

WEST BASIN MUNICIPAL WATER DISTRICT

NOVEMBER 9, 2006 - Communications

Little, No Quorum

NOVEMBER 27, 2006 – Board Meeting

Prepared by: Cheryl Friedling

Submitted by: Cheryl Friedling

Approved by: Rich Nagel

INFORMATION CALENDAR

8th ANNUAL WATER HARVEST UPDATE

SUMMARY:

The District's 8th Annual Water Harvest was held on Saturday, October 28. The event attracted 1,572 attendees, and was characterized by warm weather, festive attractions and a wide range of water-related booths and activities.

This year, several new enhancements characterized Water Harvest:

- Co-sponsorships with *The Daily Breeze* publications (including *The Beach Reporter* and *Palos Verdes News*) which defrayed advertising costs and achieved broader marketing coverage;
- Marketing to children/families throughout the District through direct mail flyers to every public elementary school student in the District;
- Accurate event metrics, including head count and city of origin;
- New event features, including a petting zoo, improved promotional items, and a wider array of food items; and
- Awards ceremony featuring MWD Chairman Tim Brick and Inglewood teacher Veronica Deutsch.

Four Directors participated in Water Harvest 2006, as did a majority of District staff.

FISCAL IMPACTS:

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

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was presented at a meeting of the Communications Committee on November 9, 2006. There was no quorum; Director Little suggested that this item be agendized to the November 27, 2006 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

EXHIBITS:

Exhibit "A" – Attendance & Marketing Data