

**MEMORANDUM
DEPARTMENT OF FACILITY SERVICES
COUNTY OF PLACER**

To: **BOARD OF SUPERVISORS**

From: *JD* **JAMES DURFEE / MARK RIDEOUT**

Subject: **MUSEUMS DIVISION ZAZZLE ON-LINE STORE**

Date: **JUNE 21, 2011**

ACTION REQUESTED / RECOMMENDATION: It is recommended that your Board authorize the Director of Facility Services, or his designee, to implement a program with the on-line store Zazzle, Inc. and approve the Zazzle User Agreement to support the mission and goals of the Placer County Museums Division.

BACKGROUND: For many years, Placer County leased the Treasury room of the Historic Courthouse to vendors who operated the Placer County Museums Gift Shop and Visitor Center. This function supported the mission and goals of the Museums Division by selling merchandise that represented County history and publicized Museums programs, while providing customer service and visitor information. As the most recent vendor agreement expired in March 2009, only the visitor information function now continues with support from docents and Museums staff.

Recognizing an unmet need for public outreach and promotion of the Museums Division mission, staff consulted with the Center for Sacramento History (CSH), which is a joint City/County agency. CSH staff described their successes with the online store Zazzle, Inc., to which they post images and graphic designs for public purchase of t-shirts, mugs, tote bags, bumper stickers, calendars, posters, and hats. Through this arrangement, CSH does not maintain a physical inventory, or handle orders and payment. They realize a modest revenue from these sales, while promoting their programs.

Facility Services and County Counsel reviewed the Zazzle User Agreement and concluded that Placer County would retain all of its property rights to materials posted on Zazzle's website, and that the County can terminate its on-line store at any time. A copy of the Zazzle User Agreement is on file at the Clerk of the Board's office. The County would designate its markup-percentage for each item, and regularly receive a check for the proceeds from Zazzle. As Museums uses a PastPerfect database to catalog its collection, staff can efficiently select and post images to the website. Initial proposals for merchandise include Victorian greeting cards, maps, historic photos, and items displaying graphics that staff regularly create for special events like The Heritage Trail.

To promote Museums programs, exhibits, and special events, Staff recommends that your Board authorize the Director of Facility Services, or his designee, to administer the Zazzle on-line store program by designating items for sale and directing the utilization of proceeds in furtherance of Museums Division objectives.

ENVIRONMENTAL CLEARANCE: Implementation of the Zazzle on-line store program is not subject to the California Environmental Quality Act pursuant to Section 15378 that excludes administrative activities that do not result in physical changes to the environment.

FISCAL IMPACT: The intermittent posting of existing images and graphics to the Zazzle website will create no appreciable increase in the workload of existing staff. Income from this program cannot accurately be estimated at this time, and will likely total less than \$1,000 annually, which staff recommends be deposited in a Museums Division Trust Fund.

JD:MR:MB:DB

AVAILABLE FOR REVIEW AT THE CLERK OF THE BOARD'S OFFICE:

ZAZZLE USER AGREEMENT

CC: COUNTY EXECUTIVE OFFICE

T:\FAC\BSMEMO2011\ZAZZLE.1.DOCX

