

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 5, 2008

SUBJECT: REVENUE SHARING – Approve appropriation of \$250 in Revenue Sharing monies to the Dry Creek Conservancy *12th 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 *12th 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 support the Dry Creek Conservancy's 12th Annual Creek Week Celebration. The Creek Week committee is working with the Cities of Roseville, Rocklin, Loomis 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 eight hundred people attended the nature walks, workshops, planting projects, and cleanups. The committee is planning a celebration after the cleanup event in Mahany Park on April 19th 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 2008

Placer County January 19, 2008

Creek Week 2007 Sponsors

American Basin
Council of
Watersheds
City of Roseville
City of Rocklin
Surewest
NEC Electronics
America
RBF Consulting
Town of Loomis
ECORP Consulting
Cornerstone
Christian School
HP
JMC Homes
MWH
Foothill Associates
Psomas
REI
KWOD 106.5
Trader Joe's
Restoration
Resources
Dry Creek
Conservancy
Adelante High School
Sutter Roseville
Medical Center
Woodcreek Nature
Center
Placer County
EDAW
Placer County Water
Agency
Central Valley
Waterboard
Employees Assoc.

Dear Supervisors,

This letter is a request for a donation to support the **twelfth** 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 over 800 people attended our nature walks, workshops, planting projects, and cleanups.

This year the event will run from April 19th to April 26th with the theme *Wild Places in Urban Spaces*. The committee is working with Roseville, Rocklin, Loomis, and Placer County to show how management of natural areas helps our cities be sustainable. In addition to the cleanup, projects will focus on removing invasive plants and planting native plants. Tree plantings will play a part in mitigating temperature change.

Creek Week will coordinate with the City of Roseville Earth Day celebration in Mahany Park on April 19th. There will be a variety of displays and activities at Earth Day and Creek Week volunteers will be rewarded with T-shirts after the cleanup in the morning.

As in previous years your donation will help with organizing expenses such as mailing, and planting and cleanup project costs as well as providing T-shirts for Creek Week volunteers. 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 organizing a group of volunteers for a work project or cleanup site. Contact me at dcc@surewest.net. Also, The Roseville Utilities Exploration Center is looking for organizations interested in having presentations at Earth Day on April 19th. Contact Mark Murphy at (916) 746-1550 or mmurphy@roseville.ca.us.

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 1,100 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,

Gregg Bates

Creek Week Committee Coordinator