

# GEYSERVILLE FIRE PROTECTION DISTRICT



## STRATEGIC PLAN for 2014-2016

February 2013 update, v7

P.O. Box 217  
Geyserville, California 95441  
Phone: (707) 857-4373  
Web: <http://www.geyservillefire.com>  
Fire Chief Marshall Turbeville  
[mturbeville@geyservillefire.com](mailto:mturbeville@geyservillefire.com)  
Board President Tim Barnard  
[sculpture@tbarny.com](mailto:sculpture@tbarny.com)

**We Need Your Help!**  
We need volunteer  
firefighters - please see  
details on Page 2



**GEYSERVILLE FPD STRATEGIC PLANNING MEETING    JUNE 2, 2013**

Thanks to everyone who participated in our strategic planning process in 2013. The group pictured above worked on the foundation of the plan on Sunday, June 2. Over the summer and into the fall several committees started work on key goals, including engaging in discussions with our neighboring fire departments about regional, cooperative efforts. In addition, a committee worked on recruiting and retention of Volunteer Firefighters.

A smaller group met on Tuesday, October 29 to finalize the first version of the plan for 2014-2016. The plan will be reviewed regularly and updated as needed. Participants in this process have included: Tim Barnard, Paul Bernier, Harry Bosworth, Rob Stewart, Marshall Turbeville, Fred Peterson, John Clendenen, Ted & Sandy Elliott, William Hinkle, Edson Howard, Tim Hylas, Rody Jonas, Mike Mahoney, Stephen Nachtsheim, Robert & Sally Nicholson, Tatsuo Okaya, Tom Rued, Deborah Serval, Scott & Jane Sibary, Pete Stone, Mark Vanoni, Mark Grandy, Rick Groff, Joe Stewart, Carlos Mendez, Mack Montanye, James Bone, Jose Carillo, Dick Dilworth, Kate Ferland, Sky Lancaster, Chris Munsell, Jason Mallory, Ryan Petersen, Michael Pigoni, Carol Pigoni, Andrew & Amanda Wallace, Steve Adams, Pam Bell, Matt Gustafson, Jason Jenkins, Vern Losh, Gretchen Krebs, and Craig Lowe.

# INTERESTED IN VOLUNTEERING? CALL US AT (707) 857-4373

Our success depends on the direct involvement of the communities we serve including Geyserville, Alexander Valley, and Dry Creek Valley. We are asking you to join us in making Geyserville a safer place to live. We need active volunteer firefighters to work with our small paid staff.

In addition to serving as firefighters, the Geyserville Volunteer Firefighters' Association (GVFA) serves the community. It is made up mostly of current active firefighters and a few past members of the Geyserville FPD. The GVFA's primary goal is to raise money to buy equipment and supplies to increase the level of service GFPD can provide. The GVFA differs from the GFPD in that the GVFA is a non-profit organization run by volunteers who raise money through fundraisers. The GFPD itself is a special district that receives a portion of your property taxes every year to run the fire department. The GFPD's income is limited to the annual tax revenue it receives.

Before the Geyserville Fire Department became a fire protection district in 1996, all of the expenses of running the fire department were paid for by the GVFA. Since becoming a fire district, the GVFA has been able to spend its money on more than just the basics. We have purchased rescue equipment and Automated External Defibrillators (used to jump start your heart if it stops). In 2001 the GFPD opened Station 3, located on Dry Creek Rd. This was paid for by your donations and was built mostly with donated labor, pictured below. In 2004 the GFPD took delivery of new Fire Engine 6181 pictured below, paid for by your donations to the GVFA in the amount of \$280,000.



Please join us at our annual Open House on May 10, 2014 at our Station 1!



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E-mail: [information@geyservillefire.com](mailto:information@geyservillefire.com)

### Board of Directors

- Dane Petersen, Board President
- Harry Bosworth
- Paul Bernier
- Tim Barnard
- Robert Stewart



### Staff

- Anneke Turbeville, Administrative Assistant

### Officers

- Marshall Turbeville, Interim Fire Chief (part time paid)
- Dick Dilworth, Battalion Chief
- Joe Stewart, Captain (Paid)
- Ryan Petersen, Captain
- Michael Pigoni, Captain
- Mack Montanye, Captain
- Jason Mallory, Lieutenant
- Carlos Mendez, Lieutenant (Paid)
- James Tovani, Lieutenant (Paid)

### Engineers, Firefighters

- Chris Munsell, Engineer
- Fred Peterson, Engineer
- Dane Peterson, Water Tender Driver
- Casey Reid, Engineer
- Saul Garcia, Firefighter
- Nicholas Migneron, Firefighter
- Tracy Montanye, Firefighter
- Jenna Torres, Firefighter

Note: All positions Volunteer unless identified as "paid".

