

COUNTY OF SONOMA AGENDA ITEM SUMMARY REPORT			Clerk of the Board Use Only	
			Meeting Date _____ Agenda Item No: _____	Held Until _____ Agenda Item No: _____
Department: Sonoma County Water Agency			() 4/5 Vote Required	
Contact: Tim Anderson	Phone: (707) 521-6208	Board Date: 07-21-09	Deadline for Board Action:	
AGENDA SHORT TITLE: Saving the Bay Documentary Series				
REQUESTED BOARD ACTION(S): <ol style="list-style-type: none"> 1. Authorize the Agency's General Manager/Chief Engineer to execute the Agreement for Funding of the "Saving the Bay" Documentary Series between the Agency and Northern California Public Broadcasting, Inc. (\$50,000) in substantially the form as the draft presented to this Board following review and approval by County Counsel as to form and by Risk Management as to insurance requirements. 2. Authorize the Agency's General Manager/Chief Engineer to terminate the Agreement on five calendar days' written notice without cause. 3. Authorize the Agency's General Manager/Chief Engineer to amend the Agreement provided amendments do not substantially change the scope of work. 				
CURRENT FISCAL YEAR FINANCIAL IMPACT				
EXPENDITURES			ADD'L FUNDS REQUIRING BOARD APPROVAL	
Estimated Cost	\$	50,000	Contingencies	\$
Amount Budgeted	\$	50,000	(Fund Name:) Unanticipated Revenue	\$
Other Avail Approp (Explain below)	\$		(Source:) Other Transfer(s)	\$
Additional Requested:	\$	-0-	Add'l Funds Requested:	\$
Explanation (if required): This item is budgeted in the Agency's General Fund 672105 sub-object 6570 for FY 2009/10.				
Prior Board Action(s): 12/20/05 Agreement with KTEH-TV Foundation to provide \$50,000 in funding for development of the "Saving the Bay" documentary video series.				
Alternatives - Results of Non-Approval:				

Background: Draft Agreement on file with the Clerk.

Produced in High Definition format, "Saving the Bay" consists of four one-hour episodes focusing on the geological, cultural, and developmental history of San Francisco Bay (Bay) and the larger northern California watershed from the Sierra Nevada mountains to the Farallon Islands in the Pacific Ocean. Program producers anticipate completing the production of the series this spring and broadcasting it in the fall of 2009. The actor Robert Redford has provided voice-over for the series at no charge as the series' narrator.

The four episodes include:

1. Marvel of Nature (Prehistory–1848)
2. Harbor of Harbors (1848–1906)
3. Miracle Workers (1906–1959)
4. Save the Bay! (1959–2050)

The series, together with a companion book titled "Saving the Bay," is expected to be useful in increasing federal and state support for Bay Area ecosystem restoration and water reuse programs. As one of many public and private sector sponsors, the Sonoma County Water Agency (Agency) can also use the finished documentary in its education and public outreach programs. A preview is available on the internet at www.savingthebay.net.

The current list of underwriters includes: the California State Coastal Conservancy, the Association of the Bay Area Governments, the San Francisco Bay Regional Water Quality Control Board, East Bay Regional Park District, Port of Oakland, US Fish & Wildlife Service, the San Francisco Estuary Project, and the Bay Area Clean Water Agencies. In December 2005, the Board of Directors approved a prior contribution of \$50,000 to support development of this video series under an agreement with the KTEH-TV Foundation. KQED has since acquired KTEH.

The additional funding of \$50,000 proposed under this agreement with KQED would support completion of the video production and support efforts to place the series for airing nationwide through the Public Broadcasting System. Other funders of the effort to complete the series include: the Bay Area Toll Authority; Hornblower Cruises; Groundspring; and The Sundance Group. This additional funding is sufficient to complete the production of the series, which will premiere on public television on October 8, 2009.

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Attachments:

On File With Clerk: Draft Agreement (1 Copy)

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote: