

**WEST BASIN MUNICIPAL WATER DISTRICT**

**SEPTEMBER 7, 2006 - Communications**

Little, Kwan

**SEPTEMBER 18, 2006 – Sp. Board Meeting**

Prepared by: Melinda Weaver

Submitted by: Cheryl Friedling

Approved by: Rich Nagel

INFORMATION CALENDAR

WATER HARVEST 2006 UPDATE

SUMMARY

Coordination of Water Harvest 2006 continues to moving ahead in an efficient and timely manner. A productive meeting was held with the event planner, James Event Productions, with tasks and assignments (Exhibit "A") underway covering all aspects of the event. Marketing consultant Magnit Entertainment & Marketing has provided a comprehensive marketing strategic plan, and these recommendations are being integrated into the event's overall planning effort.

More than 20 organizations have committed to providing education booths at the event. Participants include bp, Powerlight, Mono Lake Committee, Heal the Bay, Santa Monica Baykeeper, the South Bay Cities Council of Governments and SEA Lab, among others. Each booth participant has committed to providing an interactive feature that will engage adults and children and provide more "hands-on" opportunities to learn about conservation and environmental awareness.

Additional enhancements include an emphasis on water conservation and recycling. This year, landscape workshops showcasing xeriscaping and other water conservation initiatives will be premiered at Water Harvest.

Staff continues to build upon past successes with upgrades to the event's promotional items, food service vendors and prizes. As in years past, the City of Inglewood will provide the City's sweet sweeper while the El Segundo Fire Department will provide a fire truck. Discussions are underway with Toyota to secure a hybrid vehicle.

FISCAL IMPACTS:

Funds for Water Harvest are included in the FY 2006-07 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on September 7, 2006 and agendized to the September 18, 2006 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

EXHIBITS:

Exhibit "A" – Task Schedule

## West Basin Municipal Water District - Water Harvest

EVENT DATE ~ Saturday, October 28, 2006

### DRAFT Task Schedule

OBJECTIVE	JP LEAD	SEPTEMBER
<b>EVENT PROGRESS MEETING w/WBMWD</b>		<b>9/11/06</b>
Insurance Ordered	Addy Lerner	9/12/06
Contracts signed	Candy James	9/14/06
DRAFT of Vendors (w/basic needs)	Addy Lerner	9/15/06
Friday Set-up & Delivery schedule DRAFT	Addy Lerner	9/15/06
site measuring and review	Addy Lerner	9/15/06
Layout DRAFT Begun	Addy Lerner/Lisette Collins	9/15/06
<b>EVENT PROGRESS MEETING w/WBMWD</b>		<b>9/18/06</b>
Permit assessment	Addy Lerner/Garry James	9/21/06
Layout DRAFT finished	Addy Lerner/Lisette Collins	9/21/06
event parameter definition completed	Addy Lerner	9/21/06
Needs assessment DRAFT	Addy Lerner	9/22/06
Load list DRAFT	Addy Lerner	9/22/06
Vendor Forms Due	Melinda Weaver	9/22/06
<b>EVENT PROGRESS MEETING w/WBMWD</b>		<b>9/25/06</b>
Site layout approved	<b>Addy Lerner/ Garry James</b>	9/26/06
Vendor needs progress report	<b>Melinda Weaver/Addy Lerner</b>	<b>9/29/06</b>
<b>EVENT PROGRESS MEETING w/WBMWD</b>		
Needs assessment progress report	Melinda Weaver/ Addy Lerner	
<b>EVENT PROGRESS MEETING w/WBMWD</b>		
Pre-event site review	Addy Lerner	
Vendor needs finalized	Addy Lerner	
Friday set-up & Delivery schedule FINALIZED	Addy Lerner	
<b>EVENT PROGRESS MEETING w/WBMWD</b>		
Layout finalized	Addy Lerner/Garry James	
Prop preparation review	Warehouse	
JP Ops meeting	Daralin Vanderford	
Permits finalized	Addy Lerner	
Review vendor and event needs FINAL	Addy Lerner	
<b>EVENT PROGRESS MEETING w/WBMWD</b>		
JP Ops meeting	Daralin Vanderford	
JP Truck loaded	Warehouse	
JP event assessment	Addy Lerner/Garry James	

