

Friends of 33
Public Safety Ad Hoc Committee
August 2, 2006 – Meeting Minutes

Call to Order: 5:00 p.m.

Attendance: Karen Rott (chair), Rita Brooks, Jane Harmon, Brent Lindberg, Sheryl Schane, and Daniel Weinberg.

Reports:

Karen Rott introduced Rita Brooks with Keller Williams who is a new member of the Friends of 33 team. Ms. Brooks discussed fund raising possibilities that might involve the realtors in Rancho Bernardo suggesting ways that they could raise community awareness for the need to renovate the fire station. She noted that realtors in RB had historically been strong supporters of communitywide efforts such as this and would be willing to pass out flyers to some of the neighborhoods. Sheryl Schane suggested that a larger scale project was needed. In general, the committee felt that the smaller scale projects would be better for the current time in a slow real estate market.

Collateral documentation for the project was discussed with consideration of what was required for a presentation. The group identified the following: brochure, drawings/architectural renderings and detailed estimate of costs. It was also suggested that flyers should be developed. Ms. Rott remarked that Teri Denlinger and Diane Law had this information in progress. All agreed that these items were critical for the next meeting.

Ms. Schane recommended that we look to Fed Ex and Kinkos to underwrite our printing rather than some of the smaller, local businesses. She felt that they would have the money in their budgets to assist us.

With collateral documents, Sheryl Schane said that she would make a presentation to her contacts in the building/construction industry as well as talk to her contact who has a liaison with numerous companies in the West Bernardo business district.

The group agreed that the next meeting would be an orientation meeting specifically to recruit new members. Since the collateral documents are vital to this project, Karen Rott will call both Law and Denlinger to determine a timeline before setting up a date and location for the orientation meeting. The committee expressly wants this done in early September.

Everyone on the committee was encouraged to invite potential volunteers to this meeting. Numerous names of community leaders were submitted. The committee will have the documents ready to invite these leaders to join our campaign. Jane Harmon, Sheryl Schane and Rita Brooks all have key roles in prospect identification.

In response to questions, Daniel Weinberg expressed his belief that Rancho Bernardo is vibrant and able to support a campaign of this kind. He added that efforts may take a year or more. He also reported that he was working with Brian Maienschein's office in an attempt to identify possible prospects for this project. Further, he believes that no conflict exist between with this project and other ongoing fund raisers in the community.

Brent Lindberg remarked that if we were to be up to date and in keeping with the direction of the San Diego Fire-Rescue Department, we should call our project the Friends of the Rancho Bernardo Fire Station.

Under the leadership of Karen Snead, the San Diego North Chamber of Commerce will host a mixer and kick-off party mid-to-late October for the Friends of the Rancho Bernardo Fire Station. At that time we will have the project organized and ready to publicly launch.

Respectfully submitted,

Karen Rott