



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

AGENDA NO. 13

DECEMBER 15, 2009 – Communications

Gray (Chair), Kwan

DECEMBER 28, 2009 – Board Meeting

Prepared by: Darryl Ramos-Young

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

CONSENT CALENDAR

2010 WATER IS LIFE ART CONTEST

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.

Similar to last year, West Basin Municipal Water District's (West Basin) Art Contest is open to 3rd-12th grade students attending a school in the West Basin service area. Students will be eligible to compete in three award categories (elementary, middle and high school), with the grand prize for each category receiving a MacBook laptop, donated when possible, and honorable mention awards.

Promotion for this year's contest will be announced in West Basin's January 2010 *WaterWorks Educators Newsletter* that will be mailed to 130 teachers on the West Basin mailing list, and 234 public and private schools in the West Basin service area. The art submission postmark deadline will be March 19, 2010.

Board members will be invited to judge art submission finalists at the Communications Committee scheduled for April 7, 2010 to determine grand prize winners for each category. All artists will be recognized and presented awards at the April 26, 2010 Board meeting. A press release will be issued shortly after in May, Water Awareness Month. Winning artwork will be reproduced on posters to be mounted in local libraries and bookmarks distributed at the library checkout counters.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 3: 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:

Funds for the Water is Life Art Contest are included in the Fiscal Year (FY) 2009-10 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on December 15, 2009 and agendized to the December 28, 2009 Board meeting Consent Calendar.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – 2010 Art Contest guidelines and application.

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