



WEST VALLEY WATER DISTRICT
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**POLICY REVIEW AND OVERSIGHT COMMITTEE MEETING
AGENDA**

WEDNESDAY, APRIL 17, 2024 - 6:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the Policy Review and Oversight Committee to meet in the Administrative Conference Room, 855 W. Base Line Road, Rialto, CA 92376.

BOARD OF DIRECTORS

**President Gregory Young, Chair
Director Kelvin Moore**

Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790, or via email to administration@wvwd.org.

If you require additional assistance, please contact administration@wvwd.org.

I. CALL TO ORDER

II. PUBLIC PARTICIPATION

The public may address the Board on matters within its jurisdiction. Speakers are requested to keep their comments to no more than three (3) minutes. However, the Board of Directors is prohibited by State Law to take action on items not included on the printed agenda.

III. DISCUSSION ITEMS

1. Updates to the Policy Review and Oversight Committee
2. January 10, 2024 and February 6, 2024 Regular Meeting Minutes.
3. Sponsorship Policy - April 2024.

IV. ADJOURN

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing Policy Review and Oversight Committee Agenda at the District Offices on April 11, 2024.

Elvia Dominguez

Elvia Dominguez, Board Secretary

MINUTES
POLICY REVIEW AND OVERSIGHT COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
January 10, 2024

I. CALL TO ORDER

Chair Young called the Policy Committee Meeting of the West Valley Water District to order at 6:00 p.m.

Attendee Name	Present	Absent
Gregory Young	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Kelvin Moore	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Haydee Sainz	<input checked="" type="checkbox"/>	<input type="checkbox"/>
John Thiel	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Elvia Dominguez	<input checked="" type="checkbox"/>	<input type="checkbox"/>

II. PUBLIC PARTICIPATION

Chair Young inquired if anyone from the public would like to speak. No requests were received, therefore Chair Young closed the public comment period.

III. DISCUSSION ITEMS

1. Updates to the Policy Review and Oversight Committee.

Human Resources & Risk Manager Sainz provided an update on Human Resources Policies and Procedure Manual being revised by BBK and indicated a draft should be available by April for review.

Board Secretary Dominguez provided an update on Records Retention and Email Policies currently under review, indicated each department has identified a records management liaison, and the draft policies should be available for review in the upcoming months.

IV. ADJOURN

Chair Young adjourned the Policy Committee Meeting of the West Valley Water District to order at 6:25 p.m.

WVWD

Minutes: 1/10/24

ATTEST:

Elvia Dominguez, Board Secretary

WVWD

Minutes: 1/10/24

MINUTES
POLICY REVIEW AND OVERSIGHT COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
February 6, 2024

I. CALL TO ORDER

Chair Young called the Policy Committee Meeting of the West Valley Water District to order at 6:00 p.m.

Attendee Name	Present	Absent
Gregory Young	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Kelvin Moore	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Haydee Sainz	<input checked="" type="checkbox"/>	<input type="checkbox"/>
John Thiel	<input checked="" type="checkbox"/>	<input type="checkbox"/>

II. PUBLIC PARTICIPATION

Chair Young inquired if anyone from the public would like to speak. No requests were received, therefore Chair Young closed the public comment period.

III. DISCUSSION ITEMS

1. Updates to the Policy Review and Oversight Committee.

Human Resources & Risk Manager Haydee Sainz provided an update on the Human Resources Policies and Procedure Manual which is being revised by BBK to include legal mandates and amend District policies. The manual will be presented in draft form to the HR and Policy Committees in April.

Staff was directed to bring back the redlined Human Resources Policies and Procedures Manual to the committee for review. Additionally, the revised Human Resources Policies and Procedures Manual will need to be taken to the Human Resources Committee for review and thereafter, to the Board of Directors for approval.

IV. ADJOURN

Chair Young adjourned the Policy Committee Meeting of the West Valley Water District at 6:18 p.m.

WVWD

Minutes: 2/6/24

ATTEST:

Elvia Dominguez, Board Secretary

WVWD

Minutes: 2/6/24



**BOARD OF DIRECTORS
POLICY REVIEW AND OVERSIGHT COMMITTEE
STAFF REPORT**

DATE: April 17, 2024
TO: Policy Review and Oversight Committee
FROM: William Fox, Chief Financial Officer
SUBJECT: SPONSORSHIP POLICY - APRIL 2024

BACKGROUND:

Staff was requested to examine the District's handling of Sponsorships as one of the Fiscal Year 2023-24 financial initiatives. In order to accomplish this request, other local water districts were researched and a survey was conducted. The survey focused on five key elements: 1) Comparative statistical information; 2) Criteria for developing the framework for a policy; 3) Organizational funding levels; 4) Award amount limits and 5) Eligibility criteria to receive funding and in-kind donations. Survey results were shared with both the External Affairs Committee and the Policy Review & Oversight Committee. Feedback was received from both committees from which a draft policy has been developed.

