



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

AGENDA NO. 31

AUGUST 10, 2010 – Special Board Meeting
AUGUST 23, 2010 – Board Meeting
Prepared by: Charlene Jensen
Submitted by: Charlene Jensen
Approved by: Rich Nagel

ACTION CALENDAR

FISCAL YEAR 2010-11 EVENT SPONSORSHIP 6th BINATIONAL MAYORS SUMMIT

SUMMARY:

At the August 10 Special Board meeting, the Board approved a joint sponsorship in the amount of \$3,000 at the request of Bill Workman, Redondo Beach City Manager to sponsor the 6th Binational Mayors Summit.

The Board also suggested, since Director Kwan was not in attendance at the August 10 meeting, that she may want to consider an additional \$2,000 from her individual sponsorship budget. This would provide a total \$5,000 sponsorship on behalf of West Basin.

The Summit will be hosted by the City of Redondo Beach. West Basin would participate as a presenter and also host a lunch and tour of the Ocean-Water Demonstration Desalination Plant. There will be attendees from five Mexican border cities and cities throughout Los Angeles, Orange, San Diego, Imperial, and San Bernardino Counties. See Exhibit "A" for detailed information.

- a. Date: October 28-29, 2010
- b. Topics to include water desalination, environment, public safety, economic development and tourism.
- c. \$5,000 – Luncheon Sponsor: includes recognition as sponsor on invite, program & other marketing materials, ability to address the group 10-15 minutes at lunch, display table during conference, and ability to provide promotional items to all attendees.

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 event sponsorships have been included in the Fiscal Year 2010-11 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was not reviewed by a Committee.

RECOMMENDED MOTION:

That the Board considers approving a \$2,000 individual sponsorship for the 6th Binational Mayors Summit on October 28-29, 2010 from Director Kwan's individual sponsorship budget.

LIST OF EXHIBITS:

Exhibit "A" – 6th Binational Mayors Summit Request

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