

MEMORANDUM
OFFICE OF THE
BOARD OF SUPERVISORS
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: F.C. "Rocky" Rockholm, Supervisor District 1

DATE: February 20, 2007

SUBJECT: REVENUE SHARING – Approve appropriation of \$250 in Revenue Sharing monies to the Dry Creek Conservancy for the 11th Annual Creek Week Celebration as requested by Supervisor Rockholm (\$250).

ACTION REQUESTED

Approve appropriation of \$250 in Revenue Sharing monies to the Dry Creek Conservancy for the 11th Annual Creek Week Celebration as requested by Supervisor Rockholm (\$250).

BACKGROUND/COMMUNITY BENEFITS: In approving the following contributions, the Placer County Board of Supervisors finds that each and every approved contribution serves a public purpose by promoting the general welfare of the County and its inhabitants therefore a benefit results to the County.

The Board of Supervisors is being asked once again to approve appropriations to help towards the costs of the Dry Creek Conservancy's 11th Annual Creek Week Celebration. The Creek Week committee is working with the Cities of Roseville and Rocklin and Placer County to focus attention on how homeowners can have a positive impact on the storm water that runs into local creeks. Last year almost seven hundred people attended the nature walks, workshops, planting projects, and cleanups. The committee is planning a celebration after the cleanup event in Royer Park on April 28th to reward volunteers and provide organizations a spot to showcase their efforts to work for healthy natural systems in our communities. Groups will be invited to put up booths that entertain and inform visitors about the natural community and ways to protect it. The funds designated towards this event will help to defray the costs of organizing expenses such as mailing, planting and cleanup project costs as well as furnishing Creek Week T-shirts for the approximately 600 volunteers expected.

FISCAL IMPACT

Funds are available in the Revenue Sharing budget.

CREEK WEEK 2007

February 2, 2007

Dear Placer County Board of Supervisors,

Creek Week 2006 Sponsors

Dry Creek Watershed Council
City of Roseville
Surewest
City of Rocklin
Town of Loomis
JMC Homes
Placer County
Foothill Associates
MWH
ECORP Consulting
Gold Country Media
Dry Creek Conservancy
Adelante High School
Placer County Water Agency
EDAW
Trader Joe's
Rocklin High School

This letter is a request for a donation to support the **eleventh** annual Creek Week event held in Roseville, Rocklin, Loomis, and Placer County. Dry Creek Conservancy, a nonprofit public benefit corporation (EIN 68-0138336), will lead this event again this year on behalf of the American Basin Council of Watersheds, a collaborative stakeholder group with participants from the Dry Creek, Auburn Ravine, Pleasant Grove and other small watersheds in West Placer and North Sacramento Counties. Last year almost 700 people attended our nature walks, workshops, planting projects, and cleanups.

This year the event will run from April 22nd to April 28th and will have a stormwater theme. The committee is working with the Cities of Roseville and Rocklin and Placer County to focus attention on how homeowners can have a positive impact on the stormwater that runs into local creeks.

The committee is planning a celebration after the cleanup on the 28th in Royer Park to reward volunteers and provide organizations a spot to showcase their efforts to work for healthy natural systems in our communities. Groups will be invited to put up booths that entertain and inform visitors about the natural community and ways to protect it. We plan to have food vendors and music.

As in previous years your donation will help with organizing expenses such as mailing, and planting and cleanup project costs as well as furnishing Creek Week T-shirts for the approximately 600 volunteers expected. Creek Week T-shirts promote creek conservation and have been spotted throughout the state.

In addition to a donation we hope your organization will consider having a display at the celebration from 11:30 to 2:00 on April 28th in Royer Park. We also hope your organization will adopt a work project or cleanup site.

Sponsors will be recognized for contributions of \$500, \$750, and \$1,000 with their names on the letterhead, on a flier with mass distribution, on proclamations adopted by the city councils and county supervisors, and on the 700 T-shirts that are distributed. All press releases and other communications go out on letterhead.

We hope you will be able to support this community event this year. Please make checks payable to **Creek Week Committee**, P.O. Box 1311, Roseville, CA 95678.

Sincerely,

Susan Somers
Creek Week Committee