

**Minutes**  
**Volunteer Program Advisory Board**  
**June 25, 2012**  
**Youth Center**  
**16 Park Road**

*Mission Statement: "To foster goodwill and community spirit in Fairfax through volunteer activities."*

Members in attendance: Holly Bragman, Melanie Peratis, Ted Pugh, Anya Schandler, Helen Fauss, Bruce Killen. Staff in attendance: Sgt. James O'Callaghan, Fairfax Police Department, Jim Hansen, Ross Valley Fire Department, Maria Baird, Community Resources Coordinator. Others in attendance: Council Member John Reed, Justine Fenwick, Nextdoor .com Representative, Scott Valentino, Ricki Kerner

The meeting was called to order at 6:30 p.m. The minutes of the May meeting were approved with the following minor revisions (correction in italics): Maria announced a Peri Park clean-up was scheduled for Saturday, June 2<sup>nd</sup> from 9-12.

**1. Reports**

- **Chair-** Holly welcomed the guests and guest speakers.
- **Treasurer-** Maria submitted checks to Bruce for the community garden.
- **Coordinator-** Maria announced the Peri Park clean-up was well attended.
- **Discussion** –Holly announced the "Streets for People" event will not sell alcohol, therefore the item will be striked from the agenda.

**2. New Business**

- a) **City Program – [www.nextdoor.com](http://www.nextdoor.com)** Justine Fenwick, Senior City Strategist for nextdoor.com website, presented a power point presentation of an introduction to the website. She showed a 90 second video that captured the essence of nextdoor.com. Justine announced that the program is 18 months old. It is rapidly growing, and has expanded into 3,000 neighborhoods, and 40 cities in California. Nextdoor.com is a private social network with the goal of bringing a sense of community to neighborhoods. Users look for a variety of functions, including finding babysitters, borrowing tools, notifying neighbors of break-ins, and preparing emergency response plans for the community. It is a geographically based social network. It requires that users identify their real name and address in order to join. There are four ways to confirm residency: 1) postcard in the mail, 2) phone call verification system, 3) credit card to guarantee the

billing address (one penny is charged to the account), and 4) invitation from a previously verified neighbor.

Nextdoor.com is a multi-prong tool that connects neighbor to neighbor, neighbor to government, and neighbor to business. It is currently free to residents and free to cities. They will charge local businesses for advertising when the website monetization occurs in approximately one year. Nextdoor.com provides a neighborhood directory. Thirty percent of the postings are recommendations for home improvement contractors, on-line garage sales, etc. It is also a resource for block parties, and other social gatherings.

John Reed commented that in Fairfax, residents are delineated by issues, there is no cross neighborhood communication. He raised the question of whether the Town would have access to users information. Justine replied the Town would not have access to residents information. The City would simply post the broadcast message. The City agencies do not see information between neighbors. Every member is run through the National Registry of Sex Offenders prior to being allowed to join the website.

Neighborhood founding members are the ones that make up the borders of the neighborhoods. The borders can be adjusted after the neighborhood has launched. Another goal of nextdoor.com is to support the local economy. Holly Bragman raised the issue of how advertising information will be shared. Justine responded it is not known at this time. She did add the website has a privacy policy. If there are any changes made to the privacy policy, the subscribers must be informed.

Melanie Peratis requested that Ted look into changing the borders for the Fairfax neighborhoods so that the existing Fairfax Park border be adjusted to annex her Park Road home with about eight others. She also suggested waiting until the advertising component has been vetted, prior to endorsing the nextdoor.com website.

**ACTION ITEM: Form a sub-committee to work on nextdoor.com. The sub-committee will determine what boundaries the different areas need. The sub-committee will consist of Ted, Helen, John, Anya, and Melanie.**

- b) **Website update-** Scott Valentino announced that Merrell is building a new website for the Volunteers on Word Press. Scott can update the interim site if necessary. One of the issues is that the photos on the website are dated, and need replacing. He took an updated photo of

the Board. A sub-committee was formed consisting of Holly, Melanie, and Maria. Scott is owed reimbursement for his website maintenance fees and will get an invoice to Bruce in the near future.

- c) **Trail marking project-** Bruce offered to make the necessary repairs to the existing trail at Meernaa & Forrest Terrace. He will work with Larry Bragman and John Reed. The Volunteers will host a trail day trail marking day on Sunday, August 19<sup>th</sup>. John Reed will help to determine the next trail site. The general public will be invited to come and work on this project.
- d) **Creek clean-up event-**Maria announced that a Creek Maintenance Agreement is being considered by the Marin County Flood Control and Water Conservation District and the Town of Fairfax. This agreement would provide creek clean-up services by the North Bay Conservation Corps. This work would eliminate the need for a creek clean-up day by the Volunteers. The Corps is requesting a list of “hot spots” throughout the creek that need attention. Melanie will walk the creek to determine debris locations. Mel has indicated there is an overgrowth of ivy in the creek that is problematic. Tom Bruce of Public Works will also be assessing the creek for areas that need attention.

### **3.Old Business**

- a) **Town-wide picnic-** The sub-committee consisting of Holly, Anya, Melanie & Maria will hold their first meeting on Tuesday, July 17<sup>th</sup> at 1:30 p.m. They will meet at Melanie’s house. A follow-up meeting will be held the following week, and a subsequent meeting on August 21<sup>st</sup>. Maria invited Sven of Mauro’s Pasta to once again cater the picnic. He responded he may be out of town. Anya will ask Barefoot Café as a second choice. As a third choice, Maria may approach Avatar’s.
- b) **Next meeting - scheduled for Monday, July 30<sup>th</sup> at 6:30 p.m.** Topics will include protocol for agenda, chipper waste collection for 2012, dog dispensers, and Ecofest profits.

**The meeting adjourned at 9:00 p.m.**