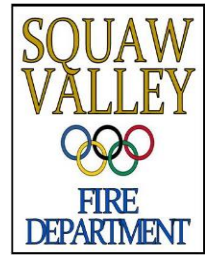




SQUAW VALLEY PUBLIC SERVICE DISTRICT



ADMINISTRATION/OFFICE REPORT

DATE: July 28, 2015
TO: District Board Members
FROM: Tom Campbell, Finance & Administration Manager
SUBJECT: Monthly Report – Information Only

1. SWEP Film Festival Sponsorship

During October 23-25, Tahoe City will be introducing the SWEP Film Festival, with the 1st annual theme being “Water! The Essential.” This film festival is offering several sponsorship opportunities, with the top sponsorship tier exhibiting the District’s name/logo in all festival marketing materials, web promotion, prominent banner display, and public acknowledgment during introductions and event announcements. This sponsorship is a great public outreach opportunity, generating District presence in front of a tuned audience regarding water issues, and further fulfills the ongoing efforts of Section 3.2.3 of the District’s current Strategic Plan (Identify specific audiences both locally and regionally interested in water supply issues). Attached please find an email from the festival chair, Suzanne Wilkins, in addition to a sponsorship flyer.

2. Annual Utility Billing and Customer Inquiries

On July 1, 2015, District staff processed and mailed 989 utility statements to District customers. Beginning on July 6th, staff began receiving payments, in addition to numerous inquiries from customers pertaining to billing questions and/or processing of payments. Staff is expecting call volume to continue to be high throughout July and August.

3. Notification by Board Members of Professional Development and Participation in Meetings as a District Official

As discussed at the January 27, 2015 Board meeting, Board members planning to attend any professional development seminars, conferences, and/or meetings would notify the Secretary of the Board and/or the Board of Directors in advance. Currently, Director Sheehan is scheduled to attend the CSDA training event “Board’s Role in Finance & Fiscal Accountability” on August 18, 2015.

ATTACHMENTS:

Email from Suzanne Wilkins, SWEP Film Festival Chairperson (1 page)
SWEP Film Festival Sponsorship Flyer (1 page)

Tom Campbell

Subject: FW: SWEP Film Festival Sponsorship Opportunity
Attachments: Water TheEssential_FFSpnsrshps.pdf

From: Dan and Suzanne Wilkins [<mailto:wilkinsat6229@suddenlink.net>]
Sent: Wednesday, July 01, 2015 3:04 PM
To: Mike Geary
Subject: SWEP Film Festival Sponsorship Opportunity

Hi Mike,

I think I mentioned to you about the upcoming SWEP Film Festival October 23-25 in Tahoe City. The theme is Water. The Essential. Our film program will be discussing water issues and also provide some entertaining water related adventures. We are also soliciting film submissions from local film makers and will have these available as a separate session during the festival. A student program will also be provided where local students will submit films for a competition. UC Davis Tahoe Environmental Research Center is providing a speaker along with the film Lake Tahoe In Depth and will discuss water issues in our region.

I have attached our sponsorship flyer for your consideration. It would be great to have some local water agencies sponsor the event or be involved somehow. Let me know if I can provide any additional information to you or if you would like to meet to discuss.

SWEP is a 501(C) 3 non-profit providing valuable watershed and science education through service learning projects. We have many partners and provide these services at every school in the Tahoe Truckee Unified School District as well as other charter and private school. You can find more information about our programs at www.4swep.org.

Thank you,

Suzanne Wilkins
Film Festival Chair and SWEP Board Member



ANNOUNCING THE PREMIER OF THE ANNUAL SWEP FILM FESTIVAL
Friday, October 23 - Sunday, October 25, 2015
at Tahoe Art Haus & Cinema and other Tahoe City venues

SWEP | Sierra Watershed Education Partnerships is proud to present this first year of its Annual Film Festival – **Water! The Essential.** – highlighting water related issues of our present time. Enjoy innovative films about water conservation, management, and personal adventure stories of stewardship – all focused on water in its many forms.

SWEP is celebrating its 20th Anniversary as an exceptional organization in our community providing watershed, science and environmental education for our local school children K-12. Our many partner organizations collaborate to provide stewardship and service learning programs that help SWEP fulfill its mission.

The Film Festival Premier, Friday night, October 23rd, will celebrate SWEP’s 20th Anniversary and kick off the Film Festival with live music, wholesome food, film shorts, and a signature Trashion Show. A “Red Carpet” theme complete with paparazzi will add to the fun.

SPONSOR OPPORTUNITIES

BENEFITS

\$1000 – Tahoe Watershed

- Large logo placement on all marketing materials
- Website link in all online promotional material
- Public acknowledgements during introductions and announcements at events
- Special reserved seating at all events
- 4 tickets to 3-day Film Festival
- Prominent 2’ x 3’ banner display at the Premiere and The Art Haus

\$500 – Big Blue

- Medium logo placement on all marketing materials
- Website link in all online promotional material
- Sponsor table seating at Premier
- 2 tickets to 3-day Film Festival

\$150 – Truckee River

- Name listed in event Program and in all online promotional material
- 1 ticket to 3-day Film Festival

SILENT AUCTION DONATION

Acknowledgement of your donation from the main stage at the Premier

PAYMENT METHOD

PLEASE ENTER DONATION AMOUNT \$ _____

Name(s) _____ Phone(s) _____

Mailing Address _____ City _____ State _____ Zip _____

Checks payable to SWEP VISA MasterCard Mail payment to: PO Box 1602, Tahoe City, CA 96145

Card # _____ Exp Date _____ CVV _____ Sig _____

For more information go to www.4swep.org, or call Suzanne Wilkins, Film Festival Committee Chair at 530-545-2563.

SWEP is a 501(c)3 tax-exempt organization. Donations are tax deductible to the extent allowed by law.