

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

**Tuesday, February 3, 2015
1:00 p.m.**

Location: California Earthquake Authority
801 K Street, Suite 1000
Sacramento, California

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

Mitch Ziemer, Chair, Insurance Director, California Earthquake Authority
Christina Curry, Vice Chair, Deputy Director, California Office of Emergency Services
Dan Dyce, Consultant, California Earthquake Authority
Nancy Ward, Chief Deputy Director, California Office of Emergency Services

Members of the CRMP Staff in attendance:

Janiele Maffei, Executive Director
Sheri Aguirre, Managing Director
Bill Donovan, Counsel
Danny Marshall, Secretary
Tim Richison, Treasurer
Celia Luna, Customer Care Representative

Also Present:

Janet Osterdock, Integrated Marketing Specialist, Zoom Cross-Media

1. Call to order and member roll call.

Chair Mitch Ziemer called the meeting to order at 1:00 p.m. A quorum was achieved.

2. Consideration and approval of the minutes of the December 2, 2014, CRMP governing board meeting.

Mr. Ziemer noted that “twenty-five percent of the budget will have been expended by yearend” should read “twenty-four percent of the budget was expended through September” in Item 6.

Vice Chair Curry noted that, on page 2 under ACT 110, Ms Maffei answered a question from Board Member Dyce, and asked that the question be clarified.

MOTION: Board Member Dyce moved approval of the December 2, 2014, minutes as corrected. Vice Chair Curry seconded. Motion carried unanimously.

3. CRMP Executive Director Janiele Maffei will present her executive report.

Executive Director Maffei provided an update on the CEA's mitigation projects. A copy of her presentation is attached to these minutes.

4. CRMP Treasurer Tim Richison will present a financial report.

Treasurer Richison presented the attached CRMP Financial Report. He noted the CEA Board has authorized contributing \$3,000,000 to CRMP. The bulk of those funds are held for investment at the CEA and are not reflected on the CRMP balance sheet.

Mr. Richison stated that the amount of the current budget used through November was approximately 27 percent.

5. Mr. Richison will present for approval an update on CRMP insurance coverage.

Mr. Richison provided an overview of the CRMP cyber insurance coverage obtained from the Beasley Group. It is a one-year policy running from January 12th. A copy of his presentation is attached to these minutes. He stated he felt that \$1 million is adequate coverage for 2015.

Danny Marshall, the CRMP Secretary, asked which entities are insured under the policy. Mr. Richison stated the insured entity is CRMP and not its members. Bill Donovan, the CRMP counsel, added that the policy includes coverage for people who work for CRMP as well as CRMP's directors and officers.

6. CRMP Managing Director Sheri Aguirre will present an update on the Earthquake Brace + Bolt (EBB) program.

Ms. Aguirre stated that the EBB program kicked off on January 15th in 26 ZIP codes in six cities. A copy of her presentation is attached to these minutes.

Mr. Marshall asked about the geographic distribution of the 575 homes chosen for seismic retrofits. Ms. Aguirre explained that each of the six cities has an assigned target.

Vice Chair Curry asked if the homes are selected on a first-come, first-served basis. Ms. Aguirre stated that CRMP uses a random selection process.

Mr. Marshall asked if homeowners know the number of available slots in their city. Ms. Aguirre stated that information is shared when asked. Chair Ziemer asked if sharing the number of available slots in each city would be an incentive to register. Ms. Aguirre stated it might be a disincentive because of the small number available.

Chair Ziemer asked why the number of homeowners that registered so far in Santa Monica is low. Ms. Aguirre stated that it is possible that the number of qualifying homes pre-1950 houses in that area do not have cripple walls.

Ms. Aguirre said that the agenda for the next Governing Board meeting in April would include a presentation about the protocol for selecting cities and ZIP codes where the program is to be offered.

Mr. Richison asked what was meant by "nurturing" contractors. Ms. Aguirre stated that 233 contractors registered for the program, but to get on the list the program makes available to homeowners, contractors must complete the FEMA training. To date, 109 have taken the FEMA training and 124 have not. Ms. Aguirre explained that Janet Osterdock, the Integrated Marketing

Specialist of Zoom Cross-Media, does the nurturing, which consists of follow-up phone calls and emails.

Mr. Richison asked why contractors are not completing the FEMA training. Ms. Osterdock stated some of it is a time commitment – there are six modules of twenty minutes each for the FEMA training. Others did not understand the FEMA training was required.

Board Member Ward asked if contractors not completing the FEMA training are concentrated in one area or spread out over all the cities. Ms. Osterdock stated it is spread out statewide.

Ms. Aguirre noted that that in December the number of contractors that had completed the FEMA training was twelve, so progress is being made.

Ms. Maffei asked if any contractors resist taking the FEMA training because they feel they are already experienced. Ms. Osterdock stated some do, but the approach is to tell them the training will align them with Cal OES and the CEA. Ms. Maffei added that program participation is also free advertising for contractors, too.

Ms. Aguirre's presentation included a discussion of the marketing efforts for the program.

Chair Ziemer asked if the level of marketing effort can be sustained. Ms. Aguirre stated that the marketing cost per dwelling retrofit for marketing and outreach should decline as the mailing list grows. She stated part of the discussion at the Governing Board meeting in April will be about marketing efforts as the program is expanded to include additional ZIP codes.

7. Ms. Aguirre will present for approval EBB program expansion to the City of Napa.

Ms. Aguirre reported that CRMP staff met with representatives of the city of Napa in December. The head of the city building department has adopted the standard plan set, which is necessary for implementation of the EBB program in Napa.

Ms. Aguirre proposed expanding the EBB program to include 75 homes in two ZIP codes in Napa on the following schedule:

- March 2 to April 2 – proposed 30-day homeowner registration
- April 8 – random selection of homeowners
- April 15 – winners notified to begin retrofits
- November 15 – retrofit completion deadline

MOTION: Board Member Ward moved approval that the EBB program be offered in Napa to up to 75 homes in Zip codes 94558 and 94559, and that homeowner registration begin on March 2nd for 30 days. Vice Chair Curry seconded. Motion carried unanimously.

8. Ms. Maffei will present for approval the proposed meeting calendar for the balance of 2015.

Ms. Maffei proposed a meeting calendar. After a discussion, the following dates were selected as the dates for future Governing Board meetings in 2015:

- April 21
- July 28

- September 22
- November 10

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

There were no comments or requests from members of the public pertaining to CRMP or the Governing Board.

10. Adjournment.

There being no further matters to consider, Chair Ziemer adjourned the meeting at 2:15 p.m.