



MEMORANDUM  
COUNTY OF PLACER  
Office of Economic Development  
175 Fulweiler Avenue, Auburn, CA 95603-2133  
(530) 889-4016 • Fax: (530) 889-4095

**TO:** Honorable Board of Supervisors  
**FROM:** Thomas M. Miller, County Executive Officer  
**BY:** David C. Snyder, Director of Economic Development  
**DATE:** June 22, 2010  
**SUBJECT:** Approve a contract employee agreement between the County of Placer and Beverly K. Lewis to manage the Placer-Lake Tahoe Film Office in the amount of \$153,207 which includes \$69,970 in annual salary plus an estimated \$38,733 in benefits and \$44,504 in program operation costs and expenses for Fiscal Year 2010-11 which is a slight reduction from last Fiscal Year

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ACTION REQUESTED

Approve a contract employee agreement between the County of Placer and Beverly K. Lewis to manage the Placer-Lake Tahoe Film Office in the amount of \$153,207 which includes \$69,970 in annual salary plus an estimated \$38,733 in benefits and \$44,504 in program operation costs and expenses for Fiscal Year 2010-11 which is a slight reduction from last Fiscal Year.

BACKGROUND

Beverly Lewis has been performing the duties of Director of the Placer-Lake Tahoe Film Office since December 1998. During that time, she has done an excellent job in actively recruiting and assisting commercial filming within Placer County.

The Placer Lake Tahoe Film Office is unique and the knowledge, skills, and abilities required to manage the program are not like any other county department or program. Ms. Lewis has demonstrated over the past eleven (11) years, the ability to manage the program and oversee the marketing of commercial filming in Placer County. The economic impact of filming for FY 2009-10 reflected the impact of the nationwide economic downturn. While there is a marked increase in the number of permits issued by this same time last year, the production dollars per permit continue to be lower than in years past. In Fiscal Year 2009-10, thirty-three (33) county permits plus eight (8) city and other permits were issued to film, TV, commercial and print media productions representing over \$600,000 in local economic benefit as a direct result of PLTFO activities; over 60% of these dollars came in during the first half of 2010. These figures are derived from the formula that was developed by the California Film Commission and studio, TV, commercial and print media production companies.

*Twenty* productions have already been permitted in the first five months of 2010 in comparison to *eight* for the same period last year. This suggests resurgence in advertising-based productions and perhaps a positive trend. These productions include several returning clients. Placer County saw a slight impact from California's new film tax credit: a small studio film shot for a week in Tahoe, the *only* one of the 70 films qualified for tax credits this year to shoot outside the L.A. drive zone.

#### FISCAL IMPACT

The entire cost of this employment contract has been budgeted within the CEO, Office of Economic Development's proposed budget for Fiscal Year 2010-11 and includes a contribution of \$51,680 from the North Lake Tahoe Resort Association (NLTRA) for film promotion which is a slight reduction over last Fiscal Year. This amount is anticipated to be approved by the NLTRA Board of Director's on July 7, 2010. The cost of living allowance (COLA) and the cost of benefits will remain consistent with all other exempt County employees. The total amount of this contract for Fiscal Year 2010-11 is \$153,207.

**PLACER COUNTY  
CONTRACT EMPLOYMENT AGREEMENT  
FOR OPERATION OF  
PLACER-LAKE TAHOE FILM OFFICE**

CONTRACT NO. \_\_\_\_\_

Begins: July 1, 2010

Ends: June 30, 2011

ADMINISTERING

AGENCY: Economic Development

This Agreement is made and entered into, as of July 1, 2010 between the COUNTY OF PLACER, a ("COUNTY") and Beverly K. Lewis ("EMPLOYEE"), upon the following terms and conditions:

1. **Appointment.** County re-appoints and engages Employee as Director of the Placer Lake Tahoe Film Office for the County of Placer, County Executive's Office, Economic Development Division and Employee hereby accepts such employment. The County Executive Officer shall be the appointing authority for Employee.
2. **Powers and Duties.** Employee agrees to perform the services and duties as described in the attached Exhibit A – Duties of Contract Employee, under the direction and supervision of the Director of Economic Development or his/her designee.
3. **Work Schedule.** Employee shall devote such time, as is reasonably necessary to perform assigned duties. The position is considered full-time (approximately 40 hours weekly). Due to the nature of the business, a flexible work schedule is allowed.
  - a. **Additional Work.** The Employee shall be available to the COUNTY to undertake such additional work and responsibilities beyond that specified in Exhibit A – Duties of Contract Employee, as the COUNTY and Employee may deem necessary or desirable.
4. **Salary and Benefits.** Employee shall be compensated for her services as follows:
  - a. **Salary FY 10-11.** Employee shall be paid for services rendered under this agreement an annual salary of \$69,970 in twenty-six equal payments on the County's regular payroll. The salary is subject to withholding for federal income tax, state income tax, Social Security, one percent CalPers deduction and any other employment taxes required to be deducted by County. No cost of living allowance is included however; this would remain consistent with all other exempt County employees. The salary amount remains unchanged from last Fiscal Year. COUNTY makes no representation of the extent to which the salary stated in this Agreement is considered by CalPERS to be reportable compensation for purpose of a retirement calculation.
  - b. **Benefits.** In addition to salary, Employee shall receive the following benefits:

