

RESOLUTION NO. 2017-02

A RESOLUTION OF THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AUTHORIZING THE EXECUTION OF AN AGREEMENT WITH KSPS PUBLIC TELEVISION TO PROVIDE SERVICES ASSOCIATED WITH THE EDUCATION AND AWARENESS COMMITTEE; AND OTHER MATTERS PROPERLY RELATING THERETO

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE SPOKANE AQUIFER JOINT BOARD, OF SPOKANE COUNTY, WASHINGTON, as follows:

WHEREAS, the Spokane Aquifer Joint Board ("SAJB") has been created for the Spokane County Region by action of the respective Boards of Directors and/or authorized representatives of the municipal corporations involved pursuant to RCW 39.34, known as the Washington Interlocal Cooperation Act; and

WHEREAS, the members of the SAJB executed an agreement forming the Joint Board ("the Agreement"), which provides rules for the process the Board follows in conducting its business, including the entering into and execution of agreements; and

WHEREAS, the Board of SAJB revised Resolution No. 95-01 on October 25, 2001, which provides that a simple majority of the eligible voting Board Members must vote on major decisions, including the execution of Personal Services Agreements; and

WHEREAS, the Board wishes to utilize the services of KSPS Public Television to assist the Education and Awareness Committee in raising awareness about conserving water and protecting the aquifer by entering into this agreement;

NOW, THEREFORE, BE IT FURTHER RESOLVED by the Board of the Spokane Aquifer Joint Board as follows:

Section 1: The Board hereby approves the execution of this Agreement with KSPS Public Television, generally in the form of Exhibit "A", attached hereto and incorporated herein by this reference, and authorizes and directs the appropriate officials of the Board to execute said agreement.

Section 2: This Resolution shall become effective upon its adoption and execution by the appropriate officers of SAJB.

ADOPTED BY THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AT A REGULAR OPEN PUBLIC MEETING THEREOF this 26th day of January 2017.

SPOKANE AQUIFER JOINT BOARD

By _____
President

ATTEST:

Secretary

CERTIFICATION

I the undersigned, Secretary of the Board of Spokane Aquifer Joint Board, of Spokane County, Washington, hereby certify that a simple majority of the eligible voting Board Members of the SAJB voted in favor of this Resolution.

Secretary

CERTIFICATION

I, the undersigned, Secretary of the Board of Spokane Aquifer Joint Board, of

Spokane County, Washington, hereby certify that the foregoing Resolution is a full, true and correct copy of a Resolution duly adopted at a regular meeting of the Board of Directors of said Board, duly and regularly held at the regular meeting place thereof held on January ~~21st~~26th, 2017~~6~~, of which meeting all members of said Board had due notice and at which a majority thereof were present; and that at said meeting said Resolution was adopted by the following vote:

AYES, and in favor thereof, Directors:

NAYS, Directors:

ABSENT, Directors:

ABSTAIN, Directors:

I further certify that I have carefully compared the same with the original Resolution on file and of record in my office; that said Resolution is a full, true and correct copy of the original Resolution adopted at said meeting; and that said Resolution has not been amended, modified or rescinded since the date of its adoption, and is now in full force and effect.

IN WITNESS WHEREOF, I have set my hand and affixed the official seal of the Board on January 26th, 2017.

Secretary



Spokane Aquifer Joint Board - KSPS Partnership 2017 Agreement

To: Ty Wick and Tonilee Hanson

From: Dawn Bayman, Director of Development, KSPS Public Television

The KSPS partnership with Spokane Aquifer Joint Board has been long and successful. Together, we have helped to raise awareness for hundreds of thousands of children, families, educators and businesses throughout the SVRP Aquifer region. There is still much to be done, though—and our commitment to you is that we will continue to be true partners: working together, sharing new ideas, and constantly improving to spread the vital message of aquifer preservation and conservation to our citizens.

Overview of Benefits:

- KSPS broadcasts to an audience of 3 million people annually, with 350,000 KSPS viewing households in the Spokane area. KSPS is carried on cable, satellite and over the air.
- KSPS will work with SAJB to produce 4 new on-air spots in 2017 to air in addition to the 3 most recently produced spots.
- SAJB's spots will air adjacent to PBS children's and adult programs beginning January 2017. Air times will include the Sunday-Friday children's programs, primetime programs for adults, and weekend and weekday programs.
- Educational aquifer curricula will be distributed to area classrooms focusing on grades 2-6, with materials provided by SAJB. KSPS will also beef up the annual student contest to encourage boarder participation.
- Partner recognition at regional events with Aqua Duck, the SAJB Banner and distribution of Aquifer stickers, maps and other materials at all events. The number of attendees for all these events is in the thousands.
- KSPS.org will promote online, via email and via social media with a dedicated set of web pages including water-related links and references approved by SAJB.
- The SAJB logo, with acronym spelled out, and SAJB website link www.spokaneaquifer.org will be included in the KSPS member *Prevue* Magazine Corporate Partner recognition, with 27,000+ readers.

KSPS 2017 Contract and Sponsor Benefits

- **KSPS will produce four new 15 or 30 second spots.** These spots will continue to educate both children and adults about maintaining clean water and water conservation, and they will reinforce to all viewers your commitment to education of children. Subjects will include:
 1. **New Aquifer Workshop spot** - promote workshops to teachers
 2. **New Spokane Waste Directory spot** - focus on batteries, e-waste or other topic
 3. **Showcase the winners of the KSPS contest, *Our water. Our future.***
 4. **New spot for fall** - focus on new STEM-related comic or other topic

- KSPS will also produce a promo to encourage teachers and children to enter the ***Our Water. Our Future Student Contest*** (see below)

- KSPS will continue to air the new spots we produced last year related to water conservation as well as the current Spokane Waste Directory spot. This provides a rich library of 7 spots to run throughout 2017, allowing SAJB to target its messaging.

