

RESOLUTION NO. 2018-02

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 24th day of January 2019.

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 24, 2019, 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 24, 2019.

Secretary



Spokane Aquifer Joint Board & KSPS Public Television Partnership 2019 Agreement

KSPS is grateful to have partnered with the Spokane Aquifer Joint Board for several years, working together to promote SVRP Aquifer awareness among businesses, educators, families, and children across the region. We are committed to supporting and growing the outreach and education that is so important to the mission to protect the public water supply for generations to come.

Overview

KSPS will help SAJB accomplish its main community education goals by:

- Reaching adults with preservation and conservation messages via on-air, online, and social media messaging.
- Promoting the EnviroCertified program to business leaders as well as consumers.
- Driving traffic to SpokaneAquifer.org and SpokaneWasteDirectory.org
- Teaching children and their parents with on-air messages in children's programs on KSPS and the **PBS Kids 24/7** channel
- Meeting the growing demand for our popular *Aquifer in a Cup* lessons by teaching 60 of them in classrooms at regional schools
- Maintaining the *Aquifer in a Cup* online portal and the video lessons now on PBS LearningMedia.
- Featuring Aqua Duck at regional events.

KSPS Will:

- **Air SAJB messages on KSPS Public Television; produce 3-5 new spots**
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. Research shows that our audience pays attention to messaging on the channel; that they act on it; and that they are interested in improving their lives through lifelong learning. These factors combine to assure SAJB's important message will reach a large and receptive audience throughout the year. And by putting your message on KSPS, you reach a large audience of children and parents as well as older adults.
 - We will work with SAJB to produce a set of 3-5 new spots to promote the EnviroCertified business recognition program featuring testimonials with participating business people and others who value the program. These promos will target adults.
 - We will continue to use the spots from our recent inventory to further SAJB's goals. These include: SpokaneWasteDirectory.com, Lawn Watering Tips (spring/summer), promotion of

Aquifer Workshops to teachers, and Aquifer-in-a-Cup video lessons aimed at kids and families.

- SAJB's Aquifer-in-a-Cup spots will air adjacent to PBS Kids programs on our main channel beginning Feb. 2019. They will also air on our PBS Kids 24/7 channel.
- EnviroCertified, SpokaneWasteDirectory.org, and Lawn Watering Tips will air adjacent to adult programs in prime time and other time slots.
- We will work with SAJB to determine the calendar of air dates (flights) for each spot.

Total number of spots on KSPS: 600 - \$45,000 value

airing min. 300x on PBS Kids 24/7 - \$7,500 value

Production of 3-5 EnviroCertified testimonial spots: \$3,000-\$5,000 value

- **Conduct 60 Aquifer in a Cup workshops for elementary-aged students**

- KSPS educators will schedule and conduct the workshops using SAJB-approved 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 2019 through January 2020.

\$500 per workshop x 60 = \$30,000 value

- KSPS will distribute **SAJB materials** 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 distribute packets of printed materials provided by SAJB.

- **Market through digital channels**

- KSPS will provide **ads on the kspns.org home page** for 8 weeks throughout the year, with the schedule to be determined by SAJB needs. KSPS will create these ads or may use ads provided by SAJB. *\$800 value*
- 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) *\$2400 value*
- We will also **invest in 6 boosted Facebook posts per year**, with content and schedule to be determined together. *\$600 value*
- KSPS will **share 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, and offer our help/training on social media to others if needed.
- KSPS will promote SAJB in a minimum of 12 issues of our **weekly e-newsletter** sent to about 10,000 U.S. members each week. (1x/month) *\$3000 value*

- **Continue hosting the online *Aquifer in a Cup* workshop portal on KSPS.org** so that educators and families have a convenient way to learn about workshops as well as sign-up online. The site also features the 3 Aquifer-in-a-Cup lesson videos produced in 2018.
- **Continue to provide *Aquifer in a Cup* lessons on PBS Learning Media**, a free, online media-on-demand service developed for PreK-12 educators featuring videos, discussion questions and a searchable list of educational standards.
- **Facilitate appearance opportunities for Aqua Duck**
 - *KSPS FitKids Day* - a day of fun activities for young children and families. Last year, 1000 Spokane area children/families attended *FitKids Day*. The event will be promoted on air and on KSPS.org.
 - 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, or other events.
 - KSPS will provide stickers to hand out and banners to showcase where appropriate.
- KSPS will feature an **article about SAJB in one issue of *Prevue***, our bi-monthly program guide sent to 25,000 KSPS members. SAJB will be included as a sponsor in all 6 annual issues of *Prevue*. *\$500 value*
- KSPS will provide **mid-year and end-of-year status reports** of work accomplished to the Spokane Aquifer Joint Board.



PARTNERSHIP AGREEMENT

This document constitutes an agreement between Friends of KSPS and

Spokane Aquifer Joint Board

Contact: JEREMY JENKINS / TONILEE HANSON
Address: 1521 N Argonne Rd, Suite C
 PMB 250
 Spokane Valley, WA 99212
Phone: 509-847-4337
Email: sajbinfo@mail.com, www.spokaneaquifer.org

Consideration:
Grant period: 12 Months, February 2019 through January 2020

Grant amount: \$40,000

Content: See Resolution – in summary:

- KSPS main channel will air 600 on-air spots, drawing from current inventory plus new spots.
- KSPS will consult with SAJB Program Manager to set up air schedules.
- KSPS will produce 3-5 new video spots – testimonials for the EnviroCertified program.
- PBS Kids 24/7 will air 300 *Aquifer in a Cup* lessons.
- KSPS teachers will conduct 60+ workshops in schools, distributing materials per the attached resolution.
- KSPS will provide social media posts, emails, and web ads per the attached resolution.
- KSPS will feature AquaDuck at FitKids Day and the Coeur d’Alene 4th of July Parade

Terms/Billing instructions: To be billed \$10,000 four times on March 1, 2019, June 1, 2019, September 1, 2019, and December 1, 2019 and paid within 30 days of billing. KSPS will provide affidavits for on-air schedules.

I have read and understand both this agreement and the KSPS Underwriting Credit Guidelines.

Agreed:

Authorized Signature of Spokane Aquifer Joint Board

Date

KSPS General Manager

Date