

1 **October 2, 2018**

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

4 President Munson called the meeting to order at 2:00 p.m.

5 **THE INVOCATION GIVEN BY DEPARTMENT DFC MAROVICH.**

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

7 **ROLL CALL:**

8 **Present:** Directors Harris, Hoffman, and Munson.

9 **Absent:** Directors Luevano and Thuner.

10 **Staff Present:** Fire Chief/CEO Abbott, Attorney James and Acting Board Secretary Juul.

11 In the audience were: DFC Marovich, D/C Mahr, B/C McReynolds and members of the public
12 and Association.

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14 **PUBLIC ACTIVITIES AGENDA**

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

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19 **ACTION/DISCUSSION AGENDA**

- 20 2. **COMMUNITY OUTREACH WORKSHOP – STRATEGY RESEARCH INSTITUTE:** Chief Abbott
21 discussed the purpose of the workshop. The main goal is to educate the Board on the
22 strategy the District is taking on community outreach. He introduced the Board and
23 members of staff to Dr. Manross from the Strategy of Research Institute. Dr. Manross went
24 through the findings of the BENCHMARK voter survey. The results of the survey reflected
25 many of the citizens are aware of North County Fire Protection District and their services,
26 however, they are unaware of the underlying facility needs and financial hardships
27 currently affecting the District. Captain McReynolds went through the presentation being
28 given to the public. During his presentation he mentioned the changes that have been
29 made based on suggestions provided at each meeting. He provided the Board with

30 feedback he receives at each presentation as well. A discussion ensued on changes the
31 Board would like to implement into the presentation. Dr. Manross presented the **NCFPD**
32 **Journal, Vol 1** proof to the Board. The tabloid informs the public on the good works being
33 done at the District, services they can utilize, along with keeping up to date on Public
34 Safety. The tabloid was not distributed to the Board as Dr. Manross would like to make a
35 few changes prior to distribution. He also presented the online version of the tabloid, which
36 will be updated every two weeks. Dr. Manross walked the Board through the website under
37 development. He stated the one important piece that is still missing is a video message
38 from the Chief. He pointed out the second item is a series of questions and answers the
39 public can refer to when they are looking for information regarding the District. There are
40 links to social media and everything will point back to our website. At the bottom of the
41 website there is a section for citizens to enter their own questions and provide their contact
42 information. An electronic newsletter will be readily available to provide continuous
43 feedback and current information. All outlets are being used to focus on the financial
44 strains the District is facing. On the recommendation of Strategy Research Institute a kick-
45 off meeting will be held the week after the November 6th election.

46 **STANDING DISCUSSION ITEMS:**

47 ● **COMMENTS:**

48 ● **STAFF REPORTS/UPDATES:**

49 ● **STEPHEN ABBOTT, FIRE CHIEF/CEO:** Chief Abbott reviewed the follow-up items to be
50 accomplished from the meeting.

51 ● **CHIEF OFFICERS AND OTHER STAFF:** No comments.

52 ● **BOARD:** No comments.

53 ● **BARGAINING GROUPS:** No comments.

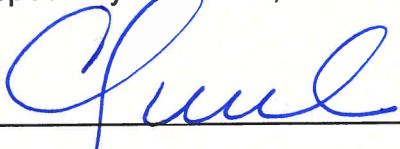
54 ● **PUBLIC COMMENT:** No comments.

56 **ADJOURNMENT**

57 By consensus at 3:52 p.m. on a recommendation by President Munson to adjourn the
58 meeting, it was closed to be reconvened on October 23, 2018, at 17:00.

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Respectfully submitted,



Cherie A. Juul

Acting Board Secretary

Minutes approved at the Board of Director's Meeting on: October 23, 2018

