



Long Beach Water

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1800 E. Wardlow Road, Long Beach, CA 90807-4931
562.570.2300 | lbwater.org

Board of Water Commissioners

July 11, 2019 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Approve amended Board Sponsorship Policy 1998-31, as recommended by the Board Sponsorship Policy Committee.

Executive Summary:

The Board Sponsorship Policy Committee met several times and revised the current Board Sponsorship Policy 1998-31. The Board also held a Sponsorship Policy Workshop on May 29, 2019 to discuss revisions to the policy. It was determined at the workshop to bring the amended Sponsorship Policy 1998-31 to the full Commission for its consideration and adoption.

Recommendation/Fiscal Impacts

Approve amended Board Sponsorship Policy 1998-31, as recommended by the Board Sponsorship Policy Committee.

Fiscal Impact: Unable to estimate at this time. Additional costs could be incurred supporting the Commissioner's miscellaneous expenses related to participation at sponsored events.



Gloria Cordero

President, Board of Water Commissioners

7/1/19

Date

Attachments





City of Long Beach Board of Water Commissioners Handbook

BOARD OF WATER COMMISSIONERS

Policy Statement 1998-31

RE: EXPENDITURE OF WATER DEPARTMENT FUNDS FOR BOARD APPROVED LONG BEACH RELATED COMMUNITY AND CIVIC ACTIVITIES

~~As provided by the Long Beach City Charter, the Board of Water Commissioners may, in its discretion, authorize the expenditure of Water Department funds for the promotion of community and civic activities. That discretion is limited, however, to those activities which have a clear water, water conservation or sewer related purpose.~~

~~Requests shall be considered on a case-by-case basis; special consideration will be given to those activities which promote the following goals:~~

- ~~1. Water education~~
- ~~2. Sound water policy~~
- ~~3. Water conservation~~
- ~~4. The role of the Department in the Long Beach community.~~

~~Consideration will also be given to those activities which educate and also advance the operations of the Sewer division.~~

~~At the beginning of each fiscal year, a budget shall be set for the expenditures of these funds. Each expenditure shall require the prior approval of the Board.~~

Sponsorship Policy

The source of the Water Department's revenues come predominantly from our customers' monthly payments for water and sewer services. The Board of Water Commissioners has a fiduciary responsibility to see that this money is spent to support the primary mission of the Department — providing the highest quality of water and sewer services to Long Beach residents and businesses.

Consistent with that mission is that it is important for the Water Department to be an integral part of our Long Beach community for which we serve. This includes educating and engaging Long Beach residents by supporting and participating in various activities and events of civic and non-profit organizations within our community and region.

With those thoughts in mind, the Board of Water Commissioners has instituted the following guidelines for sponsoring and participating in community events:

- A. For events or activities that provide a clear educational component focused largely on water or sewer services, including water conservation, or provides the Water Department with an

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observable presence within the water or sewer industry, or involves a broad-based civic involvement, the Board will consider financial sponsorships of \$1,000 or more, as deemed appropriate.

B. For events that do not have a primary focus on water/sewer issues but do provide the Water Department with an observable presence within the community, a financial contribution of \$1,000 or less will be considered by the Board. This contribution can include the purchase of individual event tickets and/or table participation and/or visible branding opportunities such as program advertisements. Consideration of more financial significant support, in total, will be given in those cases in which the Water Department partners with another City department(s) to spread the contribution amount.

C. Beyond the level of focus the activity may or may not have on water/sewer services, the Board will also take into consideration other factors such as: a) past financial contributions from the Water Department, b) other financial support that may already be provided from the City of Long Beach, c) the make-up of the audience participating event in terms of size, free public access as compared with a limited, paying audience, and d) non-profit designation as compared with for-profit entity.

ADOPTED: September 24, 1998
AMENDED: August 26, 1999
AMENDED: May 24, 2001
AMENDED: April 17, 2003
AMENDED: March 18, 2004
AMENDED: November 17, 2016
AMENDED: July 11, 2019



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