



MEETING DATE: February 5, 2025

FROM: President Cary Curtis

RE: Review and Approval Final Work Product and Plan of Consultant Rollins for District Mailout.

REASON FOR RECOMMENDED BOARD ACTION:

Request for Ad-Hoc Committee Approval to Lead Project and Provide Final Content Approval

To move this project into completion within the stated timeline Board President Curtis is requesting the following for approval by the board. Board approval of these recommendations will allow for the project to meet timelines while delivering on a succinct communication that hits critical communication needs.

Approve an ad-hoc committee comprised of President Curtis, Board Member McLaughlin and Chief Rosevear to finalize content of the newsletter and provide final approval for printing.

Approve a 10% overrun on the project cost to allow for additional printing, as necessary. The maximum amount would be \$528.00.

BACKGROUND:

At the February 5, 2025, meeting, the BPPFD board of directors approved a proposal to engage Rollins PR Consulting with the development of a direct mail outreach communication. The contract approval is for a one-time newsletter development, printing, postage and mailing. The board approved an amount of \$5,280 for the production and mailing of 5,000 pieces. The cost for the project will increase if current parcel data shows more than 5,000 parcels for mailing purposes, however, any increase will be minimal and within a 10% cost increase.

Late March, Board President Curtis, Board Member McLaughlin and Chief Rosevear have received an initial outline of key topics with detail for review and editing. The editing process is currently underway, and we are expecting the mocked-up document with our edits will be sent to Rollins PR Consulting by April 10. We anticipate the mailing will occur early May 2025, providing sufficient lead time to notify parcel owners with information on BPPFD's Special Tax and request for exemption from the tax process.

The key topic categories for the newsletter currently include:

- About the Beckwourth Peak FPD
- Board of Directors and Terms

- Beckwourth Peak FPD Leadership and Staffing
- Providing Valuable Services to Communities – Status of operations for the new district
- Annexation of Eastern Plumas Rural FPD
- Funding Beckwourth Peak FPD
- Establishing a Strong Foundation – Strategic Planning, Policies,
- Important Tasks Further Establish BPFPD in the Community – ISO review, Staffing of Station #1
- Understanding the Annual Special Tax Assessment - Detail on Peak's Special Tax and links to view documents

Timeline/Next Steps/Tasks	Owner
10 Apr - Finalize edits to newsletter	BPFPD
10-Apr – Provide district map, logo and photos to consultant	BPFPD
25 Apr – Consultant provides mockup	Rollins PR Consulting
30 Apr – Final approval to print	BPFPD
Early May 2025 – Print and mailing	Rollins PR Consulting
Early May 2025 – Provide BPFPD board with final product prior to mailing	BPFPD

IMPACTS TO THE CUSTOMER:

There is nothing but positive impacts when communicating the District's mission, objective and achievements to customers. Ensuring customers have advanced communication of the District's annual Special Tax and how to apply for an exemption is necessary and reflects on the District's goodwill in serving all customers.

FISCAL IMPACT:

The contract is for \$5,280 for a complete end to end project. Upon board approval, a 10% overrun cost (\$528.00) is being requested to ensure all parcel owners are included in the mailing.

RECOMMENDATION:

- 1) Approve an Ad-Hoc committee comprised of Curtis, McLaughlin and Rosevear to lead and complete this project.
- 2) Approve a 10% overrun cost of \$528.00 in the event additional printing and mailing of final

product is necessary.
