

MANAGEMENT BOARD

Information Summary

April 9, 2008

Subject

Authorizing the Publication of the *Water Resources* and the *What is AMWUA?* Brochures

Policy Question

Should the AMWUA executive director be authorized to enter into contracts to expend up to \$25,000 for the creation, production, and printing of a brochure describing AMWUA members' water management efforts and a second brochure describing *What is AMWUA?*

Summary

The AMWUA Board of Directors has identified, as a potential work product, the production of a public outreach vehicle describing AMWUA members' water management efforts. A very successful brochure describing member water conservation efforts has already been produced. A brochure describing AMWUA members' water resources and water planning is proposed.

In recent years, a pamphlet describing *What is AMWUA?* has been distributed to citizens, legislators, and other organizations. Reorganizing this pamphlet to reflect current capabilities and integrating AMWUA's new visual identity is proposed.

Considerations

Preliminary estimates indicate 25,000 *Water Resources* brochures and 5,000 *What is AMWUA?* brochures could be produced and printed for approximately \$25,000.

At the April 11, 2007 meeting of the AMWUA Management Board, AMWUA staff was directed to review current expenses that have been, as an organization, deferred and then return to the Board with a proposal of how best to expend the one-time membership fee of \$35,000 paid by Avondale upon joining the Association.

Expenditures of \$35,000, identified in the FY 2008 Budget, are yet to be determined.

To date, the AMWUA Board of Directors approved an expenditure of \$11,000 to upgrade the AMWUA Conference Room recording and sound system.

Prior Committee Action

The AMWUA Management Board, at their April 11, 2007 meeting, directed staff to return to the Board with a proposal of how best to expend the one-time membership fee of \$35,000 paid by Avondale upon joining the Association.

At their December 20, 2007 meeting, the AMWUA Board of Directors approved the expenditure of \$11,000 for an upgrade to the AMWUA recording system.

Recommendation

The AMWUA Management Board is asked to recommend to the AMWUA Board of Directors the approval of up to \$25,000 for production and printing of the *Water Resources* brochure and a brochure describing *What is AMWUA?*

Attachment

There are no attachments.