

RESOLUTION NO. 2020-05

A RESOLUTION OF THE BOARD OF THE SPOKANE AQUIFER JOINT BOARD, SPOKANE COUNTY, WASHINGTON, AUTHORIZING THE EXECUTION OF AN PERSONAL SERVICES AGREEMENT WITH BLUE SKY MARKETING TO PROVIDE MEDIA SERVICES; 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 Blue Sky Marketing as part of the wellhead protection implementation plan to assist in raising community awareness of aquifer education resources, water conservation best practices and EnviroCertified businesses and their role in aquifer protection.

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 Blue Sky Marketing, 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 23rd day of January 2020.

SPOKANE AQUIFER JOINT BOARD

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 23, 2020, 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 23, 2020.

Secretary

Exhibit A

Spokane Aquifer Joint Board Personal Services Agreement with Blue Sy Marketing to Provide Media Services

PREFACE

The Spokane Aquifer Joint Board (SAJB) a volunteer board consisting of representatives of the municipal and business entities that comprise SAJB, as part of its Wellhead Protection Program is in need of local partner to develop and administer the day to day elements of a new media campaign. In addition, the partner is responsible for providing information to SAJB on the performance of the campaign.

PARTIES

This Personal Services Agreement for Professional Services, hereinafter referred to as the "Agreement", is made and entered into by and between **Blue Sky Marketing**, hereinafter referred to as the "Contractor", and **The Spokane Aquifer Joint Board**, hereinafter referred to as the "Client". The parties agree that the Contractor is an independent Contractor and is not an employee, servant, or agent of SAJB. Contractor acknowledges that it does not have any "rights of employment" with SAJB as a result of this Agreement. Contractor will maintain and be responsible for all worker's compensation, liability insurance, fees and taxes relating to the Contractor's work for SAJB. Contractor will also comply with all governmental and other laws, regulations and requirements applicable to Contractor and Contractor's work. Contractor will not authorize or attempt to authorize work by others or the acquisition of equipment or materials at the SAJB's expense without specific prior authorization.

SCOPE OF SERVICES

The Tasks set forth below constitute the scope of the Contractor's work for SAJB under this Agreement. This Agreement contains the entire understanding of the parties for Spokane Aquifer Rathdrum Prairie based new media campaign design and implementation services. Any notice given under this Agreement shall be sufficient if it is in writing and if sent by regular mail, first class postage prepaid. Such notice shall be deemed received on the earlier of actual date of receipt or three (3) days after it was sent. In consideration of the Client retaining the Contractor to provide professional services, it is agreed as follows:

1. Scope of Professional Services for Blue Sky Marketing (Contractor)

Overview:

Blue Sky Marketing has been owned and operated by Ada Hargrove for over 25 years. We are a full-service media buying/advertising boutique agency located in the Spokane Valley. It does not cost SAJB any additional dollars to use Blue Sky Marketing for buying service. Blue Sky Marketing is paid by the media vendors.

Blue Sky Marketing has the experience and expertise to assist SAJB with New Media buying campaigns and looks forward to continuing the work with SAJB in educating the community to the importance of our vital water resource – the Spokane Valley Rathdrum Prairie Aquifer.

2020 Strategy

To effectively use different online tactics to serve up your specific digital display or video ads to your target audience(s) and direct these audiences to your website and/or landing pages.

Digital Media Campaign Goals

1. Increase the number of certified businesses in the EnviroCertified recognition program.
2. Increase the number of teachers accessing resources at www.spokaneaquifer.org.
3. Increase water use efficiency and decrease summer water use.

February – November 2020

This focus runs throughout entire 10 month campaign: Increase the number of EnviroCertified Businesses, promote certified businesses and increase the number of visitors to www.EnviroCertified.org

Core Audience Profile: Consumers ages 21-75 searching for goods and services in the following industries:

- Autobody paint, parts and repair
- Aquatic Centers
- Cleaning supplies and services: dry cleaning, carpet cleaning, fire restoration
- Construction
- Dental and Veterinary Services
- Electrical Services
- Heating ventilating and air conditioning
- Manufacturing
- Transportation
- Landscaping
- Printing
- Renting multi-family residences (apartments and condos)
- Business owners and business managers in proximity to public drinking water wells – see below Companies under Geo-Fencing

Behaviors: Business that work with some type of hazardous materials that could affect the water wells, Spokane Valley Rathdrum Prairie aquifer, or Spokane River.

