Safe Council and that she intends to continue pursuit of a formal response to the questions outlined in the letter.

It was reported that at the present time, SB838 is currently being held in the Appropriations Committee where many of the same issues discussed by the Alliance have been independently brought forth by Appropriations Committee members for further review before moving the bill out of committee.

Alliance discussion resulted in the membership requesting George draft a letter outlining Alliance concerns including the need to clearly define the CAFSC's role, Clearinghouse review process and selection criteria, while stressing the need for transparency in the funding process.

Alliance member agencies including USFS, BLM, CDF, and Placer County will all be given the opportunity to review the draft letter. It was also determined the CAFSC funding agencies should be Cc'd on the letter as well as the individual CAFSC Board Members.

7. Project Updates:

a) **I-80 Firesafe Freeway Project:** Ongoing

b) **Placer County Communities Wildfire Protection Plan (CWPP):** The Draft CWPP is moving forward with needed GIS work in progress.

c) **Pending/Developing Grant Proposals:** Rich Gresham reported the draft *Central Sierra Crest to the San Francisco Bay* proposal submitted for preliminary review will undergo further project definition refinement before submission by CALFIRE to USFS for funding consideration.

d) **Biomass Projects Update:** George Alves reported sixty to sixty-five bins have been placed in the Tahoe area. The program will undergo an evaluation in an effort to maximize the biomass collection effort.

e) **Other:** None reported.

8. Fire Safe Council Reports:

- **CA Fire Safe Council:** Joanne Drummond reported she has spoken to the Sierra Nevada Conservancy, as her group has been attending their meetings, and was surprised to find out SNC was reviewing the fire safe council's funding proposals that they had not submitted directly to the SNC but to the CAFSC and indicated it seems the CAFSC may not be following the same Block Grant application process as outlined in SNC program parameters and expressed concern.

Rich Gresham suggested the Alliance also send a letter to the Sierra Nevada Conservancy inquiring about their Block Grant application process.

- **Foresthill/Iowa Hill Fire Safe Council:** There was nothing new to report.
- **Placer Sierra Fire Safe Council:** It was reported the next meeting will take place Thursday.
- **Greater Auburn Area Fire Safe Council:** Paula Celick reported the fire safe brochure has been sent to four thousand residents and six thousand brochures will be distributed by CALFIRE along with their flyers. The brochure is available to other FSCs and can be personalized with the individual council names and contact information.
- **Fire Safe Council of Nevada County:** Joanne reported the CWPP is continuing and gave an overview of the green waste drop off program that has exploded since the Angora fire. Collections are up three times over last year.

9. Agency and Stakeholder Reports:

- **Placer County OES:** No report
- **CDF/CALFIRE:** Nothing new to report
- **USFS:** Marc Walburn reported the upcoming lifting of fire restrictions and noted this fire season smaller fires have taken out more homes than larger fires.
- **BLM:** No report
- **Placer County Fire Mitigation Coordinator:** No report
- **ARWG:** Rich reported Coordinator Bill Templin has moved on to another position and the RCD is looking to select a replacement able to develop the new funding proposal for the next competitive round of funding.

- **RCD:** The recruiting process for a new GIS Coordinator is underway with selection to follow.
- **NRCS:** Katie Maloney reported she passed on a press release for the NRCS EQIP program for Alliance distribution as the cost share program has a healthy forest component with fuel load reduction qualifying for potential funding.
- **Sierra Coordinated Resources Management Council:** Katie Maloney reported the Council has allocated \$1.3M in Prop 40 funding to date for on-the-ground fuel load reduction and healthy forest practices.
- **Sierra Forest Legacy:** David Jaramillo gave an overview of the group's activities and handed out copies of their informational brochures.

10. Roundtable - Adjournment and Next Meeting:

The meeting was adjourned at 12:05 p.m. and the next meeting is scheduled for October 22, 2007 at 10 a.m. at the same location.