

UNFINISHED BUSINESS

Item Laid over from 4/2/20 Agenda 5.



Long Beach Water

Exceptional Water • Exceptional Service

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

Board of Water Commissioners
April 2, 2020 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorization to attend and sponsor the Aquarium of the Pacific Blue Whale Gala Awards at the Aquarium of the Pacific in Long Beach, California, June 13, 2020, honoring the work of two Aquarium friends, Dr. Dawn J. Wright and Dr. David Titley.

Executive Summary:

The Blue Whale Gala brings together more than 400 influential leaders who share the Aquarium's commitment to ocean stewardship and public science education. Part of the night's festivities will be bestowing the Ocean Conservation Award upon Dr. Dawn J. Wright and Dr. David Titley.

The Aquarium is well-aligned with LBWD's goal of promoting water conservation and environmental stewardship. The Aquarium's interdisciplinary programs are pivotal to building the community's connection to the environment through discovery, exploration, and hands-on experiences.

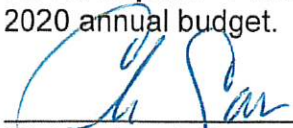
The Aquarium also partners with the City of Long Beach, and works collaboratively with many organizations to develop educational experiences for the diverse constituencies in the city.

Attached is the Sponsorship Application submitted by the Aquarium of the Pacific requesting a sponsorship level of \$5,000. (The Board previously provided a \$5,000 sponsorship in 2017 & 2018 for this event. This event was not held in 2019).

Staff Recommendation:

Determine that an invitation to attend the Aquarium of the Pacific Blue Whale Gala Awards on June 13, 2020, at the Aquarium of the Pacific, complies with Board Policy Statement 1998-31, Expenditure of Water Department Funds for Board Approved Long Beach Related Community and Civic Activities, and authorize a sponsorship in an amount to be determined by the Board.

Fiscal Impact: Funds for Long Beach related community activities are included in the FY 2019-2020 annual budget.

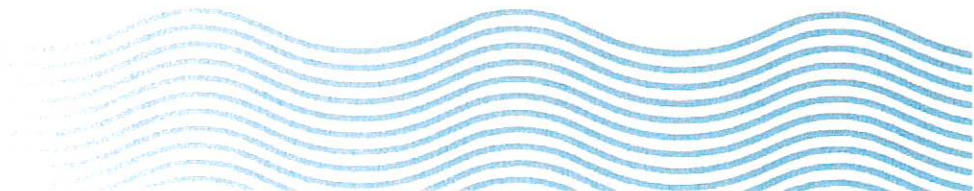


Christopher J. Garner
General Manager

3/17/20

Date

Attachments



Sandy Fox

From: Jillian Koehring <JKoehring@lbaop.org>
Sent: Tuesday, April 7, 2020 7:14 AM
To: Sandy Fox
Cc: Chris Garner; Anatole Falagan; HSalt Gazettes.com
Subject: Re: 2020 Blue Whale Gala Sponsorship Request

-EXTERNAL-

Good morning Sandy,

It has been officially decided to cancel this year's Blue Whale Gala which was scheduled for Saturday, June 13, 2020. Please disregard our application for a sponsorship from the Long Beach Water Department. We thank you for your time and continued support, and look forward to next year's Gala on Saturday, June 12, 2021.

Many thanks,
Jillian



Jillian Koehring
Event Manager, Development
P (562) 951-1613 | C (562) 477-6954 | aquariumofpacific.org

From: Sandy Fox <Sandy.Fox@lbwater.org>
Sent: Tuesday, March 31, 2020 11:27 AM
To: Jillian Koehring
Cc: Chris Garner; Anatole Falagan; HSalt Gazettes.com
Subject: RE: 2020 Blue Whale Gala Sponsorship Request

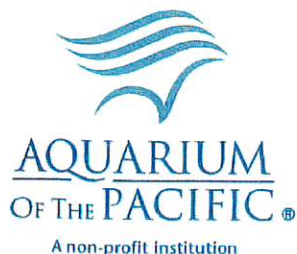
Hi Jillian:

We will postpone your sponsorship request until our 4/16 Board meeting (which will probably be a teleconference meeting).

Just keep us posted on the decision regarding the possible postponement.

