



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

AGENDA NO. 13

July 16, 2008 – Finance Committee
Gray (Chair), Smith
July 28, 2008 – Board Meeting
Prepared by: Charlene Jensen
Submitted by: Charlene Jensen
Approved by: Rich Nagel

ACTION CALENDAR

EVENT SPONSORSHIPS

SUMMARY:

This item was discussed at the June Finance Committee. The Committee members requested that staff contact organizations within West Basin's service area to obtain a list of annual events for possible sponsorship and bring back to the July Committee meeting.

Attached as Exhibit "A" is a summary and detail of the events discussed at the June and July Committee meetings. Staff contacted cities and chambers within our service area and compiled an additional list of possible sponsorships that would provide the opportunity to further promote West Basin's water conservation and education programs and is included as Exhibit "B".

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 5 Customer/Community Services – Provide for the needs of our customer agencies and the communities we serve in a way that reflects their needs.

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:

The Fiscal Year 2008-09 Communications and Public Affairs Budget would need to be amended to include additional sponsorships.

ENVIRONMENTAL COMPLIANCE:

Not applicable

COMMITTEE STATUS:

This item was reviewed by the Finance Committee on July 16, 2008 and recommended for approval at the July 28, 2008 Board meeting.

RECOMMENDED MOTION:

- 1) That the Board considers approving the proposed list of sponsorships and amends the Fiscal Year 2008-09 Budget and direct staff to work with organizations to determine how West Basin would be recognized for sponsoring each event.
- 2) Refer sponsored events to the Ethics Committee for compliance with Public Awareness Guidelines.

LIST OF EXHIBITS:

Exhibit "A" – Proposed Sponsorships