Employee and eligible dependents shall be eligible to participate in the Placer County Employee health, dental, life, accidental death and dismemberment insurance programs, and Long Term Disability. Employee shall also be eligible to participate in the Placer County Employee vision insurance program. Employee premium expenses for said benefits are subsidized at the same rate as for other County employees and their dependents, depending on the plan selected. Benefit costs for Fiscal Year 10-11 are estimated to be \$38,733.

Employee will participate in the California Public Employee's Retirement System. County shall pick up the same percentage of base salary of the employee's contribution as is provided for other County Miscellaneous Unclassified employees. Employee shall accrue sick leave benefit hours in the same manner and amount as other County employees. Sick leave balances remaining at the end of this contract period may be rolled forward and used in any subsequent contract period; however, Employee shall receive the same benefit as any other county employee at the termination of the contract if unused hours remain.

5. **Automobile Liability Insurance:**

Automobile Liability insurance covering bodily injury in the amount of \$100,000/\$200,000 and property damage in an amount no less than \$100,000 combined single limit for each occurrence.

Covered vehicles shall include owned, non-owned, and hired automobiles/trucks.

6. **Insurance.** County shall maintain and bear the expense of general liability and worker's compensation insurance, covering the acts of the employee within the course and scope of his or her employment with the County.

7. **Vacation and Holidays.** The employee shall be entitled, during the year, to a vacation period of 120 hours during which her compensation shall continue to be paid in full. The Director of Economic Development and employee shall mutually agree upon the vacation period or periods taken during the contract year. Although the full amount of the hours herein stated shall be shown in the Employee's vacation account at the beginning of employment, employee understands and agrees that these vacation hours are being earned on a biweekly basis, and should this agreement be terminated prior to the end of the contract term, the vacation hours shall be prorated accordingly. Any vacation hours used but not earned at the time of termination will be reimbursed to County. Vacation hour balances remaining at the end of this contract period may be rolled forward and used by Employee in any subsequent contract period up to a maximum of 520 hours and the same rules that affect other county employees regarding cashing out excess hours shall apply.

In addition, Employee shall receive the same paid holidays as other County employees within the assigned department.

8. **Compliance with State, Local and Federal Laws.** The parties enter into this agreement with the intent of conducting their relationship in full compliance with applicable State, local and Federal law. All determinations as to the report ability of any compensation listed above to CalPERS shall be made as mandated by CalPERS law in effect at the time the compensation is earned.

9. **Terms and termination of Agreement.** The term of this agreement shall be for a one year beginning July 1, 2010. This agreement is renewable on an annual basis upon mutual agreement of both parties. This agreement may be terminated through action of the Appointing Authority before the end of the contract term upon the occurrence of any of the following events:

- a. By written mutual agreement of the parties hereto.
- b. A material breach of the Agreement by Employee or County.
- c. Death or permanent disability of Employee.
- d. Either party may terminate this Agreement without cause of legal excuse upon thirty (30) days prior written notice to the other party. At County's option, County may elect for

Employee to not work the thirty (30) days, but shall pay Employee. Without cause of legal excuse does not include Employee's death, incapacity due to injury or illness (physical or mental), dismissal for willful misconduct, malfeasance, dishonesty for personal gain, or following conviction of any felony, or any misdemeanor involving moral turpitude, nor Employee's resignation for any reason other than that so stated in this paragraph 9.

If this Agreement is terminated prior to the end of the contract term, Employee understands and agrees that unless otherwise specified all benefits and payments made under this Agreement are to be pro-rated for the term of the Agreement satisfactorily performed. Any lump sum payment made for a specific purpose shall be divided by the months of satisfactory services were rendered under this Agreement, and Employee expressly agrees to reimburse County for the remaining amounts.