Thank you,

Sandy Fox
Executive Assistant to the Board
O: (562) 570-2302
Cell: (562)743-2969



2020 - 2021

March 5, 2020

Chris Garner
General Manager
Long Beach Water Department
1800 E Wardlow Rd
Long Beach, CA 90807

Dear Chris:

On behalf of the Aquarium of the Pacific and members of the Board of Directors, we invite you to join us in celebration of the **Blue Whale Gala on Saturday, June 13, 2020**. This signature event will bring together more than 400 influential leaders who share the Aquarium's commitment to ocean stewardship and public science education. It is also our distinct pleasure to bestow the prestigious Ocean Conservation Award upon two exceptional leaders for their outstanding achievements in conservation.

This year we proudly recognize the work of two Aquarium friends, Dr. Dawn J. Wright and Dr. David Titley.

- Dr. Dawn J. Wright was appointed chief scientist of the Environmental Systems Research Institute (Esri), a geographic information system software, services, and research and development company, in 2011. Previously she was a professor of geography and oceanography at Oregon State University and maintains an affiliated faculty appointment in the College of Earth, Ocean, and Atmospheric Sciences. She has co-authored more than 170 articles and twelve books on geographic information science, deep ocean mapping, and conservation. Dr. Wright has participated in over twenty oceanographic research expeditions throughout the Pacific, Atlantic, Indian, and Southern Oceans. In 1991 she became the first African-American woman to dive to the deep ocean floor in a submersible.
- Dr. David Titley is an affiliate professor of meteorology and international affairs at Pennsylvania State University and was the founding director of Penn State's Center for Solutions to Weather and Climate Risk. Previously he served as a naval officer for thirty-two years, rose to the rank of Rear Admiral, and served as Oceanographer and Navigator of the Navy. While serving in the Pentagon, Dr. Titley initiated and led the U.S. Navy's Task Force on Climate Change. He also previously served as the Deputy Undersecretary of Commerce for Operations and as chief operating officer of the National Oceanic and Atmospheric Administration. He currently chairs the National Academies of Science, Engineering and Medicine Climate Communication Initiative advisory committee, and is a member of the NAS Board on Atmospheric Sciences and Climate.

As someone who shares our dream to build a better future, we believe you will enjoy the program and the company. **Join us for this inspiring black-tie affair by becoming a sponsor of our Blue Whale Gala.**

The evening will begin with an intimate cocktail reception on the Aquarium's front plaza, followed by a formal sit-down dinner and awards presentation inside the Great Hall of the Pacific. Desserts and coffee will be served in the Pacific Visions Art Gallery followed by a memorable after party featuring live music and dancing under the stars. Join us for an experience you will not want to miss!

100 Aquarium Way • Long Beach, CA 90802 • *Continued on reverse* Telephone 562 590 3100 • www.aquariumofpacific.org

printed on 100% Recycled Paper

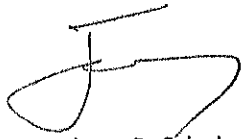
We hope you attend this elegant evening of gourmet dining, education, and inspiration. Enclosed you will find more information on the event, available table and underwriting sponsorship opportunities, as well as a commitment form for your review. We are offering an outstanding array of benefits in appreciation of your support, including VIP experiences and prominent name recognition throughout the event.

Please keep in mind that all the funds raised from the Blue Whale Gala directly support our conservation programs, animal care efforts, and educational resources. It is only through the support of individuals and corporations like you that the Aquarium is able to carry on its mission *"to instill a sense of wonder, respect, and stewardship for the Pacific Ocean, its inhabitants, and ecosystems."*

We look forward to seeing you at the Blue Whale Gala on Saturday, June 13. If you have any questions regarding sponsorships or the program for the evening, please feel free to contact our event manager, Jillian Koehring at (562) 951-1613 or email jkoehring@lbaop.org.

Thank you for your support. It is greatly appreciated.

Sincerely,

A handwritten signature in black ink, appearing to be 'J. Schubel', with a large loop at the end.

Jerry R. Schubel, PhD
President & CEO

Long Beach Water Department Program Sponsorship Application

Cover Page

Submitted (date) March 5, 2020 mail X electronic _____

Event Date Saturday, June 13, 2020 Time 6:30-11:00 p.m.

Location Aquarium of the Pacific

Title of Program/Event Blue Whale Gala

Please attach previous or current promotional and sponsorship materials to this application.

