



October 18, 2018

TO: LOCSD Board of Directors
FROM: Renee Osborne, General Manager
SUBJECT: **Agenda Item 12D – 11/1/2018 Board Meeting**
Discussion Regarding 2019 Water Conservation Campaign

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DESCRIPTION

Discussion and direction to staff regarding a water conservation campaign for 2019.

STAFF RECOMMENDATION

Motion: *I move that the Board direct staff to start on a new 2019 conservation campaign with the Chamber of Commerce and start working with the local schools.*
or

Motion: *I move that the Board direct staff to continue with the current 2018 conservation logos.*

DISCUSSION

The conservation program for this year was promoted and financed through the Los Osos/Baywood Park Chamber of Commerce. The Chamber received \$2100 in donations from the community to be used towards awards and marketing.

We had seventy-six (76) logo entries and six (6) winners were chosen. There were seven (7) conservation videos submitted and all seven (7) were accepted and awarded. The logos and videos are posted on our "Save Los Osos Water" Facebook page about every month and a half.

We used \$1300 to pay for the gift cards for the winning entries. Six banners with the winning logo entries were purchased at \$670 and were posted around the District. We had \$130 left over and staff purchased 60 refrigerator magnets with the conservation logos on them to complete the use of the conservation campaign funds.

At the Utility Advisory Committee (UAC) meeting we discussed whether or not we should continue using the same conservation logos or start a new campaign. The Chamber of Commerce is interested in assisting with conservation awareness at the next Business Expo in March 2019, if the Board desires. If we wanted to create a new campaign I would have to start immediately to coincide with the school's curriculum and timing of the Business Expo. UAC suggested that we start a new campaign, "Save the Water Basin". Attached is the draft entry form.

SUMMARY

Staff would like direction from the Board on whether or not to continue with the same conservation campaign or to start a new campaign with the Chamber of Commerce.

FINANCIAL IMPACT

There should be no financial impact except for whatever funds the District wants to donate towards the campaign. Last year the District donated \$200 towards the campaign.

Attachments

Do you Have any ideas ON HOW to Save our Water Basin?

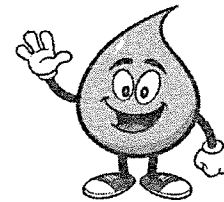


Dear Parents:

We are looking for new conservation campaign logos to represent the Los Osos Community. Please have your child put their conservation ideas on the other side of this page. Please make sure that all of their information is filled out below before your child turns in their artwork to their teacher. Participation is not mandatory.

What we are looking for:

- A simple drawing describing conservation.
- The drawing can contain words but does not have to.
- We prefer that the artwork is in color.



Deadline for all artwork is January 31st. Winners will be announced at an awards ceremony on March 15th, at the South Bay Community Center, time to be announced at a later date. A letter will be mailed to you if your child's entry has been chosen. Prizes are being donated by the Los Osos/Baywood Park Chamber of Commerce.

Childs first and last name

Grade

Teacher's Name

School Name

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