

**CALIFORNIA EARTHQUAKE AUTHORITY
CALIFORNIA RESIDENTIAL MITIGATION PROGRAM
GOVERNING BOARD MEETING
MINUTES**

**Thursday, July 14, 2016
1:00 p.m.**

Location: California Earthquake Authority
801 K Street
10th Floor
Sacramento, California

Members of the California Residential Mitigation Program (CRMP) Governing Board in attendance:

Mitch Ziemer, Chair, Insurance Director, California Earthquake Authority (CEA)
Christina Curry, Vice Chair, Deputy Director, California Office of Emergency Services (CalOES)
Nancy Ward, Chief Deputy Director, CalOES, represented by Jill H. Talley, Chief Counsel, CalOES

Members of the CRMP Staff in attendance:

Janiele Maffei, Executive Director
Sheri Aguirre, Managing Director
Danny Marshall, Secretary
Jacqueline Ball

Also Present:

No members of the public addressed the Board.

1. Call to order and member roll call.

Mr. Ziemer called the meeting to order at 1:08 p.m. A quorum was achieved. Mr. Ziemer stated Jill Talley is representing Nancy Ward for today's meeting. Her designation is attached to these minutes.

2. Consideration and approval of the minutes of the May 17, 2016, CRMP Governing Board Meeting.

MOTION: Ms. Curry moved approval of the May 17, 2016, California Residential Mitigation Program Governing Board Meeting Minutes as presented. Ms. Talley seconded. Motion carried unanimously.

3. Ms. Aguirre will request approval to contract with a marketing firm pursuant to the Request for Qualifications and Proposal for Marketing and Public Relations Services #08-09.

Sheri Aguirre, the Managing Director, stated the impetus for this special meeting was to request approval to contract with Runyon Saltzman and Einhorn (RSE) as the marketing services firm. In the last meeting, the Board approved this contract with Ogilvy Public Relations but Ogilvy asked for a change that changed the substantive nature of the contract.

MOTION: Ms. Curry moved approval of awarding the contract to RSE and authorizing Executive Director Janiele Maffei to enter into a contract with RSE on the terms and conditions specified in the RFQ. Ms. Talley seconded. Motion carried unanimously.

4. Ms. Aguirre will present for Board approval additional EBB ZIP Codes for 2017, based on Board-adopted protocols.

Janiele Maffei, the Executive Director, provided an overview, accompanied by a slide presentation, of the Board-approved selection process and protocol, the proposed additional 2017 ZIP Codes, and maps of the proposed areas. She stated Eureka and Humboldt Counties have been included in the FEMA application. If the entire counties are not funded, the CRMP will retrofit only the cities of Eureka and Santa Barbara.

Mr. Ziemer asked about the EBB program in the Los Angeles area. Ms. Aguirre stated the EBB program is in 25 to 30 percent of the ZIP Codes in the city of Los Angeles. Ms. Maffei stated the ZIP Codes are predominately contiguous due to similar hazard risk areas.

Mr. Ziemer asked about the amount of funding requested on the FEMA application. Ms. Aguirre stated the application request is for \$1.8 million and the CRMP will provide a 25 percent in-kind match of \$600,000 to retrofit 600 homes.

MOTION: Ms. Curry moved approval of the 2017 EBB Expansion ZIP Codes as detailed on page 11 of Item 4 in the agenda with a special note that it includes the cities of Eureka and Santa Barbara if they are not approved for a FEMA grant for 2017. Ms. Talley seconded. Motion carried unanimously.

5. Ms. Aguirre will present for approval the proposed licensing agreement between CRMP and the CEA for the proposed CEA Brace + Bolt Program.

Ms. Aguirre stated the agreement has not been finalized at this time.

Danny Marshall, the Board Secretary, stated the final text should be available within the next two weeks and will be presented to the Board at the September Board meeting.

6. Public comment on items that do not appear on this agenda and public requests that those matters be placed on a future agenda.

No members of the public addressed the Board.

7. Adjournment.

Mr. Ziemer adjourned the meeting at 1:34 p.m.



Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES

July 7, 2016

To the California Residential Mitigation Program:

This will confirm that Jill Talley has been designated by the undersigned to act for governing board member Nancy Ward at the meeting of the governing board of the California Residential Mitigation Program on July 14, 2016, in the event Nancy Ward is not in attendance.

Governor's Office of Emergency Services

By Nancy Ward