



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

**AGENDA NO. 12**

**July 9, 2008 – Communications**  
Kwan(Chair), Gray  
**July 28, 2008 – Board Meeting**  
Prepared by: Noelle Collins  
Submitted by: Ron Wildermuth  
Approved by: Rich Nagel

## ACTION CALENDAR

### 2008 WATER HARVEST EVENT PLANNING CONSULTANT

#### SUMMARY:

In April 2008, the Board of Directors endorsed staff's recommendation to proceed with a "Request for Proposals" (RFP) to hire an event planning consultant for West Basin's 2008 Water Harvest. The Board additionally approved staff's recommendation to hold Water Harvest on Saturday, October 18, 2008, instead of the last Saturday in October.

Staff prepared an RFP to hire a consultant and distributed it to several event planning firms, posted the RFP on [www.westbasin.org](http://www.westbasin.org), placed an ad in the *Sunday Daily Breeze* and in *Inglewood Today*, and distributed the RFP to the following Chambers of Commerce: Carson, Culver City, El Segundo, Gardena, Greater LA African American, Hawthorne, Hermosa Beach, Inglewood, Lomita, Malibu, Palos Verdes, Redondo Beach, South Bay Latino, and West Hollywood. Proposals were due on July 2, 2008.

Proposals were received from seven (7) firms. Staff assembled an interview team comprised of two (2) West Basin staff members and one (1) representative from the Water Replenishment District. Interviews were held with the top three (3) candidates on Tuesday, July 8, 2008. Based on both the written proposal and oral interview, staff is recommending James Event Productions, although staff felt that Haute Life would also be a good selection.

The budget for the 2008 Water Harvest Event Planning Consultant is \$35,000 and will include such tasks as assisting West Basin staff with planning the event and providing additional staff to work the day of the event to set up, clean up and staff booths, as needed. The consultant will also provide décor in addition to providing a stage, table and chairs, portable restrooms, a photo area, and enough canopies to create at least 35 booths. The consultant will also provide refreshments for 3,000 visitors, a disc jockey, and a first aid station with a certified EMT.

#### 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 communities we serve.

FISCAL IMPACTS:

Funds for Water Harvest are included in the Fiscal Year 2008-09 Public Affairs Outreach Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed at the Communications Committee meeting on July 9, 2008 and the Committee recommended entering into a contract with Haute Life at the July 28, 2008 Board meeting.

RECOMMENDED MOTION:

That the General Manager enter into a professional services agreement with Haute Life for event planning services for the 2008 Water Harvest for an amount not-to-exceed \$35,000, plus 10% contingency, for a total not-to-exceed \$38,500.

LIST OF EXHIBITS:

Exhibit "A" - 2008 Water Harvest Recommendation