Geo Addressable Targeting: SAJB Potential Contaminant Source Inventory Mailing List

Geo Target zip codes: 83815, 83835, 83854, 99003, 99005, 99016, 99019, 99021, 99025, 99026, 99027, 99027, 99031, 99037, 99201, 99202, 99203, 99204, 99205, 99206, 99207, 99208, 99209, 99210, 99211, 99212, 99213, 99214, 99215, 99216, 99217, 99218, 99220, 99223, 99228.

Geo Fence Targeting: Auto repair shops, autobody & painting, dry cleaners, manufacturing, carpet cleaners, car washes, fire and water restoration services, construction companies, medical/dental offices, electrical, HVAC, landscaping pest control companies, printing companies (e.g.: Plese Printing, Lawton Printing, FedEx Printing, Walt's Mailing Service, etc.) property management companies, transportation companies, veterinary offices

Creative: 2019 EnviroCertified artwork. Video Testimonials. Businesses on website that are certified. Types of industries. Images of the river. Link to EnviroCertified.org

March – April and October – November 2020

Focus: Increase the number of teachers accessing resources at www.spokaneaquifer.org

Core Audience Profile: Teachers grades 2-8, science teachers

Behaviors: teaching about the water cycle, water conservation, environmental awareness, looking for hand's on activities, creating a science fair, looking for local agencies to present at a science night, searching for local resources related to water, the Spokane River and the Spokane Valley Rathdrum Prairie aquifer.

Geo Fence: Spokane Public Schools District 81, Central Valley School District, East Valley School District, West Valley School District and Mead School District.

Geo Target: Zip Codes within Spokane County

Creative: September 2019 Digital Ads, TBD- New 2020 Digital Ads, Aqua Duck, aquifer map, images of drinking water. Link to SAJB Teacher Resources page

June – September 2020

Focus: Decrease summer water use and increase water use efficiency

Core Audience Profile: homeowners, residential property managers, landscape maintenance companies, Spokane City and County Parks Departments, golf courses, School district Maintenance Departments.

Behaviors: water lawns and turf, buying sprinkling system components (e.g., sprinkler timers and controllers, sprinkler replacement parts, pvc pipes, lawnmowers, lawn care products.

Geo Target: Spokane County Zip Codes

Creative: 2019 Water Wisely digital Ads, TBD new 2020 digital ads. Native plants, soaker or drip irrigation, timer controls.
<https://www.spokaneaquifer.org/education-awareness/water-conservation/>



Budget and Recommended Marketing Strategy

Budget: \$20,000

10 Month Campaign: February thru November 2020

Monthly Budget: Variable based on media placement

Monthly budget includes:

- **Digital media buying:** Cost Per Thousand: \$ 12-\$15 for static digital ads and \$30-\$35 for video.
 - **Geo-Targeting/Re-targeting** with behavioral programmatic display digital advertising
 - This tactic targets websites that your consumer visits and/or retargets any visitors to your website
 - **Geo-Fencing**
 - Sets a digital advertising perimeter around selected businesses and/or locations to serve specific targeted digital display or video ads
 - **Addressable Geo-Fencing**
 - Delivers digital display and/or video ads to all devices (e.g.: tablets, smart phones, desktops, or set tops) at pre-determined physical addresses
- **Monthly reporting, management and billing**
- **Flexible Implementation:** Adjustment as needed to the audiences, messages and strategies throughout the 10-month campaign.

2. Compensation

The Client hereby retains the Contractor. The Contractor hereby agrees to perform professional services, as required by the Client and described in the Scope of Services for \$20,000. Monthly billing will detail costs for the media placement. If the Contractor has any questions about or concerns with any component of the Scope of Services, the Contractor shall take responsibility to contact the Client.

3. Period of Performance

The period of performance of this agreement is one year and shall commence on the date on which this agreement is finalized, and be completed by November 30th, 2020, unless terminated sooner as provided herein.

4. Termination

Except as otherwise provided in this agreement, either party may terminate this agreement upon 30 days written notification. If this agreement is so terminated, the terminating party shall be liable only for performance in accordance with the terms of this agreement for performance rendered prior to the effective date of termination.

For SPOKANE AQUIFER JOINT BOARD:

_____ Date: _____
Jeremy Jenkins
President, SAJB

For BLUE SKY MARKETING:

_____ Date: _____
Ada J. Hargrove
Owner, Blue Sky Marketing