### Out of District Volunteers

- James Bone
- Owen Bradish
- Jose Carillo
- Jon Colgan
- Keith Clements
- Nicholas Franklin
- Chris Idiart
- Sky Lancaster
- Brandon Millitello
- David Murray II
- David Pena
- Brianna Redmon
- Ryan Seymour
- Darren Stroud
- Brett Thatcher
- Andrew Wallace

### Trainees

- Nathan Boorstein
- Maggie Elliott
- Anthony Hutchins
- Nathaniel Miller
- Benjamin Yanez



# **Geyserville Fire Protection District**



## ***Our Vision For Our Future, What We Aspire to Become***

**We aspire to make our department indispensable  
and vital to the community we serve**

## ***Our Mission, What We Do***

**The mission of the Geyserville Fire Protection District is to serve, lead, and support the community by providing the highest possible level of emergency services for the protection and preservation of life, property, and our beautiful natural environment.**

## ***Our Values, What We Believe In and How We Behave***

### **Safety**

**We work as a team to protect life, people, and property.**

### **Pride**

**We hold the department and its members in high esteem.  
We value our performance, equipment, and organization.**

### **Diligence**

**We strive to do the best at all we do.  
We are always studying, training, and checking equipment.**

### **Collaboration**

**We encourage initiative, always within a culture of collaboration  
and working together. No one is allowed to fail.**

### **Integrity**

**We value behavior that earns trust, by being  
inspiring role models for the members of the community.**

### **Transparency**

**We value being open and genuine with each other, and we encourage open  
communications with all people in the community.**

### **Respect**

**We are considerate of firefighters, the community, visitors, and private property.**

### **Education**

**We are always training to better ourselves for the community. We use the  
equipment properly with trained personnel for the safety of ourselves and others.**

### **History**

**We remember and honor the history of our department, past firefighters,  
and what we have evolved from.**

# **Geyserville Fire Protection District Three-Year Plan**

## **1. Plan for Financial Stability**

Define desired level of service now and in the future, including community expectations (i.e. – second staffed station? Steps include a) Distribute community survey, 60% participation expected, by *Dec. 2013*. Compile survey data, by *February 2014*. Develop District Standards of Coverage, by *December 2014*. Committee to include all related groups.

Operating effectively at the level of service that finances allow, *Ongoing*.

Ongoing commitment to operate on a cash basis with no long-term debt, *Ongoing*.

Explore all sources of revenue to continue a sustainable budget: Explore benefit assessment tax campaign, Establish committee to explore benefit assessment, by *December 2014*.

Explore “crowd funding” options through the Volunteer Firefighters Association, by *June 2014*.

Continue working for additional fundraising through the Volunteer Firefighters Association, *Ongoing*.

Develop apparatus replacement plan, by *December 2014*; Develop apparatus maintenance plan, by *February 2014*; Place more emphasis on grant funding options, *Ongoing*.

## **2. Research Regional Cooperative Efforts**

Study consolidations of zone 6, Municipal Services Review (MSR) completed by *July 2014*.

Study annexation possibilities; include Knights Valley, Dry Creek Valley (MSR completion *July 2014*).

Synchronize policies with adjoining agencies, by *December 2014*.

Review costs/benefits of identified alternatives: shift schedules, level of service BLS, intermediate ALS, ALS, advanced EMT; response time analysis and what would need to be done to achieve desired levels of services, by *2016*.

Complete Regional Standards of Coverage, Deployment Analysis, by *June 2014*.

Explore Local and Regional Fire Corps program? I.e. – Volunteer Financial Advisor; non-suppression support teams for incidents, substantial progress and program by *December 2015*.

