



# San Gabriel Basin Water Quality Authority

1720 W. Cameron Avenue, Suite 100, West Covina, CA 91790 • 626-338-5555 • Fax 626-338-5775

**WQA LEGISLATIVE/PUBLIC INFORMATION COMMITTEE  
AND SPECIAL MEETING OF THE BOARD OF DIRECTORS  
TO BE HELD ON WEDNESDAY, AUGUST 9, 2017 AT 10:00 A.M.  
AT  
1720 W. CAMERON AVE., SUITE 100 IN WEST COVINA, CA**

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*\*The Legislative/Public Information Committee meeting is noticed as a joint committee meeting with the Board of Directors for the purpose of compliance with the Brown Act. Members of the Board that are not assigned to the Legislative/Public Information Committee may attend and participate as members of the Board, whether or not a quorum of the Board is present. In order to preserve the function of the Committee as advisory to the Board, members of the Board who are not assigned to the Legislative/Public Information Committee will not vote on matters before the Committee*

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## **AGENDA**

**Committee Members:** **Jorge Marquez, Valerie Munoz and Mark Paulson**

**Liaison Member:** **Dan Arrighi**

- I. Call to Order
- II. Public Comment
- III. Discussion Regarding Next Advertorial
- IV. Discussion Regarding Civic Publications Proposal for 2017/2018 [enc]
- V. Discussion Regarding WQA 25<sup>th</sup> Anniversary
- VI. Legislative Activities/Reports
  - a. State
  - b. Federal
- VII. Executive Director's Report
- VIII. Adjournment



# CIVIC Publications, Inc.

Christopher W. Lancaster  
Publisher

**Public Outreach Proposal**  
**San Gabriel Basin Water Quality Authority**  
**FY 2017-18**

<u>Product</u>	<u>Cost</u>	<u>Date</u>
Sustainable Living 2-pages	\$8,755	Fall 2017
Tournament Mag.	\$15,699	Dec. 2017
Earth Day 2-pages	\$8,755	April 2018
California Water 2-pages	\$8,755	May 2018
Community Profiles (Annual Report)	\$17,510	June 2018
Full Page Color Ad LA Times	\$15,450	TBD
Full Page Color Ad Chinese Publication	\$4,798	TBD
Full Page Color Ad Spanish Publication	\$4,489	TBD
Digital Marketing	\$4,635*	TBD
<b>Annual Insert</b> <b>4 page/gloss</b>	<b>\$26,328**</b>	TBD
<b>Total Cost of Public Outreach Proposal B:</b>		<b>\$115,174</b>

*\*Email Blast to 66,000 email addresses or 200,000 internet display ads.  
Note: Emails and internet display ads to target Chinese and Spanish populations.*

*\*\*Distributed to both LA Times and SGVN readers.*

**Prepared by Civic Publications, Inc.**