



Spokane Aquifer Joint Board

December 20, 2012

2013 Budget Reduction Proposal

Program Manager Tonilee Hanson

	A	B	C	D	E
1	SAJB Wellhead Implementation Board				
2	Profit & Loss Three Year Comparison				
3	January thru December				
4					
5			2012	2011	2010
6	Income				
7		Interest Income	\$ 626.55	\$ 920.57	\$ 1,417.97
8		*Uncategorized Income	\$ 1,605.36		
9		Water Purveyor Assessment	\$ 133,771.52	\$ 134,030.72	\$ 133,313.60
10					
11	Total Income		\$ 136,003.43	\$ 134,951.29	\$ 134,731.57
12					

14	Expense	2012	2011	2010
15	Advertising	\$ 24,675.00	\$ 33,989.54	\$ 1,000.00
16	Aqua Duck Performance	\$ 1,253.50	\$ 420.00	\$ 240.00
17	Bank Fees	\$ 16.79	\$ 34.02	\$ 24.46
18	Consultant Expenses	\$ 1,505.89	\$ 555.04	\$ 247.49
19	Consultant Fees	\$ 35,634.70	\$ 33,044.71	\$ 43,987.25
20	Consultant Mileage	\$ 1,141.78	\$ 727.60	\$ 955.00
21	Consultant Mileage & Expenses	\$ 220.38		
22	Contractual Services			\$ 8,695.43
23	Educational Materials	\$ 22,000.00	\$ 18,502.30	\$ 46,091.82
24	Media Partnership Contract	\$ 7,187.50	\$ 175.00	\$ 40,000.00
25	Media Purchase	\$ 40,000.00	\$ 40,000.00	\$ 7,125.00
26	Miscellaneous	\$ 31.59	\$ 41.29	\$ 299.29
27	Office Supplies		\$ 3.00	
28	Potential Contaminant Source	\$ 8,665.13		
29	Professional Services	\$ 10,815.25	\$ 10,000.00	\$ 13,007.50
30	Promotional Materials & Fees	\$ 650.00	\$ 4,299.14	\$ 3,773.21
31	Sponsorship	\$ 175.00	\$ 175.00	\$ 675.00
32	Website Maintenance	\$ 366.12	\$ 3,803.01	\$ 10,583.06
33	Wellhead Protection Plan CD	\$ 5,000.00		
34				
35	Total Expense	\$ 159,338.63	\$ 145,769.65	\$ 176,704.51
36				
37	Net Income	\$ (23,335.20)	\$ (10,818.36)	\$ (41,972.94)

	INCOME		
	2012 Budget	2012 Actuals	2013 Budget
Annual Income from SAJB	\$127,000.00	\$127,771.52	\$127,000.00
Kaiser (Trentwood),	\$2,000.00	\$2,000.00	\$2,000.00
Honeywell,	\$2,000.00	\$2,000.00	\$2,000.00
SB&IP - Crown West Realty	\$2,000.00	\$2,000.00	\$2,000.00
Uncategorized Income		\$1,605.36	
Interest Income	\$850.00	\$625.55	\$500.00
Previous Year Carry Over (Retained Earnings)	\$86,529.05	\$86,529.05	\$62,488.00
Total Revenue	\$220,379.05	\$222,531.48	\$195,988.00
Encumbered in Prior Year Contract	\$21,000.00	\$21,000.00	\$21,000.00
Reserve Fund	\$44,075.81	\$44,075.81	\$41,748.00
Available Revenue	\$155,303.24	\$157,455.67	\$133,240.00

	2012 Budget	2012 Actuals	2013 budget
EXPENDITURES BY COMMITTEE			
Committee			
Education and Awareness	\$98,424.91	\$95,974.25	\$72,400.00
Conservation	\$500.00	\$0.00	\$500.00
Household Contaminant Disposal	\$2,000.00	\$973.00	\$1,000.00
Potential Contaminant Source Inventory	\$7,000.00	\$8,665.13	\$10,000.00
Pro-Active Business Assistance	\$11,000.00	\$10,000.00	\$9,000.00
All Committees Shared Expenses	\$50,540.00	\$43,522.11	\$40,340.00
Total Expenditures	\$169,464.91	\$159,134.49	\$133,240.00
Net Income	-\$14,161.67	-\$1,678.82	\$0.00

