

RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: OCTOBER 24, 2016

ITEM NO: 1

SUBJECT: PRESENTATION TO HONOR RIVERSIDE PUBLIC UTILITIES 2016 BOTTLED WATER LABEL ART CONTEST WINNERS AND THEIR FAMILIES AND TEACHERS

ISSUE:

The issue for Board of Public Utilities consideration is recognition of the 2016 “Splash Into Cash – Bottled Water Label Art Contest” winners.

RECOMMENDATIONS:

That the Board of Public Utilities recognize the 2016 “Splash Into Cash – Bottled Water Label Art Contest” winners and their teachers:

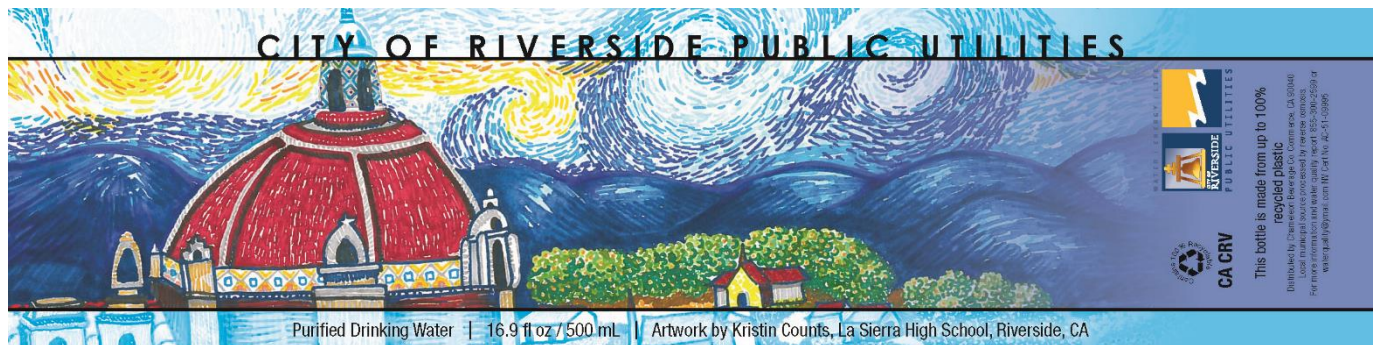
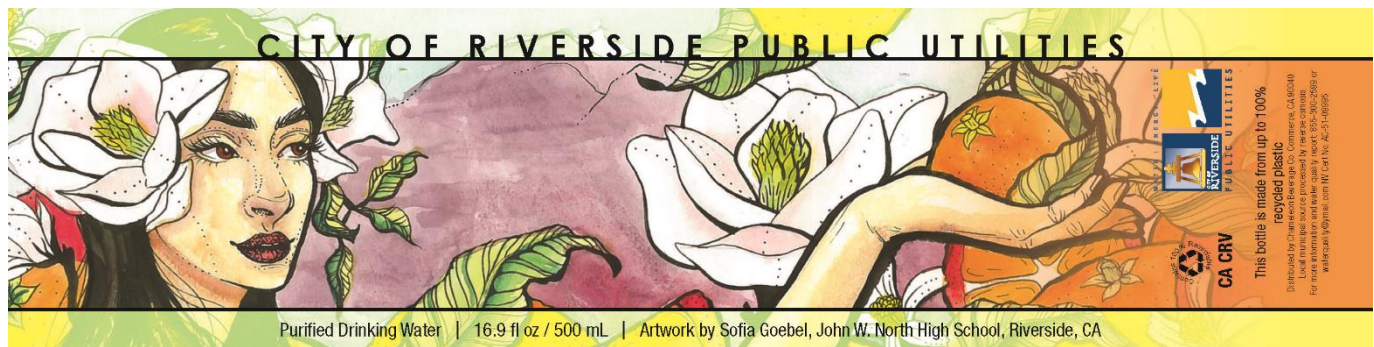
1. High School senior Sofia Goebel from John W. North High School;
2. Class of 2016 graduate Kristin Counts from La Sierra High School;
3. John W. North High School teacher Ms. Vonn Rosser; and
4. La Sierra High School teacher Mr. Bill Miller.

BACKGROUND:

The annual bottled water label art contest is held in conjunction with the Splash Into Cash program. The Riverside Public Utilities sponsored high school art contest is open to all public and private high school students in the city of Riverside. Students design the label artwork for the bottled water distributions sponsored by the City for the year. To date, the Utility has expended more than \$342,000 in program costs, and has given out over 524,300 bottles of water to the schools.

Each contest winner received \$250 cash, copies of their winning label, and two cases of water featuring their label. Art teacher(s) receive a \$50 gift certificate from an art supply store:

Winning art work is shown below:



Each winner will be presented a certificate, copies of which are attached to this report.

FISCAL IMPACT:

Sufficient funds for the combined \$600 in contest awards are available in the Public Utilities' Marketing Services Community Support Account No. 6020009080-45602206

Prepared by: Michael J. Bacich, Public Utilities Assistant General Manager Marketing/Customer Relations
Approved by: Girish Balachandran, Utilities General Manager
Approved by: John A. Russo, City Manager
Approved as to form: Gary G. Geuss, City Attorney

Certifies availability of funds: Laura Chavez-Nomura, Utilities Assistant General Manager/Finance

Attachments:

1. Bottled Water Art Contest Recognition Certificate – Sofia Goebel
2. Bottled Water Art Contest Recognition Certificate – Kristin Counts