



P.O. BOX 1225
QUINCY, CA 95971



418 N MILL CREEK RD
QUINCY, CA 95971



(530)927-5294
PLUMASFIRESAFE.ORG

Meeting Minutes

Thursday, March 14th, 2023 - 9:00 am.
50 Church Street, Quincy

Board of Directors

<input type="checkbox"/> Chair, John Reynolds Firewise (26)	<input checked="" type="checkbox"/> Vice Chair, Sally McGowan Firewise (26)	<input checked="" type="checkbox"/> Secretary/Treasurer Mike Flanigan, Insurance (26)	<input checked="" type="checkbox"/> Ron Heinbockel Plumas Fire Chiefs (24)	<input type="checkbox"/> Joe Smailes Firewise (26)
<input type="checkbox"/> Don Gasser RPF (24)		<input type="checkbox"/> Trina Cunningham Maidu Summit Consort. (24)	<input type="checkbox"/> Jake Blaufuss AFRC (26)	<input checked="" type="checkbox"/> Ryan Tompkins UCCE (26)
<input checked="" type="checkbox"/> Kathy Kogge Firewise (26)	<input checked="" type="checkbox"/> Michael Hall Feather River RCD (26)	<input checked="" type="checkbox"/> Lori Pini Office of Emergency Services (23)	<input checked="" type="checkbox"/> Julie Hunter NSAQMD (24)	<input type="checkbox"/> Ryan Bauer USFS PNF (24)

Mission Statement: “To reduce the loss of natural resources and human values caused by wildfire through Firewise community programs and pre-fire activities.”

5-Year Strategic Plan

Program Strategy: Expand existing programs and establish additional projects:

1. Leverage and expand partnerships
2. Sustainably increase staffing
3. Establish robust monitoring systems & metrics
4. Increase public engagement
5. Develop County-wide community fuels and threat mapping assessment

Funding Strategy: Target sustainable annual budget increase of 20%:

1. Continue to produce competitive grant proposals that are based on funder’s objectives.
2. Pursue approaches for non-competitive funding which reduce administration while increasing long term benefits.
3. Leverage charitable donations to increase public outreach, education, and participation.
4. Continue to pursue potential revenue-generating activities utilizing woody material.

Leadership Strategy: Ensure strong and functional systems are in place to facilitate ongoing organizational capacity:

1. Maintain a Board of Directors with strategically recruited membership.
2. Continue partnership with Plumas Corporation as fiscal agent.

9:00am Board Meeting

Roll Call

Program Updates – Amber Hughes and Brad Bodenham

Marketing Reach

- Insights and reporting provide information about the performance of our email campaigns and pages. They also offer demographic data about our audience and insights into how people interact with our content. Insights can help track:
 - Page performance
 - understand audience engagement
 - optimize posting schedule

Facebook

- 1,190 followers, predominantly women

Instagram

- 354 followers, predominantly women

Ms. Hughes shared more insights about the PCFSC social media and website.

PCFSC has 6 new neighborhoods have been recognized by the Firewise USA program: Greenhaven, Red Clover Creek, Mohawk Meadows, Sierra Estates, Valley Ranch, and White Hawk Ranch.

The Wildfire Preparedness Fair will take place on May 11th, 2024. Community members can volunteer, host a booth on behalf of their Firewise community, and experience fire-safe vendors.

Brad Bodenham provided an update on the PCFSC Brand Identity

- The goal of this identity is to visually incorporate Plumas Fire Safe within the larger California Fire Safe Council. Even though we have our own specialized programs and approach, connecting visually to a well-known state entity brings PCFSC instant credibility, trust, and support.
- The primary colors and logo were developed accordingly to match California Fire Safe Council. However, we have created a unique set of graphical elements and secondary colors that are purely ours. These visual elements will distinguish Plumas Fire Safe and allows us to continue to follow our vision and develop a specific path for Plumas County.

Mr. Bodenham demonstrated new graphics that will bolster this goal, explaining the methodology behind each one. New graphics were presented for the PCFSC logo, and each program.

Consent Agenda

1. January Financials

Mr. Flanigan provided an update. The budget remains healthy; PCFSC is 40% through the budget at around halfway through the year. PCFSC is awaiting confirmation on more grants that will amplify the 24-25 budget.

2. Status of Grant Budgets

Rachel Wehrman provided an update. Any changes are reflected in the distributed sheet.

3. Status of Potential Projects and Grant Opportunities

Rachel Wehrman provided an update. Mr. Webster submitted a CAL FIRE Workforce and Development grant for equipment needs for the wood processing facility. Rachel and Katie submitted another CAL FIRE grant for Hazardous Fuels Reduction. Mrs. Wehrman will be submitting the Stephens fund. Liam applied for a \$156,000 County Coordinator grant to fund Liam and Amber.

4. Board Minutes

The February meeting minutes were approved.

Approve Consent Agenda

Motion: Mike Flanigan, Second: Ryan Tompkins

Approved: All yes, none opposed

New Business

1. Ratification of vote for Grant Matching Funds for the Wood Fiber Processing Plant Feasibility Study

With 8 votes of approval via email, the motion was passed. This will provide Mr. Greef with funding for a feasibility study.

Ryan Tompkins changed his vote to yes, making a total of 9 votes to ratify. However, Mr. Tompkins shared that in the future, large-scale biomass projects like this may be outside the capacity of what PCFSC can handle. PCFSC should be aware that fully implementing these projects will take ample staff time and money. Mr. Tompkins shared that it is important to invest in PCFSC staff before investing in the projects of other people. When personnel is fully funded by grant dollars, it leaves no room for professional development.

Approve Motion

Motion: Mike Flanigan, Second: Ron Heinbockel

Approved: All yes, none opposed

2. Ratification of vote for the cost share waiver for the Eastern Plumas Project

With 8 votes of approval via email, the motion was passed.

Approve Motion

Motion: Ryan Tompkins, Second: Mike Flanigan

Approved: All yes, none opposed

3. Vote to determine if PGE funds will be allocated for a 'Scholarship & Endowment Fund' for Feather River College

The board decided to table this vote, and discuss the matters further before deciding. A request was made for board members to consider that an alternative to allocating funds for FRC can be allocating funds to PCFSC staff for professional development and personnel security.

Old Business – Update on FEMA grant application and required match – Tommy Brenzovich

- The matching funds PCFSC was expecting from the state were no longer available
- PCFSC will be removing five homes worth of funding from the project to provide said match
 - Though 5 homes will be removed, it will still build the capacity and synergy of the program enough for it to grow over the years.

Adjourned

Motion: Ron Heinbockel, Second: Mike Flanigan
Approved: All yes, none opposed