APPLICANT ORGANIZATION

Name of Organization Aquarium of the Pacific

Mailing Address 100 Aquarium Way, Long Beach, CA 90802

Phone 562-590-3100 Federal/Tax ID 33-0532354

Check one:

☒ Not-for-profit Organization

☐ Government Agency

☐ Public Organization

☐ Sole proprietor: Owner's Full Name _____

Address _____

Tax EIN/SSN _____

Representative of Applicant Organization

Name Jillian Koehring Title Development Event Manager

Email jkoehring@lbaop.org Cell 562-951-1613

PROGRAM INFORMATION

Please answer the following questions; attach additional sheets as needed.

1. Target market for the program/event?
Supporters and advocates for the Aquarium of the Pacific, the City of Long Beach, the Pacific Ocean, and its inhabitants.
2. Purpose of program/event?
The Blue Whale Gala brings together more than 400 influential leaders who share the Aquarium's commitment to ocean stewardship and public science education. It is our distinct pleasure to bestow the prestigious Ocean Conservation Award upon two exceptional leaders for their outstanding achievements in conservation, Dr. Dawn J. Wright and Dr. David Titley. The Gala includes a red carpet arrival, cocktail hour with a view of the Pacific Visions wing, seated gourmet dinner, presentation of the Ocean Conservation Awards, dessert in the Pacific Visions Art Gallery, and after-party under the stars featuring live music, dancing, and after-dinner drinks. All funds raised from the Blue Whale Gala directly support our conservation programs, animal care efforts, and education initiatives.
3. Sponsorship request?
\$5,000 Gray Whale Sponsor of the Blue Whale Gala which would include the following benefits:
 - Gourmet dinner seating for 10 guests in the Great Hall of the Pacific
 - Complimentary valet parking
 - LBWD table recognition signage
 - LBWD recognition in the evening program
 - 4 complimentary Aquarium guest passes valid for one year

Eligibility

Please explain how the program promotes one of the LBWD goals; attach additional sheets as needed.

1. Raising public awareness on issues related to the LBWD's mission and core business of the department?
The Aquarium is well-aligned with LBWD's goal of promoting water conservation and environmental stewardship. Consistent with this shared mission, the Aquarium has deepened our commitment to educating our visitors about local and global environmental challenges and opportunities to bring about sustainability through the new Pacific Visions wing. Through advanced technology, live animals, and arts installations, the three new galleries and large immersive theater are filled with captivating stories. Messaging to our guests focuses on the nexus of food, water, and energy, with a goal to challenge our visitors to examine human impact on our ocean

planet and engage in choices that will reduce that impact. For example, in the final gallery within Pacific Visions, visitors have an opportunity to envision specific steps we can take to create a better planet through interactive game tables. One of these large multiplayer interactive tables focuses on water specifically, and engages guests through fast-paced cooperative game challenges. Guests have the opportunity to make sustainable choices, such as landscaping with native drought-tolerant plants, to collectively manage resources to meet society's needs while protecting the environment.

To help communicate the themes of Pacific Visions beyond the Aquarium's walls, education staff created Pacific Visions curriculum modules that introduce water and food concepts to students through video and in-classroom activities. Available on PBS Learning Media, one of these video series discusses California's water supply and how it is impacted by climate change and population growth. Aligned with Next Generation Science Standards, the series for grades 6-9 gives students a better understanding of the scientists and the tools they use to manage our water supply, and explores ways we can use our water resources more sustainably.

Artifact Technologies recently released the first version of the Pacific Visions EcoAlliance app. The app includes a series of games, challenges, and activities to learn more about conserving resources and making sustainable decisions in your daily life. Players create a profile, complete challenges to earn badges, and collaborate on augmented reality projects to earn points. The app is available for free in the App Store and the Google Play Store under the name Pacific Visions EcoAlliance. The first version was released in September 2019 and focuses on water conservation.

In addition to water conservation messaging in conjunction with the new Pacific Visions wing, the Aquarium also regularly engages our general visiting audience in topics related to water conservation and environmental stewardship through the following programs and initiatives.