## **3. Maintain Effective Combination Fire Department**

Maintain good relationship between paid and volunteer firefighters, *Ongoing*.

Improve volunteer recruitment and retention, *Ongoing*.

Develop Recruitment and Retention committee (*Summer 2013*), attend CSFA Workshop and update related goals, by *December 2013*.

Improve volunteer firefighter training, create formal mentorship program, develop positive recognition programs, *Ongoing*.

## **4. Improve Public Relations & Education Program**

Create communications/Public Relations plan, using both traditional and social media. Establish Social Media Committee, substantial progress implementing changes by *December 2015*. Get the community involved, emphasize personal accessibility, community involvement, *ongoing*.

Continue semi-annual newsletter, update web site, *Ongoing*.

Continue to provide fire and EMS prevention information, conduct annual Open House, *Ongoing*.

Develop 100-year anniversary committee, plan for celebration, by *December 2014*.

## **Other Related Goals:**

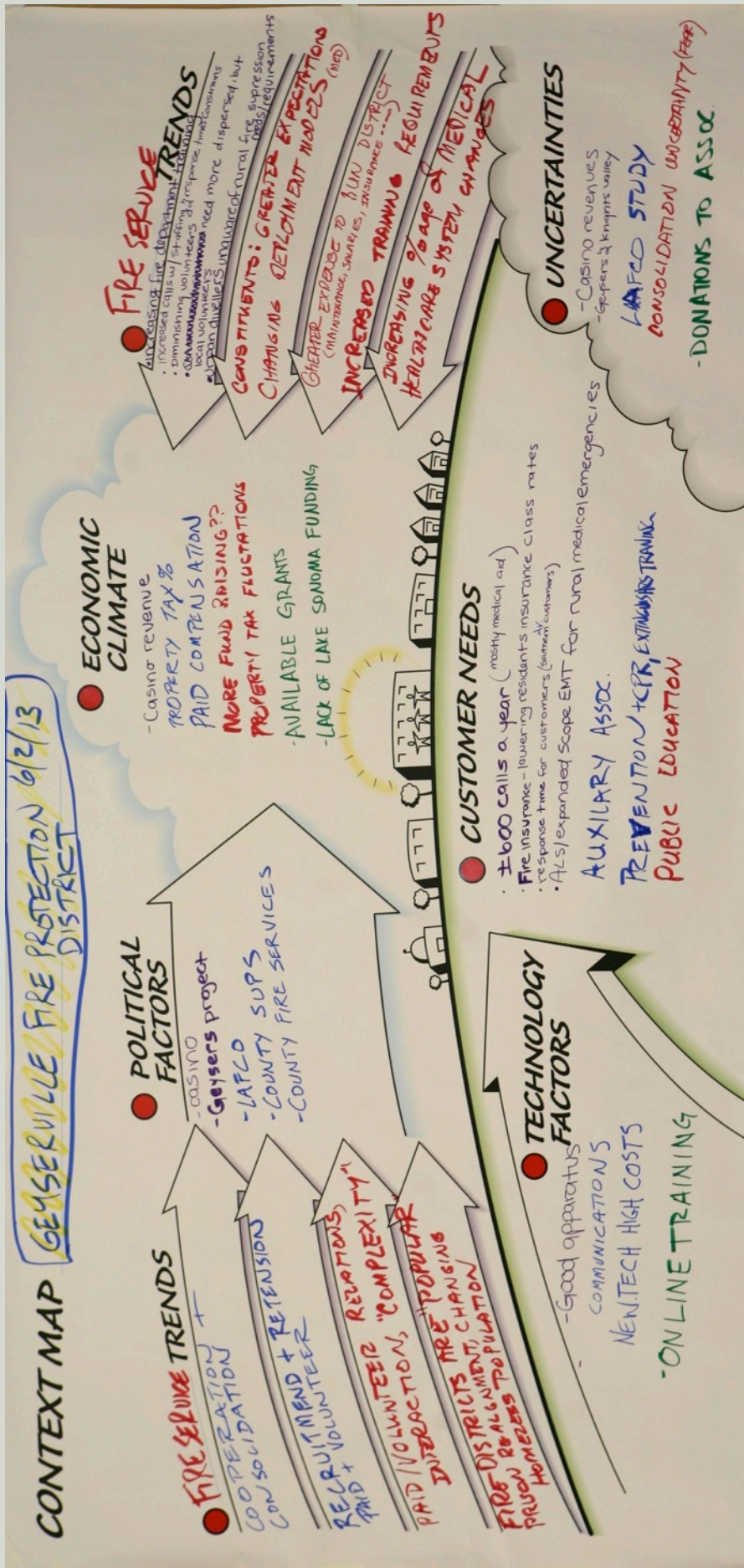
Complete & use strategic plan, publish plan and implement update schedule.

