
From: Bob Mertz
Sent: Thursday, September 24, 2015 3:55 PM
To: firesafe@pacific.net
Cc: jwmastin@pacific.net; k-britton@sbcglobal.net; catherinetanaka@yahoo.com; dabarre@wildblue.net; John Andersen
Subject: Apology
Attachments: Apology.pdf

Dear Madelin,

Please find attached a letter apologizing for putting you in the position you express in your email to John Andersen.

I will personally drop by the original letter tomorrow and hope to meet you personally.

I am sending this electronically tonight to avoid another day going by of you wearing the weight of any bad feelings about the matter. The mistake is ours alone to shoulder.

We share your enthusiasm for fire safety and community wide involvement.

I hope to meet you tomorrow.

Sincerely,
Bob Mertz
707-620-2974



September 24, 2015

Madelin Holtkamp
Executive Director
Mendocino County Fire Safe Council
410 Jones Street, Suite C-3
Ukiah, CA 95482

VIA: Hand Delivery on Friday 9/25/15

Dear Madelin,

Please accept my apology. I am profoundly sorry that your agency was mentioned in our informational advertising about what we do in the forest. We have worked to have a good relationship with the Fire Safe Council. As you may recall, we visited with you about the tan oak approach we're using earlier this year, and interested members of the Fire Safe Council visited our forest to see first-hand what we were doing on September 22, 2015, and when they left, we had the impression that they were satisfied with what they had seen.

We value our relationship with the Fire Safe Council and all of those organizations with whom we come in contact and who are interested in our work from any perspective. We look forward to your Board's public response, and sincerely express our regret that we put you and the Board in this position. Believe me; we will be much more careful in the future. We hope this situation, once you've had a chance to respond, will allow all of us to move forward with the things we do every day.

We will share your note to John Andersen with everyone at MRC along with our letter of apology to you and to your Board. We do understand your position and the position of the Board and its role in our community. We would never intentionally do anything that might cause you embarrassment.

Please accept this sincere and public apology as an indication of our good faith intention to continue working productively with you and the Council in the future.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Mertz".

Bob Mertz
707-620-2974

cc:

Fire Safe Council Board of Directors;
James Mastin – President
George Britton – Vice President
David Barre – Secretary
Cathy Tanaka – Treasurer
Sanford Tanaka – Member

John Andersen, MRC

John Andersen

From: Mendocino County Fire Safe Council <firesafe@pacific.net>
Sent: Thursday, September 24, 2015 11:12 AM
To: John Andersen
Cc: jwmastin@pacific.net; George and Kathy Britton; David Barre; Cathy Tanaka
Subject: Your ad

John,

I've taken a number of very deep breaths before writing. I did not appreciate being included in your political ad, especially without prior notice. It felt very manipulative--an attempt to use our good reputation as cover for your actions. The Fire Safe Council is deliberately a non-political organization devoted to advocating for fire safety and preparedness for all residents of Mendocino County. We keep out of the pot wars and the timber wars precisely so that we can avoid any possible conflicts with Mendocino County residents and their opinions. Our message is a simple one of personal safety for all. While nothing in the ad was untrue, exactly, we do not claim that the processes we are undertaking for the Board of Supervisors are, in any way, a substitute for the political actions that our fellow citizens feel moved to take. I am working with my Board on a public response to your ad to dissociate us from it and your practices. I'm very sad to be put in this position. Please forward this as appropriate in your organization.

Madelin Holtkamp
Mendocino County Fire Safe Council
410 Jones Street, Suite C-3
Ukiah, CA 95482
707-462-3662
firesafe@pacific.net
www.firesafemendocino.org