

Fire Station #33 Steering Committee
Minutes

Monday, June 18, 2007

1) Call to Order: meeting was called to order at 5:40 pm. Those in attendance: Diane Peters, Jay Riordan, Maria Keith, Robin Kaufman, Trip Bennett, Mark Davis, Jim Wise, Tom Richards, Marty Judge, Captain Dan Froelich, Jim Huldahl, Carl DeMaio, Tom Adam.

2) Approval of Minutes: Previous minutes were approved and will be posted on web site.

3) Introductions: Each person introduced themselves, which group they belonged to and what they would like to contribute to the project.

4) Rotary Input: Tom Richards reported the Noon Rotary will be giving \$25,000 towards the project, over a three year period with the contingency the project will come to fruition. He also reported the Noon Rotary will be partnering up with the Community Council's Renovation Committee's Fundraising and PR/Marketing efforts.

4 a) Trip Bennett from the La Jolla Rotary Club ~ Trip Bennett, the guiding force for Fire Station #13's renovations in La Jolla, presented various information on their project and suggestions as to how we can succeed. Trip validated many items that have already been implemented or are planned to be implemented by the Fundraising and PR Committees. Such items include Council support; frequent, small fundraisers which are not expected to bring in large donations, but rather to make the public aware of the need for the project; tours of the station so residents can see the conditions first hand; a few large fundraisers; receiving in-kind donations and getting as much press coverage as possible each week.

Trip suggested we:

- look into a community block grant
- encourage ~~an~~ individuals or companies to do matching funds
- take out a half page add listing all the donors and amounts
- set up a booth at our local farmer's market to promote the project weekly
- place posters in business windows, etc.
- ask contractors for specific donations so they can get in, do their work and get out in a few days.

Trip has offered his guidance when needed throughout our project.

5) SOW Review: Mark Davis handed out an updated SOW. We picked specific proposals for each room.

6) Update on Contractor: Through Mark's contacts, he was able to obtain Swinerton Builders as the contractor for our project. Mark will update their representative with the site plans we decided on so they can give us a better feel of the costs for each room, etc.

7) Update from Fire Rescue Liaison: Captain Dan Froelich updated us on questions we had last month. He let us know the fire departments trailers are cost prohibited, so we'll have to seek donations for trailers when the work begins and the fire fighters need to move out of the building. Suggestion was made that perhaps one of the local hotels would be willing to house the fire fighters. Dan also informed us that the A/C units and electrical information are on record for the contractor/architects to review.

8) Upcoming Events: Several events to help inform the public of the station are coming up ~ June 30 will be tile painting at Swim and Tennis Club (1-4pm), July 18 will be proceeds from Golden Spoon Frozen Yogurt (2-6pm), 'boot day' in July. Dan Froelich will look into the availability to do this event.

9) PR/Marketing Input: Maria Keith outlined the PR Committees function and goals. Tom Richards suggested the PR Committee and the Fundraising Committee meet jointly to discuss and plan upcoming events. Maria Keith stated that she would like the PR and Fundraising Committees to meet and discuss effective fundraising events and schedule the PR/Fundraising program/events through the rest of this year.

Tom Richards stated that he has reserved the url: "fixourfirestation.org" for this cause. There was concern that an alternate web address might detract from/confuse the branding that has already taken place. Benefits of a dedicated web address for this cause were also discussed. It was suggested that the reserved address "fixourfirestation.org" take viewers to the same site as RBCC, and that it was an easier name to remember for promotional purposes rather than "rbcommunitycouncil.com/station33" Further discussion was tabled for the next meeting (joint PR Committee/Fundraising Committee meeting).

10) Other Items: Meeting date and time for Fundraising/PR Committees was set for next month. Once location is confirmed, it will be announced.

11) Adjourn: meeting adjourned at 8:45 pm

Respectfully submitted by Robin Kaufman