



WEST BASIN MUNICIPAL WATER DISTRICT
17140 S. Avalon Blvd., Suite 210
Carson, CA 90746

AGENDA NO. 27

DECEMBER 12, 2008 – Communications
Kwan (Chair), Gray
DECEMBER 22, 2008 – Board Meeting
Prepared by: Darryl Ramos-Young
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

INFORMATION CALENDAR

WATER IS LIFE STUDENT ART CONTEST UPDATE

SUMMARY:

Water is Life Student Art Contest is an annual water education program designed to inspire students to explore and portray the importance of water and water conservation. The program is sponsored by the Metropolitan Water District of Southern California (MWD) and its member water agencies. Each spring, member water agencies encourage teachers and students to participate in the program and submit entries to their district offices in celebration of May, Water Awareness Month.

Each local water district will then submit their winning artwork to MWD's regional *Water is Life* Contest in June. MWD then selects winners for their own contest in which artists are recognized and honored at a holiday recognition event the following December. Both MWD and the sponsoring water agencies may use submitted artwork for promotion of water conservation messages on such items as calendars, stickers, brochures and cups. A new rule for West Basin's contest includes the written submission of a poem, reflection, or personal testimony by the artist on the topic of water awareness or water conservation. The written submissions will be evaluated as part of the artwork judging process.

Last year, the Board supported the expansion of the art contest program to recognize three (3) award categories (elementary, middle and high school), with the grand prize for each category receiving a MacBook laptop.

Promotion of this year's contest will be announced in West Basin's January 2009 *WaterWorks Educators Newsletter* that will be mailed to 130 teachers on West Basin's mailing list, 234 public and private schools in the service area, and school district administrators. The art submission postmark deadline will March 20, 2009.

West Basin Board members will be invited to judge art submission finalists at the April Communications Committee meeting to determine grand prize winners for each category. All artists will be recognized and presented awards at the April Board meeting with press releases ready for distribution in May, Water Awareness Month.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 6, Communications - Engage in effective two-way communications of West Basin's programs and policies with the customer agencies and communities we serve.

COMMITMENT STATEMENT:

Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

Funding for the *2009 Water is Life Student Art Contest* is included in the Fiscal Year 2008-09 Public and Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on December 12, 2008 and agendaized to the December 22, 2008 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Water is Life Student Art Contest Announcement & Entry Form.