DISCUSSION:

As part of the Fiscal Year 2023-24 financial initiatives covered at the annual budget adoption was the creation of a Sponsorship Policy following best practices. This effort was accomplished through an examination of published data and a survey of other local water utilities. Survey information was received from a total of 11 agencies, including the District's current practices. Feedback was also provided by the External Affairs Committee and the Policy Review & Oversight Committee.

The survey results identified 12 different eligibility criteria used for evaluating Community Based Sponsorships. To qualify for a Community Based Sponsorship one or more eligibility criteria had to be met. On average the responding agencies had 8 qualifying criteria used to determine eligibility. The District has incorporated 11 of the 12 identified eligibility criteria in the proposed policy. This approach provides both flexibility and a greater probability of acceptance, while following best practices.

For Industry-Based Sponsorships, the survey revealed that there were only three eligibility criteria used in the evaluation process. A total of 8 out of the 11 responders included all three rating criteria as being a best practice. The three criteria were 1) Raises public awareness on issues related to the District's mission and corresponding strategic goals; 2) Promotes collaboration with regional partners as part of fulfilling the District's mission; and 3) Garners positive attention for the District from the media. The District incorporated all three criteria in the proposed policy.

Survey results revealed a total of 9 criteria were identified to determine if an activity would qualify

for sponsorship. The nexus of these activities is that they all relate back to the District mission and corresponding strategic goals, which include water education, water-related environmental efforts, water education, water-based conferences, water publications, and water related activities. The District adopted all 9 identified criteria in order to provide optimal opportunities for interested entities and to garner maximum exposure for the District.

The survey recognized that the responding agencies had 6 different forms of recognition that were acceptable with one or more being required when receiving a sponsorship. It was considered to be best practice to request a receiving party provide a thank you acknowledgement. This recognition varied from 1) a booth or table at the event; 2) Speaking opportunity for a District representative; 3) Recognition at the event or placement in social media; 4) District logo on marketing materials or host's website; 5) Letter acknowledging a donation; and 6) A banner at the event. The District included all 6 criteria in its policy to provide maximum flexibility to receiving organizations to provide acknowledgement to the District.

Survey results reflected that certain groups would not be eligible for sponsorship funding. Ineligible groups identified included: 1) For Profit Entities; 2) Individuals; 3) Political groups, religious groups, sport groups, and political events. Exceptions were noted for religious groups, if the activity performed relates to the District mission and corresponding strategic goals, and not a furtherance of a religious activity.

The proposed policy encompasses best practices on eligibility criteria and ensures that funds are spent in the furtherance of water related activities, with a nexus to the District. Following the requirements, the District would receive the appropriate level of recognition for the sponsorships provided. Other highlights of the proposed policy include:

- ✓ \$2,500 maximum sponsorship award
- ✓ General Manager approval required on awards \$2,500 or less
- ✓ Request exceptions above \$2,500 require Board approval
- ✓ \$5,000 annual limit per budget year provided to any single requesting entity
- ✓ Annual limit exceptions above \$5,000 require Board approval
- ✓ Biannual Board review of existing policy
- ✓ Establishment of funding level of \$2,500 per voter approved district to ensure all areas within the District have funding available. Funds based upon representing Board member approval.

Upon approval of the policy, an Application Request Form and qualifying criteria will be provided to past interested parties and will be added to the District's website. This will also be communicated on social media.

FISCAL IMPACT:

There is no direct fiscal impact on the approval of the proposed policy. No funding level changes have been proposed this fiscal year.

STAFF RECOMMENDATION:

Forward a recommendation to approve the Sponsorship Policy and move it to the External Affairs Committee for review and input prior to moving it along to the full Board for review and adoption.

ATTACHMENT(S):

1. Exhibit A - Draft Sponsorship Policy

Exhibit A

Sponsor Policy

Policy Statement

The West Valley Water District (WVWD or District) places value in community and industry-related sponsorships that promote the District's name, brand, water efficiency, water education, and the District's mission. This mission is "The West Valley Water District provides our community with high-quality and reliable water service in a cost-effective and sustainable manner." This policy outlines the intent and desired results of approving sponsorship requests that promote the WVWD mission.

