



Novato Fire Protection District Board of Directors

Minutes for the Study Session of October 8, 2008

Time: 5:00 p.m.

Location: Fire Station 1, 2nd Floor

7025 Redwood Blvd. Novato

ROLL CALL

PRESENT

President Brad Beedle

Director Jim Galli
Director Lj Silverman

Director Farhad Mansourian

ABSENT

Director Mark Horick

STAFF PRESENT

Fire Chief Revere, Deputy Chief Nickel, Battalion Chiefs Heine and Veliquette, and Recording Secretary MacCubbin

OPEN TIME FOR PUBLIC EXPRESSION

No comments were made.

STUDY SESSION

1. NFPD Marketing and Communications Plan

Deputy Chief Nickel introduced Marty Rubino of Big Cat Advertising. A NFPD Marketing and Communications overview was presented to the Board outlining the need to share our “story of excellence to the community.” The following timeline and plans were shared during the presentation:

October 2008

Marketing research questionnaire mailed out to 1,800 Novato residents and businesses.

Spring 2008

Newsletter mailed to Novato residents and businesses.

Quarterly

Newsletter for NFPD employees.

May 2008

Redesigned NFPD website making the site more user friendly and informative.

All Board members expressed support for the program and agreed that the communications plan was extremely important for future community support.

ADJOURNMENT

There being no further business to conduct, President Beedle adjourned the meeting at 6:04 p.m.

Respectively submitted,

A handwritten signature in black ink, appearing to read "Lisa MacCubbin". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lisa MacCubbin, Recording Secretary