Improve mapping and signage.

Consider future increase of district board membership with two community members.

Improve safety programs - no lost time for injuries.

Improve use of technology (improve service, possibly reduce costs).

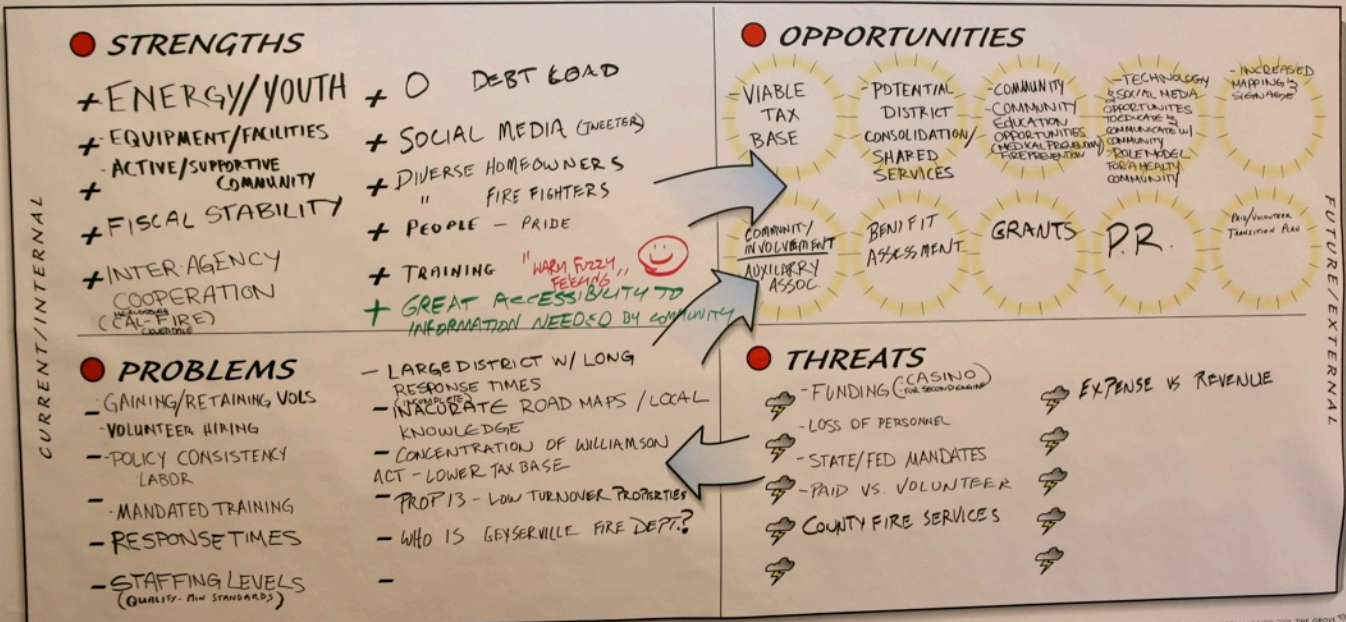


The current environmental "Context" for GFPD used as 'Food for Thought' for the plan. This is a "snapshot" of environmental conditions we work with.

The fire service is facing great challenges, especially in "combination" organizations like ours, with both paid and volunteer firefighters. While our two-person on-duty staff can handle many of the basic emergencies on their own, more complex accidents and fires require many more well-trained firefighters. We face challenges in recruiting and retention of volunteers, in our funding, and in being an effective regional partner with neighboring fire departments.

