



**To:** Board of Directors  
**From:** Ed Miller, President of the Board  
**Date:** June 3, 2021  
**Subject:** District Newsletter

**Background:**

I met with Chief Leighton and staff members to discuss the upcoming newsletter articles and associated printing and mailing costs.

Staff is still receiving printing quotes, but had the following figures from previous years (printing only):

- In 2019, Meeks Bay Fire spent \$1,430 for 2000, full color, 11 x 17 pieces (~ \$0.72/ea, or \$0.18/pg)
- In 2018, North Tahoe Fire spent \$1,560 for 7500, full color, 8.5 x 11 pieces (~ \$0.21/ea, or \$0.10/pg)

Based on the following factors, North Tahoe is not prepared to share the cost of producing and mailing a newsletter by more than 50%:

- Media resources are primarily on the internet (Facebook, Twitter, Nextdoor, etc.);
- Information is presented in realtime and can be easily kept up-to-date;
- News and Press Releases are typically sent via e-mail to news outlets and area cooperators;
- North Tahoe was not planning on preparing a newsletter and therefore did not budget for it.

**Recommendation:**

Determine if staff should create a hard-copy of the newsletter to be mailed to residents, or create an electronic version of the newsletter that will be accessible on the web-site.