- **Spot schedule** - Spots will air during PBS children’s and adult programming blocks, including during our primetime schedule. The SAJB logo with the acronym spelled out as “Spokane Aquifer Joint Board,” will be included.

Campaign	Timeframe	# Wks	Frequency	Quantity
Student Contest: <i>Our Water. Our Future.</i> – KSPS promos will promote entry (promos are bonus)	Feb 13-April 30	11	10x/wk	110 <i>bonus</i>
<i>Spokane Waste Directory - spring clean-up</i>	Mar 6 – Jul 2	17	10x/wk	170
<i>Our Water. Our future. Contest winners</i> - features winners of the student contest, also for spring clean-up	May 29 – Jul 31	9	10x/wk	90
Aquifer Workshops - start with the current spot, change to updated version when it’s ready	Feb 1 - May 19 Aug 28-Dec 17	15 16	5/wk 4/wk	75 64
Water Conservation - 2 rotating spots featuring Aqua Duck, focused on storm drains and lawn care	Jun 5 - Oct 1	17	7x/wk	119
New spot TBD – possibly related to new comic with STEM focus	Jul 3- Dec 24	25	4/wk	100
SPOTS SUB-TOTAL:				618
PLUS minimum 110 KSPS promos = 14 spots per week, TOTAL:				728

- KSPS will develop and conduct up to **50 “Aquifer in a Cup”** workshops featuring Aquifer-related materials to school districts, both public and private, located throughout the Washington State portions of the Spokane Valley Rathdrum Prairie Aquifer boundaries during the school year from February 2017 through January 2018. **\$500 per workshop x 50**
- KSPS will distribute **SAJB materials** (listed below) to all workshop attendees, **and a set of five books** to each classroom teacher, as well as create co-branded learning materials.
 - KSPS will purchase the sets of books and will include a co-branded bookplate in each book.
 - KSPS will create and distribute packets of printed materials called “Groundwater: The Wonder Down Under” which include puzzles, fun facts and aquifer- related worksheets, all approved by SAJB.
 - SAJB will provide other items including folders, Aqua Duck comic books, bookmarks, atlases and tote bags for teachers.
- KSPS will hold a **student contest** where elementary school children are encouraged to design a billboard/poster with the theme, “*Our water. Our future.*” To tie in with Earth Day activities, the contest will run from February 13 through April 30, 2017. Awards and prizes will be distributed in late May 2017. The contest will be posted on our website and flyers will be distributed throughout area schools: East Valley, West Valley, Central Valley, Spokane Public Schools and all parochial and private schools.
 - We will have one individual winner for each grade level, 2-6. The winning design will be displayed on both the KSPS and SAJB website, and will be produced as an actual billboard by SAJB and will be featured in the [redacted]
 - To encourage broad participation, we will also have winning classrooms with prizes including activity packs and pizza parties (or similar). We will also have a prize for the elementary school with the greatest participation.
- KSPS will facilitate Aqua Duck’s participation at **Kids Day** in August 2017. Kids will receive Aqua Duck printed materials. Kids Day takes place at Riverfront Park and has an attendance of thousands. The event will be promoted on air and on KSPS.org.
- Aqua Duck will participate in **KSPS FitKids Day or the KSPS 50TH Anniversary Family Party** in late July. This is a day of fun activities for young children and families. Last year, nearly 1000 Spokane area children/families attended *FitKids Day*.
- KSPS will help secure **Aqua Duck appearances** at other community events as appropriate and approved by SAJB. These may include KSPS Character Day, the Coeur d’Alene 4th of July Parade, Silverwood Physics/Science Day or other events.

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- KSPS will continue to update and maintain an educational/Aquifer web portal on **KSPS.org** focusing on educators and families with pertinent educational information and activities for kids. It will showcase winners of the Student Contest and will include links to www.spokaneaquifer.org, www.SpokaneWasteDirectory.org or other websites as requested by SAJB.
- KSPS will provide ads on the ksp.org home page for 2 weeks per quarter, including links to appropriate web sites. KSPS will create these ads or may use ads provided by SAJB. (8 weeks of home page ads)
- KSPS will place a minimum of 2 social media posts per channel/per month to KSPS' Facebook and Twitter accounts to promote specific SAJB activities and campaigns. (minimum 48 posts per year) KSPS will also share to its broad audience appropriate posts from SAJB and Spokane River Forum. As a true partner, we will constantly be on the lookout for ways to send SAJB messages to our audience. To that end, we offer our help and training on social media to Tonilee or others if needed.
- KSPS will send 1 dedicated e-blast to the KSPS U.S. member email list (approx. 8,000 email addresses) to promote a specific SAJB event or campaign.
- KSPS will promote SAJB activities in a minimum of 12 issues of our weekly e-newsletter sent to about 10,000 U.S. members each week. (1x/month)
- KSPS will provide **mid-year and end-of-year status reports** of work accomplished to the Spokane Aquifer Joint Board.
- KSPS will include an article about SAJB in the June/July issue of Prevue, our bi-monthly program guide sent to 27,000 KSPS members. This is an opportunity to promote the SpokaneWasteDirectory.org.

Your investment helps KSPS purchase books and produce educationally-focused workshop materials with an additional emphasis on the **Spokane Aquifer Joint Board**, safe drinking water, and the environment. Together, we have the ability to reach, educate, inspire and inform over 3 million people.

We invite **Spokane Aquifer Joint Board** and Aqua Duck to help us continue to make a positive *difference* for our children and the future!

The KSPS program benefits have an actual dollar value of over **\$112,000**. We respectfully request an annual investment of **\$40,000** as a tax-deductible contribution.

