

CENTRAL BASIN MUNICIPAL WATER DISTRICT **NOVEMBER 9, 2006 - Communications**
Apodaca, Vasquez
NOVEMBER 28, 2006 - Board Meeting
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ACTION CALENDAR

CENTER FOR WATER EDUCATION PLEDGE OPPORTUNITY

SUMMARY:

Central Basin Municipal Water District has a unique opportunity to invest in the future of water awareness and conservation by contributing to the Center for Water Education (Center), an exciting new public learning center that will highlight the importance of the state's most vital resource through state-of-the-art exhibits, video presentations and tours.

Located next to Diamond Valley Lake in the City of Hemet, the Center's 18-acre campus is fast-becoming a regional landmark, drawing the support and enthusiasm of educators, residents and legislators from across the state interested in learning about the water system and the agencies working to secure a reliable supply.

The Center is a not-for-profit organization, sustained solely by contributions from agencies like Central Basin. By contributing, Central Basin will become one of the leading collaborators in the development of this regional project, furthering its mission to improve water-awareness and education through collaborative programs and partnerships. Additionally, Central Basin will be the first agency to secure an exclusive exhibit space in the museum's Flex Gallery, an opportunity that will allow the District to showcase its award-winning programs and services to a national audience.

Once completed, the Center will be an important local resource for the Central Basin community, inspiring new partnerships and serving as a site for new District programs, conservation workshops and student tours. Currently, the District is collaborating with the Los Angeles County Department of Parks and Recreation to create educational programs and tours for students in disadvantaged communities, using the Center as a possible field trip destination.

Last month, the Center approached the District seeking a pledge of \$50,000 made in annual increments of \$10,000 over a five year period. The Central Basin Board of Directors has expressed interest in supporting the Center. In addition to the opportunities listed above, staff has worked with the Center to identify the following ways a \$50,000 pledge by Central Basin can be used to enhance visitors' educational experience:

- **Mega Banners:** These decorative banners span between the towers lining the entrance and can be seen as far as State Street to the east of the Center.

- **Living Systems:** This “underwater” portion of the Wonders of Water exhibit brings fresh water fish and healthy water to life in giant proportions through state-of-the-art special effects. A series of fresh water aquariums will be a featured display, filled with Diamond Valley Lake bass, trout and other species.
- **Mythological Sea Creatures:** As part of the Celebration Corridor, mermaids, a talking Poseidon, a Leviathan and other creatures from the sea will suspend from the ceiling, greeting guests as they enter the museum.
- **Mural Scrim:** Large murals on a scrim media will stretch across the windows of the Celebration Corridor and the Challenges Corridor, enriching the atmosphere and telling critical stories about water quality and conservation in a dramatic and colorful way.
- **Legislative Forums:** As more and more water issues are identified within the legislative process, the Center has planned a number of legislative forums to answer questions and provide information to the public.

Staff will work with the Directors to identify which areas to pledge the funds.

FISCAL IMPACTS:

The funding for the pledge has not been budgeted for FY 2006-07. The \$10,000 annual payments for the five year period will come from Tier 2 funds.

ENVIRONMENTAL COMPLIANCE:

None.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on November 9, 2006 and was recommended for approval at the November 28, 2006 Board meeting.

RECOMMENDED MOTION:

That the Board approves a \$50,000 pledge to the Center for Water Education made in annual increments of \$10,000 over the next five years.

EXHIBITS:

None.