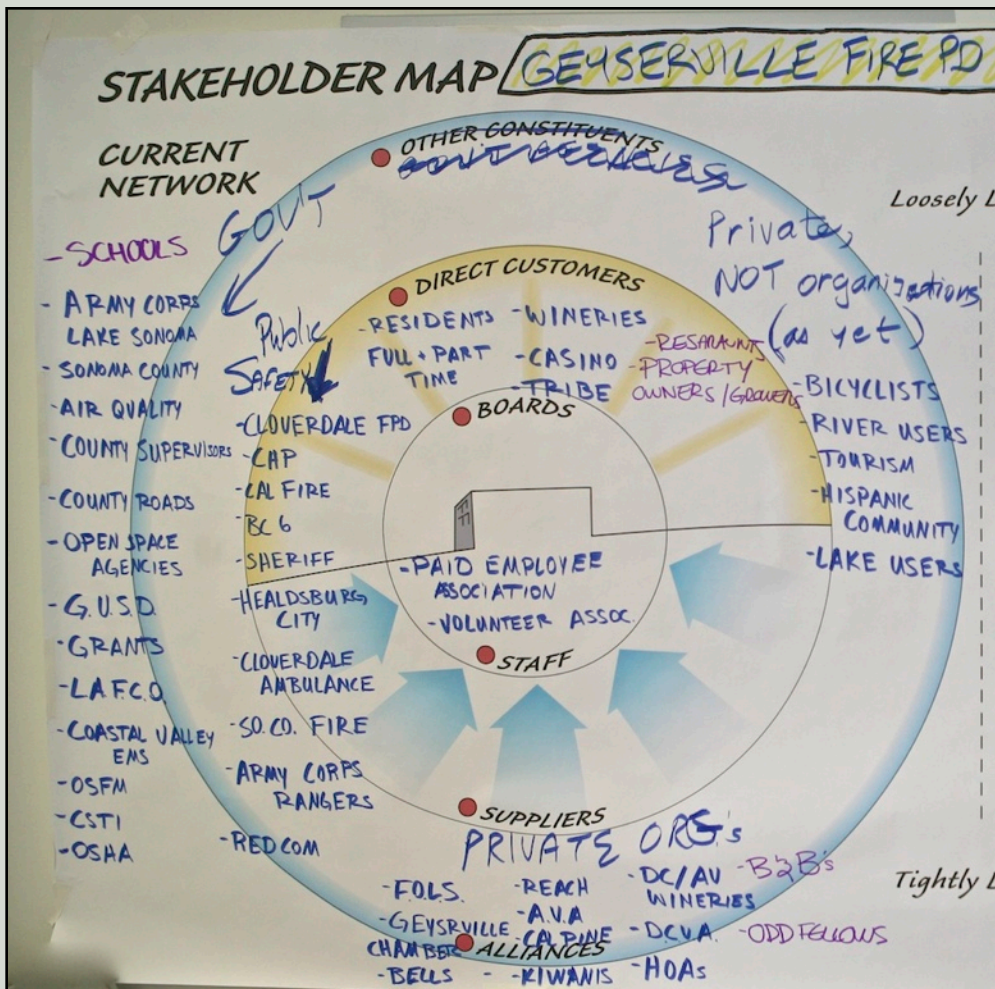


# SPOT MATRIX GEYSERVILLE FIRE PROTECTION DISTRICT JUNE 2, 2013



The current Strengths, Weaknesses, Opportunities, and Threats (SPOT) for GFPD used as 'Food for Thought' for this plan.

# STAKEHOLDER MAP GEYSERVILLE FIRE PD



## Key Stakeholder Map

Stakeholders - "a person, group, organization, or system who affects or can be affected by an organization's actions."

Sometimes we do not recognize all of the organizations we interact with and why. Here is a visual of most of the organizations we need to work with at times, some more than others. This is more 'food for thought' for planning, and is also used to orient and educate our members and community.

## We Need Your Help & Feedback!

Please let us know what you think about our plan and if you have any suggestions or concerns. Thank you for your support.

## OUR NEXT STEPS

We very much appreciate your interest and support. Please visit our website for the latest updates in this process.

We welcome your input and participation if you are interested.

Thank you very much for your support!

Tim Barnard, Board President

Marshall Turbeville, Fire Chief



***"Wine Country to the Rescue"***  
***Our Annual Dinner Dance & Auction***  
***Clos du Bois Winery July 19, 2014***

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