

MINUTES
SPECIAL MEETING OF THE BOARD OF WATER COMMISSIONERS
SPONSORSHIP POLICY WORKSHOP
LONG BEACH, CALIFORNIA
MAY 29, 2019

The Board of Water Commissioners of the City of Long Beach met in the Board Room at the Administration Building, 1800 E. Wardlow Road, Long Beach, California, on May 29, 2019.

The meeting was called to order at 8:01 a.m. by President Cordero.

PRESENT:

Gloria Cordero	Commissioner	Kaylee Weatherly	Public Information
Harry Saltzgaver	Commissioner		Officer
Frank Martinez	Commissioner	George Wong	Business Systems
Arthur Levine	Commissioner		Specialist
Robert Shannon	Commissioner		
Christopher J. Garner	General Manager		
Sandra L. Fox	Executive Assistant to the Board of Water Commissioners		
B. Anatole Falagan	Assistant General Manager		
Lisa Squires	Executive Assistant to the General Manager		
Sean Crumby	Deputy General Manager – Engineering		

ABSENT:

Richard Anthony	Deputy City Attorney
Paul T. Fujita	Director of Finance
Tai Tseng	Assistant General Manager – Operations

1. WELCOME

President Cordero opened the meeting and welcomed everyone to the Special Meeting.

2. PUBLIC COMMENT

President Cordero opened the public comment period.

As there was no public comment, the public comment period was closed.

3. SPONSORSHIP POLICY DISCUSSION

- **Gloria Cordero, President, Board of Water Commissioners**

President Cordero asked the Board to refer to the Board packet enclosure entitled 2019 Sponsorship Ad Hoc Committee Suggestions. She asked the Board members to compare the Ad Hoc suggestions with the current Board Sponsorship Policy Statement 1998-31. She advised the process conducted by the Ad Hoc Committee members in revising the current sponsorship policy.

Commissioner Shannon commented on the history of the last ten years of Commission sponsorships.

Commissioner Saltzgaver also spoke about the history of previous sponsorships.

There were also comments made regarding grants and partnerships within the community that should not come out of the sponsorship budget.

Mr. Falagan spoke about previous years where the General Manager oversaw sponsorship opportunities and would then bring those that fit the Board sponsorship policy to the Board for review and action.

Commissioner Shannon spoke regarding the need for a water nexus with sponsorship items and cautioned the Board to not spend money needlessly.

There was general discussion regarding how the Harbor Department administers their sponsorship program.

Commissioner Levine made comments regarding the educational component of sponsorships and noted this was an important part of the Board's decision in considering sponsorships.

Commissioner Martinez advised he was inclined to recommend that the Board return to the old ways in considering sponsorships. He recommended that the Board strengthen the language of the policy to indicate a true nexus with the Board's goals as outlined in the current policy.

Commissioner Saltzgaver advised he did not agree with this recommendation. He noted that it is important for the Board to have a presence in the community by sponsoring and taking part in community events. He advised it makes sense to have a stronger definition of what events the Board will consider.

President Cordero asked Commissioner Saltzgaver to define what community presence means. Does it mean to purchase a full table; an ad; or individual tickets for a few Board members at an event.

Commissioner Saltzgaver advised that he was hoping that during today's workshop that this type of definition would be defined. Commissioner Saltzgaver also mentioned the Board's recent participation in Community parades which he had noted had been added over the last few years as a sponsorship item.

Commissioner Saltzgaver also mentioned the Board's participation in the LBWD Lawn to Garden Festival, and participation in the Water Replenishment District (WRD) Groundwater Festival. He pointed out that these are also events where the Board has a community presence, but very different from some of the community events that the Board has sponsored with the purchase of a table; ad in event program or individual tickets.

There were general comments made regarding the history of the LBWD Lawn to Garden Festival.

There was discussion regarding the Board sponsorship budget over the past few years. There were also comments made regarding the budget/expenditure history for sponsorships over the past few years.

Commissioner Martinez inquired at what level the FY 19/20 sponsorship budget had been set.

Mr. Sorensen spoke about the FY 19/20 sponsorship budget.

