

WEST BASIN MUNICIPAL WATER DISTRICT

JULY 3, 2001 – Joint Communications
McDonald and Kwan
JULY 16, 2001 – Board Meeting
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Approved by: Darryl G. Miller

INFORMATION CALENDAR

WEST BASIN PROMOTIONAL VIDEO

SUMMARY:

In 1996, West Basin (in conjunction with Central Basin) created a promotional video called "Drought-Proof 2000." This very successful eight-minute video helped promote West Basin's projects and programs on cable TV, at Colorado River Aqueduct and State Water Project tours, and at local community group functions.

At the request of West Basin Directors, staff is now proposing to update the video and potentially utilize new technologies that have only recently become available. Staff will utilize \$20,000 currently allocated within the Water Education budget. Timeline of the video project is as follows:

- August 2001– Conceptualizing the content and the general message conveyed by the new video with staff and Board members;
- September – Distribute "Request for Proposals" (RFP);
- September – Retain video organization;
- September through November – Writing and shooting new footage of the video;
- November through December – Final cuts; and
- January, 2002 – Delivery.

FISCAL IMPACTS:

There is \$20,000 allocated in the West Basin FY 2001-02 Budget under Water Education.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Joint Communications Committee members on July 3, 2001 and was agendaized to the July 126, 2001 West Basin Board meeting as information. The West Basin Committee members also requested sample videos.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None.

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