

**MINUTES OF THE SPECIAL MEETING OF
BOARD OF DIRECTORS OF THE
MOUNTAIN VIEW FIRE PROTECTION DISTRICT**

August 17, 2006

I. OPENING OF REGULAR MEETING.

A. Call to Order.

The special meeting of the Board of Directors of the Mountain View Fire Protection District was held at the Administration Office, 9119 E. County Line Road, Longmont, Colorado, on August 17, 2006, and was called to order by Judy Rusk at 1830 Hours.

B. Pledge of Allegiance.

All persons in attendance participated in the pledge of allegiance.

C. Roll Call.

The meeting was attended by the following Board members: Judy Rusk, Anne Freeman, Randolph Winsett, Dr. Stephen Walker. Scott Lyle e-mailed and stated he would be late this evening. He arrived at approximately 1910 Hours.

Also present were: Steve Pischke, Mark Lawley, Donna Mullison, Twink Dalton, Dave Beebe.

D. Approval of Agenda.

Randy Winsett moved to approve the agenda, as written. Stephen Walker seconded such motion, and it was thereafter unanimously approved.

II. PUBLIC/MEMBER PARTICIPATION

NONE.

III. REGULARLY SCHEDULED ITEMS

A. Company Presentations.

Chief Pischke stated that two of the companies tonight would be augmenting previous information given to the Board. The third company will give its initial presentation.

- (1) Stifel Nicolaus – Vicki Mattox and John Britz distributed overview packets. Judy Rusk asked for more information regarding the amount of funds the PAC would have to raise. MSRB questions were answered by Vicki Mattox, and Stifel is fully complying with all laws, etc. Vicki stated that she brought additional information, for more linear thinking. She reviewed pricing for bond issuance contained in prior information given to the Board. Discussion regarding issues that resulted in a failed bond election. They discussed public engagement process, which the District would pay for. John Britz explained the public engagement process. He also distributed a draft campaign timeline for a prior successful election as an example. Discussion was held regarding focus groups and the value of obtaining information from the citizens. Approx. cost of an informational poll is \$12,000-\$15,000. Focus group information would cost approx.

\$6,000-\$10,000. They would be willing to donate campaign polling. Discussion regarding voter base, growth, etc. as they relate to election strategy. Range of budget for the PAC would be \$18,000-\$35,000, depending on advertising, etc. You can form an issue committee, rather than a PAC. Discussion regarding bond issuance upon a successful election. This is a full service organization.

- (2) George K. Baum – Joshua Magden, Alan Matlosz and Paul Hanley distributed presentation packets and thereafter gave their presentation, which augmented their presentation given to the Board May 30, 2006. Get message out early, want to have the election won in August instead of waiting for election day in November. Key to winning is keeping employees informed. They are on the front lines answering questions. Election strategy was discussed. Mr. Hanley explained the community comment/research portion they would provide. \$0.45 per mailing (cost estimate). Mail back survey \$0.65 per mailing (cost estimate). Phone poll approx. \$10,000-\$12,000. He stated they don't get a dime until the ballot question passes. Need to budget approx. \$20,000 for pre-election information to be paid for by the District. This is a full service organization.

- (3) AG Edwards - Ronald Billings, Meagan Schultz and Ann Gifford distributed informational packets and thereafter gave their presentation. Ann Gifford discussed pre-election services in detail. Most services will be to the committee, not the District. She stressed grassroots campaign, and that we need to decide whether to hire a campaign manager. Fundraising important and necessary. We will need many volunteers to fulfill their plans/strategies. Polling would cost \$8,000-\$12,000. Mailing/printing costs \$2,000-\$3,000 per mailing from committee. They would want us to provide volunteers for distribution of flyers, phone banking, etc. Total election budget could be \$5,000-\$80,000, depending on what you decide to do re information sharing. Strategy for fundraising for committee – homebuilders, developers, etc. Discussed at length distribution and marketing capabilities of the successful bonds.

IV. ACTION ITEMS

A. Company Selection.

The Board discussed/compared all companies' strengths, services, etc.

Randy Winsett moved to retain Stifel Nicolaus as our investment bankers and bond issue consultants for a possible future ballot question. Stephen Walker seconded such motion, and it was thereafter unanimously approved.

V. BOARD MEMBER ITEMS

NONE.

VI. EXECUTIVE SESSION

NONE.

VII. ADJOURNMENT

There being no further business to come before the meeting, Randy Winsett moved to adjourn the meeting. Stephen Walker seconded such motion, and it was thereafter unanimously approved to adjourn the meeting at 2117 Hours.

Respectfully submitted,

President Date

Secretary Date

MinutesSP.081706