Commissioner Martinez recommended that the Board review past sponsorship history and allocate/earmark the budget for repeat events that the Board wants to support; and then allow 20% of the budget for other discretionary events.

Commissioner Saltzgaver noted the Board needs to come up with a definition regarding sponsorships that they can make the public aware of, and that they can use the policy to review to see if their event will fit into that definition.

Commissioner Levine inquired what would happen if the sponsorship budget was exhausted, and the Board received an important request that they would like to support.

Mr. Sorensen and Mr. Falagan responded to this inquiry.

President Cordero commented on managing the sponsorship budget. She advised that the Board needed to consider where they wanted to make a difference when considering sponsorship opportunities.

There were additional comments made regarding managing the sponsorship budget.

Commissioner Martinez spoke about the Education Master Plan and Branding strategies that had been adopted/put in place. He suggested tying the sponsorship policy into these plans/strategies. He also advised this policy should tie in with the adopted Strategic Plan.

Commissioner Saltzgaver advised he did not disagree with that but advised again that he wants the Board to establish a policy that is clear and may be shared with the public.

Commissioner Martinez advised he would like to see stronger language added to the policy that would note that sponsorships would be considered within the available budget amount.

Commissioner Saltzgaver noted that a budget item is a plan, not a limitation.

He also advised that partnerships and special projects might be added to the Board Policy Handbook as a separate policy but would not be funded by the sponsorship budget.

There was additional discussion regarding partnerships and special projects.

Commissioner Martinez suggested establishing a list of events that the Board has historically supported and keep those in mind when considering future sponsorships.

Commissioner Saltzgaver advised he totally disagreed with this suggestion. He advised this was not fair to the Board or those organizations seeking sponsorships.

Commissioner Martinez clarified his comment that the list would be established at the beginning of a fiscal year.

Commissioner Saltzgaver again noted his disagreement with this suggestion.

Mr. Garner reported on the following requests the Board had tasked him with regarding sponsorships for other agencies:

- He noted that during his research he had discovered that other agencies' sponsorship policies were either long and very convoluted; or short and very vague
- Other agencies spell out in their sponsorship policy the source of funds for these types of events
- Spelled out the exact reasoning behind a decision to sponsor an event
- Other agencies took into consideration how visible their agency would be in participating in the sponsored event to assist them in their decision-making process
- Extent of branding for Water utility

- Other agency policies included the language that noted were other city funds also being used to support the same program or event being considered for support
- He noted some agencies had set specific sponsorship limits (\$1,000 to \$1,500) for non-water related events
- Some agencies took under consideration in-kind sponsorships (such as agency staffing a booth or table at an event) before considering a monetary sponsorship

Mr. Falagan made comments regarding the Water Department staffing council and community events. He noted the agency did not pay to table an event but would dedicate resources and staff time for this type of event.

There was a general discussion regarding the department's water truck (H₂O Station) that will be used at community events in place of bottled water.

President Cordero summarized the items that might be considered in a revised Board sponsorship policy.

Commissioner Martinez commented on what the Board was looking to accomplish at today's Sponsorship Policy workshop.

Commissioner Saltzgaver responded.

The Board agreed that a strong, preparatory comment should be considered for the opening part of the policy giving priority to those events with a clear water nexus.

Commissioner Saltzgaver noted the policy could include language that would differentiate between Community Presence (\$1,000 or less); and Sponsorships (\$1,000 or more).

There was additional discussion regarding confirming the language for a revised policy. It was determined that Commissioner Saltzgaver would come up with a draft revised sponsorship policy, that would then be reviewed by President Cordero who would then circulate the draft policy to the Board members, with the ultimate goal of bringing the revised policy to the Board for consideration/adoption at the July 11, 2019 Board meeting.

President Cordero urged Commissioner Saltzgaver to come up with a solid policy that the Board could use as their guideline when considering future sponsorship requests.

11. ADJOURNMENT

There being no further business to come before the Board, President Cordero adjourned the special meeting at 8:56 a.m. to the next special meeting for the Water Commission to be held Thursday, May 30, 2019 at 8:30 a.m., in the Board Room of the Administration Building, 1800 E. Wardlow Road, in Long Beach, California.

Frank Martinez, Secretary

Attest:

Gloria Cordero, President