

February 21, 2018,

via electronic mail
Agenda Item 4.4

Honorable Richard Santos, Chair, and
Board of Directors
Santa Clara Valley Water District

RE: Sponsorship Policy Executive Limitations

Dear Chair Santos and Board Members:

Congratulations! The current Executive Limitations for the Sponsorship Policy have clearly been effective in achieving your expectations for assuring wise use of public funds and maintaining a nexus with the District's mission and vision while strengthening community relationships. When those sponsorship program limitations were established, there was real clarity that this would not be a "slush fund" and that the Board wanted reasonable oversight. Neither has changed.

It concerns me very much that almost every organization recently seeking sponsorship funding over the \$2,500 limit is so averse to Board consideration of the merits of their partnering request that they "pull the sponsorship request from consideration entirely." But apparently we don't know the reason for such reticence. At the same time, I understand the Board observation during your December 12th discussion that "event-tables typically are now priced at about \$3,500."

Accordingly, at this time, I support increasing the threshold in E.L.-5.4 from \$2,500 to \$3,500. Additionally, I hope you will ask staff to try to glean more insight about the reasons sponsorship requests that would trigger Board review are withdrawn, and return to you with that information in time for consideration of any new policy or process changes when planning the FY'19'20 budget.

I'm mindful that "sunshine is the best disinfectant," and also "if it's not broken, don't break it." Thanks for your attention to these thoughts.

Sincerely,

Trish Mulvey
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cc: Norma Camacho, Michele King, Rick Callender, Rachael Gibson, Interested Parties