- Our Aquatic Academy course for adults addresses topics such as agricultural innovations required to feed a growing population with our current water and land resources, and human impact on earth's climate and the hydrologic cycle.
- The Aquarium hosts a robust calendar of lectures from experts in diverse industries, including a recent lecture by Edward B. Barbier, professor in the department of economics at Colorado State University and a senior scholar in the School of Global Environmental Sustainability. In May 2019, Barbier discussed his latest book, *The Water Paradox: Overcoming the Global Crisis in Water Management*, which critiques current water policies and practices and offers policy and management solutions to avert a global water crisis.
- All general Aquarium visitors have access to the "Our Water Future" exhibit. The exhibit gives visitors the opportunity to learn more about where our water comes from, major water uses, and ways to conserve water in our daily lives.
- Utilizing the "Our Water Future" exhibit and the Aquarium's LEED® Platinum certified Watershed Classroom, *It All Flows to Me* is a hands-on, standards-

aligned education program offered to visiting schoolchildren. During the program, students explore links between watersheds, groundwater, and pollution, to learn how every person is connected to water and how we all share the responsibility to stop pollution. The program was designed for, and specifically relates state science standards for grades 5-8, where curricula explore the water and earth cycles, look at renewable energy sources, and discover sources of water in the local community. The watershed curriculum is designed to integrate creative and interactive activities to help increase interest, strengthen awareness, enhance understanding of watershed ecology, and promote critical thinking skills.

→ Playing on rotation daily in our Ocean Science Center, *The World's Water* is an original show created for the National Oceanic and Atmospheric Administration's (NOAA) Science on a Sphere® (SOS). This show examines water as a precious resource and how people around the world, in both developing and developed countries, face water shortages and explores the science and technology that can help meet these challenges.

2. Contributing to a sustainable Long Beach by promoting conservation?

A key finding of The Ocean Project report found that the public expects and trusts aquariums to educate them about conservation issues and to provide guidance about how to address issues personally and collectively. Visits to zoos and aquariums have been shown to provide a direct connection to nature and prompt individuals to reconsider the roles they play in environmental problems and conservation action, empowering them to act as ocean stewards even after their visit ends (Wyles, et al, 2015). The Aquarium's Interdisciplinary programs are therefore pivotal to building our community's connection to the environment through discovery, exploration, and hands-on experiences. Opened in May 2019, our new Pacific Visions wing is heightening our impact by utilizing multimedia exhibits and interactive displays to encourage visitors to explore alternative pathways to a sustainable future.

In addition to our exhibits and programs that aim to inspire our 1.6 million visitors to want to learn more about the environment and how to protect it, the Aquarium connects with the greater Long Beach community through our outreach booth, Resilient LB. During face-to-face conversations at the outreach booth, it is the Aquarium's goal to foster climate resiliency awareness among Long Beach residents by communicating the causes and risks of climate change, and prompting discussions of opportunities to take action, adapt, and plan. The booth travels to community events and neighborhood festivals throughout the year to further engage the community with examples of resilient actions, programs, trainings, and success stories.

3. Promoting collaboration with regional partners as part of fulfilling the LBWD's vision?

In addition to partnering with the City of Long Beach, the Aquarium works collaboratively with many organizations to develop educational experiences for diverse constituencies. We partner with scientists, authors, policy-makers, art institutions, and

other aquariums and informal science institutions to tackle sensitive environmental issues and develop impactful programs. Important partners include the Pasadena Art Center College of Design, Miller Children's Hospital, PBS Learning, the Long Beach Mayor's Fund for Education, and many local and federal government agencies and local school districts.

Applicant Signature

The person signing this application certifies that the information presented on this application is correct and complete. This signature is also an affirmative statement that the program or event is not a political fundraising event and is non-partisan.

Signature Julian Koehring Date 3/5/2020

Please mail or deliver your completed application to
Long Beach Water Department
Attention: Government and Public Affairs Bureau, 4th Floor
1800 E. Wardlow Rd.
Long Beach, CA 90807

Additional inquiries or information needed? Please call: 562-570-2300

Board of Water Commissioners

FY 20 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	2020 State of the City Apprvd 12/19/19	LB Conventlon & Entertainment Center
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,000	AAUW STEM Conference 2/28/20 Apprvd 10/24/19	AAUW Long Beach Branch, Inc.
\$ 1,595	LB Chamber St of the County 12/4/19 Apprvd 10/24/19	Long Beach Chamber of Commerce
\$ 1,100	Co-Sponsorship NAACP Dinner Apprvd 10/24/19	Long Beach Branch NAACP
\$ 2,900	Goodwill Awards Dinner Sponsorship Apprvd 11/7/19	Goodwill
\$ 500	WaterReuse Spring 2020 Conf Sponsorship Apprvd 11/21	WaterReuse
\$ 3,000	UWI Spring 2020 Conf Spondosrship Apprvd 11/21/19	Urban Water Institute
\$ 500	Newspapers in Education SponrosHIP Apprvd 11/21/19	Newspapers in Edcation (Press Telegram)
\$ 500	CCEJ Breakfast Table Sponsorship Apprvd 1/9/20	CA Conf for Equality & Justice
\$ 1,500	CA Water Policy Conf Sponsorship Apprvd 1/9/20	SACTO River shed Water Program
\$ 1,500	WomenShelter Gala 4/2/2020 Apprvd 2/6/2020	WomenShelter of Long Beach
\$ 14,095	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
\$ -	TOTAL CATEGORY 3: Ads for Events	