10. **Other Terms and Conditions.**

- a. The Director of Economic Development, in consultation with Employee, shall establish other terms and conditions of employment as he/she may determine from time to time, relating to the work of Employee, provided such terms and conditions are not inconsistent or in a conflict with the provision of this agreement, County ordinance, or any other law.
- b. The text herein shall constitute the entire agreement between the parties.
- c. If any provision or portion thereof, contained in this agreement is held unconstitutional, invalid or unenforceable, the remainder of this agreement, or portion thereof, shall be deemed severable, shall not be affected, and shall remain in full force and effect.
- d. County agrees to reimburse for actual and necessary business expenses and actual mileage. The mileage will be reimbursed at the IRS allowable rate currently at fifty (.50) cents per mile. All expenses and mileage reimbursements will be approved by the Director of Economic Development.
- e. The employee shall invoice the County for reimbursement for actual and necessary business related expenses including mileage and they should be submitted on a monthly basis no more than 45 days after said expense is incurred and should not exceed \$44,504 for Fiscal Year 10-11. The employee will follow County policies and rules related to expense reimbursements and as previously agreed upon with contract Employee.

11. **Facilities.** COUNTY shall, at its expense, furnish facilities, equipment, and other materials which may be required for Employee to be able to furnish the services required by this Agreement as specified in Exhibit A, Duties of Contract Employee.

The parties have entered into this agreement as of the date first above written.

PLACER COUNTY

APPROVED AS TO FORM:

By: \_\_\_\_\_ Dated: \_\_\_\_\_  
Kirk Uhler, Chairman,  
Placer County Board of Supervisors

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Gerald O. Carden  
Chief Deputy County Counsel

Employee:  
BEVERLY K. LEWIS

APPROVED:

By: Beverly K. Lewis Dated: 3 June 2010  
Beverly K. Lewis

By: Nancy Nittler Date: 6/4/10  
Nancy Nittler, Director

## EXHIBIT 'A'

### PLACER COUNTY FILM PROMOTION AND MARKETING PROGRAM

#### DUTIES OF CONTRACT EMPLOYEE

##### 1. SCOPE OF SERVICES AND TASKS.

Employee will serve as a full-time Director on behalf of the County of Placer, Office of Economic Development (OED) and perform and provide the following services and obligations within an established film promotion budget. Successful performance of these Duties of Contract Employee shall be evaluated according to mutually agreed upon criteria and milestones as stated herein, and based on monthly reports that will be provided to the OED.

Fulfillment of this agreement shall include day-to-day management of a film office within the OED, including expenditures of the film promotion budget, and shall include:

- A. Execution of an annual Film Marketing Program and presentation of the Plan to the Director of Economic Development. Said plan will contain, at a minimum:
  - a. Preparation of marketing pieces, including a contribution to the quarterly newsletter and a Website for producers, directors and location scouts.
  - b. A minimum of two personal visits to motion picture studios, production companies and film executives. Said visits will be made in coordination with attendance at film industry trade shows whenever possible.
  - c. Attendance at a minimum of two film industry events and/or marketing shows, including an emphasis on professional development opportunities.
  - d. Timely responses, with a goal of twenty-four hours, to film location inquiries.
  - e. Continuing development and maintenance of the Placer County Film Location Photo Library, both in the OED's Film Office and in the California Film Commission's (CFC) Film Library, in a format consistent with the CFC and industry norm.
- B. Provide the North Lake Tahoe Resort Association (NLTRA) with an annual marketing/activity report.
- C. Increased participation in the CFC's programs and events sponsored by the Film Liaisons in California Statewide (FLICS).
- D. Coordination of film permitting within Placer County.
- E. Secure Certificates of Insurance on behalf of Placer County regarding necessary coverage as they relate to film permits.
- F. Coordination of all film promotion activity on behalf of Placer County. This includes but not limited to newly designed promotional collateral such as email and other means highlighting recent and continuing improvements to our web site and location photography library; new and updated promotional materials; continued maintenance of the location photo library; presence in

trade magazines and directories. An emphasis will also be made on community support of regional filmmaking in two areas: outreach to civic stakeholders as well as regional filmmakers and film organizations, with presentations and modest sponsorship of film festivals and related events, as relevant to the scope of work.

