



Date of Notice: Monday, November 7, 2011

## PUBLIC NOTICE

### A PUBLIC MEETING OF THE ADVISORY PANEL TO THE GOVERNING BOARD OF THE CALIFORNIA EARTHQUAKE AUTHORITY

**NOTICE IS HEREBY GIVEN** that the Advisory Panel to the Governing Board of the California Earthquake Authority (the "CEA") will meet in Sacramento, California. Pursuant to California Insurance Code §10089.7, subdivision (j), the Bagley-Keene Open Meeting Act applies generally to meetings of the Panel, and the meeting is open to the public — public participation, comments, and questions will be welcome for each agenda item. All items are appropriate for action if the Advisory Panel wishes to take action. Agenda items may be taken out of order.

**NOTICE IS HEREBY FURTHER GIVEN** that, should the Advisory Panel fail to assemble a quorum for the conduct of the business that is noted on the agenda below, those Panel members in attendance – or participating by telephone, as permitted by law – may gather as a General Subcommittee, whose purpose will be to discuss informally, and to take public and CEA-staff comments on, the business items appearing on the agenda below. The gathering of the General Subcommittee will remain open to the public — public participation, comments, and questions will be welcome for each agenda item.

**NOTICE IS HEREBY FURTHER GIVEN** that the Advisory Panel meeting – or gathering of the General Subcommittee – may be conducted as a teleconference. The teleconference site will be the same physical site noted directly below for the Panel meeting, and the teleconference site and meeting will be open and accessible to the public beginning at 10:30 a.m. for members of the public who wish to attend in person and participate.

**LOCATION:** California Earthquake Authority  
Main Conference Room  
801 K Street, Suite 1000  
Sacramento, California

**DATE:** Thursday, November 17, 2011

**TIME:** 10:30 a.m.

**AGENDA:**

1. Call to order and member roll call.  
*Establishment of a quorum*

2. Consideration and approval of the minutes of the September 22, 2011, Advisory Panel meeting.
  3. Executive Report by Chief Executive Officer Glenn Pomeroy; assisted by CEA executive staff, Mr. Pomeroy's report will include an update for the Panel on federal and state legislative activities of interest to the CEA.
  4. Introduction of new CEA Insurance Director Mitch Ziemer and the CEA's new Director of Policy, Research and Special Projects, Bruce Patton.
  5. Mr. Pomeroy will update the Panel on the status of the CEA organization and staffing analysis.
  6. Chief Communications Officer Chris Nance will update the Panel on the CEA's Marketing Value Program (MVP) and the statewide ShakeOut drill held in October 2011.
  7. Chief Mitigation Officer Janiele Maffei will update the Panel on the CEA's mitigation programming, including its participation in the California Residential Mitigation Program.
  8. Panel member Pius Lee, will discuss with the Panel his suggestions regarding commercial insurance, CEA policy coverage amounts, alternatives to reinsurance, and related topics.
  9. Staff will present for Panel consideration and approval a proposed calendar of 2012 Advisory Panel meeting dates.
  10. Mr. Coulon will request volunteers from among Panel members to attend 2012 CEA Governing Board meetings.
  11. Public comment on items that do not appear on this agenda and public requests that those matters be placed on a future agenda.
  12. Adjournment
- 

For further information about this notice or its contents:

**General Information:**

Susan Pitton  
(916) 325-3800  
Toll free (877) 797-4300

**Media Contact:**

Chris Nance  
Chief Communications Officer  
(916) 325-3827 (direct)  
[nancec@calquake.com](mailto:nancec@calquake.com)

**California Earthquake Authority**

801 K Street, Suite 1000  
Sacramento, CA 95814-3518  
Toll free (877) 797-4300  
Fax (916) 327-8270

To view this notice on the CEA Web site or to learn more about the CEA, please visit [www.EarthquakeAuthority.com](http://www.EarthquakeAuthority.com)

\* \* \*

Persons with disabilities may request special accommodations at this or any future Advisory Panel meeting or may request the accommodation necessary to receive agendas or materials the CEA prepares for its Panel meetings.

Please contact Susan Pitton at (877) 797-4300 or [pittons@calquake.com](mailto:pittons@calquake.com). We would appreciate hearing from you at least five days before the meeting date to best allow us to meet your needs.