



MEETING DATE: December 2, 2015
TO: Board of Directors
FROM: Jonathan Van Roo, Aviation and Community Services
SUBJECT: Revision of PI 311 - Community Sponsorships and Partnerships

RECOMMENDATION: Review and approve updated PI311 - Community Sponsorship and Partnerships.

DISCUSSION: Attached is PI 311, updated and expanded upon by staff and the ad hoc committee to include various sponsorship levels as well as a section on community partnerships. The attempt is to provide direction and guidelines for the prudent management and administration of community sponsorship funds and give greater clarity to the public on the disposition of funds. The policy contains 4 key sections:

Section I -Policy Overview and Common Definitions: Provide detail as to the overview and purpose of the policy; as well as establish common definitions for a greater realm of clarity when navigating through the policy. Each policy sections (II through IV) are intended to work independently of each other but using the overview and common definitions section.

Section II -Community Sponsorship Level I: \$0 to \$3000. Identifies and clarifies the process, application requirements, funding limits and eligibility requirements for sponsorships at this level. Changes to the previous policy include: can be staff approved at these amounts and a limit of two awards per fiscal year or \$3000.00 whichever is met first.

Section III - Community Sponsorship Level II: \$3001 to \$50,000. Identifies and clarifies the process, application requirements, funding limits and eligibility requirements for sponsorships at this level. Changes to the previous policy include: applications must be submitted in a timely manner that coincides with the districts fiscal year including an application date. Also updates in how the district is to be recognized and the addition a requirement for Board of Directors approval.

Section IV - Agency Partnership: \$50,001 or more. In certain instances the District may choose to partner, typically with another public agency to provide benefit and value to common constituents of both public agencies. This section Identifies and clarifies the process, application requirements, funding limits and eligibility requirements for Agency Partnerships. Partnerships including an application deadline of February 28th.

FISCAL IMPACT: No additional fiscal impact is anticipated beyond what is included in the FY2016 Budget and funding set aside in the District's unrestricted net asset Community Outreach designation.

PUBLIC COMMUNICATIONS: We will include a story in the recent news and updates section of the website and Facebook announcing the policy change and where the full policy can be found. Staff will assure the public is provided this new version of the policy as requests are made and applications are submitted.

ATTACHMENTS:

PI 311 – Community Sponsorships and Partnerships.