- G. Preparation of reports as required and presentation of said reports to the Placer County Economic Development Director.
  - H. Insure that management within the OED is informed of ongoing efforts to implement the film marketing program and plan.
  - I. Maintain ongoing records of inquirers and prospective films.
  - J. Work closely with North Lake Tahoe Resort Association (NLTRA) to help promote and provide leads for filming in North Lake Tahoe.
  - K. Replacement and/or acquisition of critical equipment and technology as required.
2. FACILITIES, EQUIPMENT, MATERIALS AND OBLIGATIONS OF EMPLOYEE AND COUNTY.
- A. County will provide an office for employee's use within the Economic Development Division.
  - B. COUNTY will allow use of a 4-wheel drive vehicle (when available) to Employee on those occasions when such a vehicle is necessary to perform Employee's duties and responsibilities under this agreement. In the event that a county four-wheel drive vehicle is not made available and the Employee's personal vehicle is not adequate for the travel conditions, other suitable vehicle arrangements may be made (i.e., rental) and costs incurred will be fully reimbursable to Employee.
  - C. EMPLOYEE will provide Automobile Liability Insurance covering bodily injury of \$100,000/\$200,000 and property damage in an amount no less than \$100,000 combined single limit for each occurrence. Employee to maintain a valid California's Driver's License and provide certificate of insurance.
  - D. COUNTY will provide secretarial support for Employee.
  - E. COUNTY will reimburse employee for all agreement-related business expenses. Reimbursable expenses include but are not limited to: meals and entertainment; promotional; mileage determined by Internal Revenue Services as the deductible costs of operating an automobile for business purposes; weather related vehicle expenses (chain attachment and removal; and vehicle cleanup); business phone calls and charges made outside county-provided offices (including from cell/portable phone or personal phone); tolls; parking; travel (transportation, lodging, tips, vehicle rentals, etc); photographic and lab processing costs; printing (if it cannot be done 'in-house'); camera equipment; media equipment; cell/portable phone; software and software support; and vehicle business insurance operating expenses for personal, county and vehicle rentals. Employee shall submit an invoice to the County for business related expenses on a monthly basis not to exceed \$44,504 in Fiscal Year 10-11.



USAA CASUALTY INSURANCE COMPANY

(A Stock Insurance Company)  
9800 Fredericksburg Road - San Antonio, Texas 78288  
CALIFORNIA AUTO POLICY  
RENEWAL DECLARATIONS  
(ATTACH TO PREVIOUS POLICY)

RENEWAL OF

State	02	VEH	POLICY NUMBER
CA	561	XX	00679 06 49C 7101 5

POLICY PERIOD: (12:01 A.M. standard time)  
EFFECTIVE JUN 01 2010 UNTIL TERMINATED

OPERATORS

01 BEVERLY KIM LEWIS

Named Insured and Address

BEVERLY KIM LEWIS  
125 CUL DE SAC  
AUBURN CA 95603-5305

Description of Vehicle(s)

VEH	YEAR	TRADE NAME	MODEL	BODY TYPE	ANNUAL MILEAGE	IDENTIFICATION NUMBER	VEH USE*		WORK/SCHOOL	
							SYM		Miles One Way	Days Per Week
02	02	TOYOTA	H B/H LTD	UTL4X44D	11000	JTEHF21A520063520		B		

Vehicle(s) described herein is principally garaged at the above address unless otherwise stated. \*W=C-Work/School; B=Business; F=Farm; P=Pleasure  
VEH 02 AUBURN CA 95603-5305

This policy provides ONLY those coverages where a premium is shown below. The limits shown may be reduced by policy provisions and may not be combined regardless of the number of vehicles for which a premium is listed unless specifically authorized elsewhere in this policy.

COVERAGES ("ACV" MEANS ACTUAL CASH VALUE)	LIMITS OF LIABILITY		VEH 02 6-MONTH		VEH		VEH		VEH	
	D=DED	PREMIUM	D=DED	PREMIUM	D=DED	PREMIUM	D=DED	PREMIUM	D=DED	PREMIUM
	AMOUNT	\$	AMOUNT	\$	AMOUNT	\$	AMOUNT	\$	AMOUNT	\$
ART A - LIABILITY										
BODILY INJURY	EA PER \$	100,000								
	EA ACC \$	200,000		101.15						
PROPERTY DAMAGE	EA ACC \$	100,000		70.59						
ART C - UNINSURED MOTORISTS										
BODILY INJURY	EA PER \$	100,000								
	EA ACC \$	200,000		51.46						
WAIVER OF COLL DEDUCTIBLE				3.25						

ADDITIONAL INTEREST - EMPLOYER

ENDORSEMENTS: ADDED 06-01-10 - NONE

MAIN IN EFFECT (REFER TO PREVIOUS POLICY) - A073(03) A400CA(02) A100CA(04)  
AOASA(01) 5100CA(01)

WITNESS WHEREOF, we have caused this policy to be signed by our President and Secretary at San Antonio, Texas,  
on this date APRIL 27, 2010

*Stanley Smith*

*Just Pal*

278