Definition

Sponsorship is the act of supporting an event, activity, or entity financially or through the provision of products or services in return for public recognition. These sponsorship events and activities are separate and apart from the several District-hosted events that are budgeted through its outreach and education programs.

Scope

During the annual budget process, the Board approves a set budget for sponsorships, which bears a direct relationship to the WVWD Mission. Each year the District receives a number of requests for sponsorships and this policy establishes the criteria for approving a sponsorship request with the intent of using these limited funds in a prudent, transparent, and financially responsible manner.

Criteria

The District will consider participation in, and/or consider funding for eligible organizations and events whose program goals are related to the WVWD Mission. All approved sponsorship opportunities must have a valid public purpose of the District. Determining criteria include:

Community-Based Sponsorships

1. The organization making the sponsorship request must be located in or contiguous to the District's service territory.
2. Public benefit is derived within the District's Service area and fits with the District's mission.
3. Promotes the building of key stakeholder and/or community relations.
4. Creates opportunities for District visibility and interactions with Customers.
5. Garners positive attention for the District from the media.
6. Raises public awareness on issues related to the District's mission.
7. Builds key stakeholder and community relations to further the District's mission.
8. Promotes collaboration with regional partners as part of the District's mission.
9. Demonstrates a nexus to water, water resource management, or conservation.
10. Events take place within the District's service area or immediately contiguous thereto.
11. Events take place as a regional effort with a nexus for the District's customers' benefit.

Industry-Based Sponsorships

1. Raise public awareness on issues related to the WVWD mission.
2. Promotes collaboration with regional partners as part of fulfilling the District's mission.
3. Garners positive attention for the District from the media.

Sponsorship Recognition

In return for the District's sponsorship, approved organizations must provide one or more of the following:

1. Booth or table at event to distribute District information.
2. A speaking opportunity for a District representative.
3. Recognition at the event and/or social media.
4. District logo on marketing materials or website.
5. Letter acknowledging donation.
6. Banner at the event.

Sponsorship Parameters

As part of the operating budget process, the External Affairs Committee will review and approve the staff's recommended sponsorship budget for each fiscal year. All sponsorships requests will be documented on the WVWD Sponsorship Request Verification Form, which will be reviewed by the Public Affairs department. Staff will ensure that the request meets policy criteria. Qualified requests will be submitted to the General Manager for approval.

The General Manager has the authority to approve sponsorship requests up to \$2,500, as long as funds have been budgeted and the request meets the qualification requirements. In the event a sponsorship request exceeds \$2,500, it will be forwarded to the Board of Directors for approval.

The annual funding limit per single requesting entity is \$5,000 per fiscal year. An annual limit exception can be granted on amounts above \$5,000 with Board approval.

The Sponsorship Request Verification form will be attached to the payment request for auditing and records retention purposes. Acknowledgments received will also be attached as additional documentation supporting the sponsorship award.

Examples of sponsorships, which may be funded, include but are not limited to the following:

1. Water industry conferences, seminars and/or publications.
2. Special District-related conferences, seminars and/or publications.
3. Community events which provide a public benefit to enhance the quality of life for residents or businesses within the District's service area and which fit within the CVWD mission.
4. Watershed clean-up efforts.

5. Chamber of Commerce events and membership.
6. School educational programs or exhibits that are water related.
7. Water efficiency initiatives.
8. Water related environmental efforts.

Sponsorship requests from for-profit entities, individuals, political groups/campaigns, and/or partisan issues are not eligible and will not be given consideration for approval.

Sponsorship requests from religious groups within the District's service territory will be considered when the event or activity fits within the WVWD Mission, and where the event or activity does not further a faith-based purpose.

District Funding

Sponsorship activities are budgeted each year as part of the annual budget development. Budgeting of funds are both on a District-wide basis and for each of the five voting districts. Each voting district receives a budget allocation of \$2,500 to ensure fairness District wide. The Board member representing each of the five voting districts has the authority to recommend Sponsorship requests within their home District up to the allotment level. The same eligibility and approval process applies to all sponsorship requests.

Policy adoption and review

This policy shall be adopted by resolution of the Board. Moreover, the policy shall be reviewed on a biennial basis and the Board must approve any modifications that are made.