

Fix Our Fire Station Committee

Minutes

Meeting May 28 at Coco's Restaurant

The committee meeting was convened at 7:05 a.m. by Chairman Tom Richards. Members attending were Dave Brooks, Jim Hyldahl, Marty Judge, and Jim Wise. Absent: Mike Stelman. Guest: Robin Kaufman.

Background

Robin Kaufman Chairs the Community Council Ad Hoc Committee to renovate Fire Station 33. She explained that the station is nearly 40 years old and has suffered from decades of deferred maintenance. The station was designed to house one fire truck and a three-person crew. It now houses three fire trucks and a crew of six. Due to severe financial problem the City of San Diego is unable to renovate the Fire Station. The cost of renovation of the Fire Station is about \$1 Million.

The City's needs to build 20 new fire stations and \$16 million is needed to renovate its existing fire stations. These projects are not in the City's budget for the foreseeable future.

La Jolla Fire Station 13 was renovated with private funds and that effort was orchestrated by Trip Bennett and the La Jolla Rotary Club.

Daniel Weinberg, Director of Development for Major Gifts and Philanthropy Planning, was assigned by the Mayor's office to assist with the promotion and funding of this project.

Possible City Funding

Rancho Bernardo's Facility Finance Plan lists the fire station renovation as one of the community's needs. It was suggested that \$307,280 be allocated for station renovations. The suggested source of the funding is the RB's Development Impact Fee. The funding measure goes to the City's Land Use and Housing Committee for approval on June 13. Once approved, it is sent the City Council for approval in July.

Private Funding

To date the fund-raising effort has yielded about \$12,000 in cash, which is deposited in the San Diego Foundation (management fee of 1.5 percent annually) and \$20,000 in in-kind donations.

Jay Riordan of Dream Design Builders (Sunrise Rotary Club) has pledged to renovate part of the kitchen. Architect Mark Davis has pledged to design the renovation plan.

Rebuilding Together San Diego has pledged to assist with electrical work, possible plumbing, painting, etc.

Future Donations

It was recommended that future donations be made to a special account under the Rancho Bernardo Rotary Foundation to avoid paying an annual management fee.

Role of RB Rotary Club

Our club will spearhead the marketing and fundraising effort to renovate Fire Station 33. Dave Brooks will Chair the Administrative Subcommittee; Jim Hyldahl will Chair the Fundraising Subcommittee, and Marty Judge will Chair the Marketing Subcommittee.

Tom Richards has established an internet domain name of FixOurFireStation.com for our effort.

Robin will put Marty in touch with marketing efforts currently underway. Jim Hyldahl suggested that testimonials from people whose lives or property have been saved by the firefighters would be a powerful marketing tool (Dave Brooks father would be one example). Marty suggested a series of such articles in the local weekly newspapers and the North County section of the San Diego Union-Tribune. Robin mentioned this idea is already being implemented by the present PR/Marketing Committee, with several interviews under their belts. The information will appear in the quarterly fire station newsletter. Robin also mentioned that the North County Times has published several articles on the Fire Station Renovation Project and it has been aired on all the local news stations.

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Next Meeting

Our committee will meet at 5:30 p.m. on June 18 at the Seven Oaks Community center and attend the Community Council Steering Committee meeting there.