Board of Water Commissioners

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
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\$ -	TOTAL CATEGORY 4: Ad & Individual Tickets for Events	
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\$ 29,095 TOTAL SPONSORSHIPS YTD

\$ 50,000 FY 20 SPONSORSHIP BUDGET

58.2% (as of February 6, 2020)

Board of Water Commissioners

FY 19 SPONSORSHIPS

CATEGORY 1: Interdepartmental Events

Actuals	Description	Vendor Name
\$ 15,000	Water Dept - State of the City 2019	Long Beach Convention & Entertainment Center
\$ 15,000	TOTAL CATEGORY 1: Interdepartmental Events	

CATEGORY 2: Community Outreach Events

Actuals	Description	Vendor Name
\$ 1,500	Water Dept-Sponsor Cemetery Tour Oct 28, 2018	Historical Society of Long Beach
\$ 400	Belmont Shore Xmas Parade Entrance Fee	Belmont Shore Business Assoc
\$ 1,495	State of the County Luncheon 11/29/2018	LB Chamber of Commerce
\$ 1,000	American Assoc of University Women	American Assoc of University Women
\$ 1,500	Water Dept Sponsorship Conf 2/27-3/1/19	Urban Water Institute Inc.
\$ 1,500	WomenShelter Gala 4/24/19 Table	WomenShelter of Long Beach
\$ 1,000	Water Dept Sponsorship Meals on Wheels 7/23/2019	Meals on Wheels Long Beach, Inc.
\$ 100	Water Dept Sponsorship Earth Day on Pine 4/27/2019	Partners of Parks
\$ 1,800	Water Dept Sponsorship Rancho Los Al Cottonwood	Rancho Los Alamitos Foundation
\$ 3,333	Water Dept Sponsorship Aquarium Pacific Visislon	Aquarium of the Pacific
\$ 1,500	Water Dept Sponsorship Conf 8/14 -8/16/19	Urban Water Institute Inc.
\$ 1,000	Water Dept Sponsorship Uptown Jazz Fest - 7/6/2019	Partners of Parks
\$ 1,500	Water Dept Sponsorship Farm Dinner 8/24/2019	Rancho Los Alamitos Foundation
\$ 1,000	Water Dept Sponsorship Meals on Wheels 9/19/2019	Meals on Wheels Long Beach, Inc.
\$ 1,000	Sowing the Seeds 9/14/2019	Partners of Parks
\$ 1,500	2019 AWWEE Conf 11/13-15/2019 Assoc. of Women in Water, Energy and Environment (AWWEE)	
\$ 2,500	175th Anniversary Gala Event 10/20/2019	Rancho Los Cerritos Foundation
\$ 23,628	TOTAL CATEGORY 2: Community Outreach Events	

CATEGORY 3: Ads for Events

Actuals	Description	Vendor Name
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Board of Water Commissioners

\$	1,500	Ad in Musica Angelica Gala Program	Musica Angelica Baroque Orchestra
\$	600	Ad in Arts Council "State of the Arts" 2019 Program	Arts Council of Long Beach
\$	500	Ad in "A Few Good Men" Event Program	Ronald McDonald House
\$	500	Ad in ICT Encore 2019 Event Program, 10/30/2019	International City Theatre (ICT)
\$	3,100	TOTAL CATEGORY 3: Ads for Events	

CATEGORY 4: Ad & Individual Tickets for Events

Actuals	Description	Vendor Name
\$	-	TOTAL CATEGORY 4: Ad & Individual Tickets for Events

\$ 41,728 TOTAL SPONSORSHIPS YTD
\$ 50,000 FY 19 SPONSORSHIP BUDGET
83.5% (as of September 19, 2019)



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

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, it is important for the Water Department to be an integral part of our Long Beach community. 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.

Consistent with these goals, 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 observable presence within the water or sewer industry, or involve 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 significant financial support will be given in those cases in which the Water Department partners with another City department(s).
- 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 in the event in terms of size and 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: August 22, 2019