



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

AGENDA NO. 19

March 22, 2010 Board Meeting

Prepared by: Charlene Jensen
Submitted by: Charlene Jensen
Approved by: Rich Nagel

ACTION CALENDAR

FISCAL YEAR 2009-10 SPONSORSHIPS

SUMMARY:

Director Smith would like to sponsor the California State University, Dominguez Hills Toro Sports Network in the amount of \$175. The sponsorship would be funded from the individual Director's sponsorship budget.

Director Gray would like to sponsor the Jenesse Center, Inc. Awards Gala & Auction April 17, 18, 19, 2010 at the \$500 level. The sponsorship amount would be funded from the individual Director's sponsorship budget.

Director Little would like to sponsor the Friends of Ballona Wetlands "Ballona Watershed Warriors" event on April 29, 2010 at the \$3,000 level. The sponsorship amount would be funded from the individual Director's sponsorship budget.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 3: Customer Services – 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 event sponsorships is included in the Fiscal Year 2009-10 Finance and Support Services Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was not reviewed by a Committee. Under the Budget guidelines, Directors will bring sponsorship opportunities back to the Board for approval.

RECOMMENDED MOTION:

That the Board considers approval of the following sponsorships:

1. A \$175 sponsorship for the California State University, Dominguez Hills Toro Sports Network for Director Smith; and
2. A \$500 sponsorship for the Jenesse Center, Inc. Awards Gala & Auction April 17, 18, 19, 2010 for Director Gray.
3. A \$3,000 sponsorship for the Friends of Ballona Wetlands "Ballona Watershed Warriors" event on April 29, 2010 for Director Little.

LIST OF EXHIBITS:

Exhibit "A" – Toro Sports Network Sponsorship

Exhibit "B" – Jenesse Center Sponsorships

Exhibit "C" – Ballona Watershed Warriors Sponsorships

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