**Proposed
10% cut to all major expenditures**

Changes to the 2013 budget by Committee

All

- **Program Manager** - Reduced 10% - \$1,600 cut from the separate line items for reimbursements and mileage and \$43,000 reduced to \$40,300. The PM resolution states that the mileage and reimbursements are included in the "not to exceed" language
- Just as a reminder the 2012 reimbursements of \$1,141.48 were primarily a result of paying with a personal credit card for program implementations and include the following:
 - \$660 deposit for PCSI mailing
 - \$204 constant contact e-mail marketing
 - \$125 Registration Fees for Events
 - \$159.65 for labels to update Haz Waste Brochures
 - \$154.99 Aqua Duck costume cleaning fee and posters for Lilac parade

Changes to the 2013 Budget by Committee

- **Household Contaminant Disposal**
Reduced from \$2,000 to \$1,000
- **PCSI**
Budgeted at the \$10,000 per the County agreement but costs should be significantly less given it is not a map or letter year. The Service Area map for the website will be paid for here
- **Conservation**
\$500 for We Love Water Coloring book

Education & Awareness Committee

- **EnviroStars** - reduced from \$10,000 to \$9,000 - This program serves as our proactive business assistance outreach beyond the website and bi-yearly PCSI letters. Considerable funds are invested in Education initiative and in my opinion, EnviroStars is a vital part of the wellhead protection (local source reduction) program.
- **KSPS** - reduced from \$40,000 to \$35,000. The Aquifer in a cup workshops are 25,000 and that leaves us with some TV presence for the Prescription Drug take back events and other PSAs (already produced).
- **WVOLC** - reduced from \$22,000 to \$5,000 to maintain Aquifer display equipment and some education outreach.
- **Emerald Outdoor Advertising** - Held at 2012 contract \$24,600. This is still our best exposure. No new signs.

TASK 1: SAJB Website Technical Maintenance \$1,350

- Systematic quarterly updates to web platform, WordPress, and site plugins. Technical maintenance and support for issues as needed and new ideas. (\$75/hour x 1.5 hrs/mo = 18 hrs)

TASK 2: Routine Website Maintenance Training & Support \$900

- Training Program Manager as needed to maintain new and existing features (1 hr/month = 12 hours)

TASK 3: Purveyor Service Area Map \$300

- This price assumes the task is simply to display the live map on the site, no additional updating or changing anything is needed. Establishing the Google Earth link on the website and linking the KZM map provided by Spokane County Water Resources. (4 hours)

TASK 4: IWAC Tab with New Pages & Categories \$450

- Develop organizational structure, navigation menu for new pages, categories & posts (6 hours)

TASK 5: Trivia Quiz \$375

- Find plug-in for question response and scoring of trivia challenge, add navigation, install questions and answers, establish procedure for changing questions to keep quiz fresh. (5 hours)

Total \$3375 Not to exceed \$4,000

- **TASK 6: Private Members Only Section..... (estimate) \$1,000**
- Researching appropriate solutions for the Members only section purpose
- Documents protection - medium-sized solution to protect docs from being indexed by Google
- A unique login for each member
- Installing, configuring and creating new pages/categories as needed
- *Note from Anne Francis: For your consideration an alternate recommendation: SAJB may be better off implementing a Members Only function offsite with an external provider. There are lots of collaboration services you could sign up for that include document sharing. Google may be a solution. The problem is always getting people to use it, remembering a new place to go and new login is a lot to ask sometimes. I like the idea of Google simply because most people already have an account and many times are already logged in. A link could be put on the website that takes folks right to the login.*

2013 Budget – Give Away Materials

- 1, 000 Pencils - \$0.14 each = \$140.00
- 500 Reusable shopping bags \$2.00 each = \$1,000.00
- 500 Aqua Duck Stickers 2"x 2" \$0.35 each = \$175.00
- Total = \$1,315.00 + Tax Budget \$1,500