

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
BOARD ACTION SUMMARY**

DEPT: Chief Executive Office

BOARD AGENDA: 5.B.7  
AGENDA DATE: September 11, 2018

**SUBJECT:**

Approval to Use Community Development Funds to Pay Paschal Roth for Services in Connection with the August 20, 2018 Stop the State Water Grab Rally

**BOARD ACTION AS FOLLOWS:**

**RESOLUTION NO. 2018-0450**

On motion of Supervisor Monteith , Seconded by Supervisor Olsen  
and approved by the following vote,

Ayes: Supervisors: Olsen, Chiesa, Withrow, Monteith, and Chairman DeMartini


Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

- 1)  Approved as recommended
- 2)  Denied
- 3)  Approved as amended
- 4)  Other:

**MOTION:**

ATTEST:   
ELIZABETH A. KING, Clerk of the Board of Supervisors

File No.

**THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
AGENDA ITEM**

DEPT: Chief Executive Office

BOARD AGENDA:5.B.7  
AGENDA DATE: September 11, 2018

CONSENT:

CEO CONCURRENCE: YES

4/5 Vote Required: Yes

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**SUBJECT:**

Approval to Use Community Development Funds to Pay Paschal Roth for Services in Connection with the August 20, 2018 Stop the State Water Grab Rally

**STAFF RECOMMENDATION:**

1. Approve the use of \$6,500 of Community Development Funds to pay Paschal Roth Public Affairs for services in connection with the August 20, 2018 Stop the State Water Grab rally.
2. Direct the Auditor-Controller to make the necessary budget adjustments per the attached budget journal.

**DISCUSSION:**

The Stanislaus County Community Development Fund was established by the Board of Supervisors in Fiscal Year 2007-2008, and has funded a variety of projects benefitting the unincorporated area that demonstrate strong local support and a general public benefit. In addition, the Community Development Fund was established as a funding mechanism in the promotion of activities that would enhance infrastructure and services in the unincorporated area of Stanislaus County.

On Monday, August 20<sup>th</sup>, a Stop the State Water Grab rally was held at the State Capitol. Roughly 1,500 California residents were in attendance, and thousands watched on television or viewed live on social media. Over 350 valley Future Farmers of America (FFA) students, politicians, concerned residents, farmers and agricultural producers, various industry representatives, and others participated in the protest of the State Water Resources Control Board proposal. The event was held on the North steps of the Capitol building where over 20 passionate lawmakers talked about the impact to communities throughout the Valley and beyond if the plan is approved.

There was considerable media coverage across the State regarding this event, covering the issue in detail and highlighting messages of resolute and determined speakers. This rally and its success can be attributed to Paschal/Roth, a Public Affairs organization based in Sacramento. The group hosted several planning sessions and conference calls to organize logistics of the event. They planned, designed, executed, and coordinated distribution of press kits that included quotes from elected officials of various agencies, staged the event, aligned speakers, set up and tore down the rally tables, directed traffic/buses, and managed the crowd. They coordinated media, interviewed dignitaries, and filmed the rally. They also tracked media attention covering the event and sent a report to the group.

The County received an invoice in the amount of \$6,500 from Paschal/Roth for the above-stated services. It is requested to use Community Development Funds from the available District 2 balance be used to make the necessary payment.

**POLICY ISSUE:**

Board of Supervisors approval is required for the use of Community Development Funds.

**FISCAL IMPACT:**

The total cost of the request is \$6,500 and will be funded from District 2 fund balance. District 2 has a current balance of \$533,471 and the Community Development Fund has a combined balance of \$2,381,797.

**BOARD OF SUPERVISORS' PRIORITY:**

Approval of the recommended actions supports the Board of Supervisors' priority of *Delivering Efficient Public Services and Community Infrastructure* by championing policies that promote appropriate local control of water resources and protect local water needs.

**STAFFING IMPACT:**

The Chief Executive Office oversees the use of community development funds to ensure that they are used consistent with the proposed project and the Board's direction.

**CONTACT PERSON:**

Amy Vickery, Public Information Officer – 209-525-6333

**ATTACHMENT(S):**

1. Budget Journal

Database FMSDBPRD.CO.STANISLAUS.CA.US.PROD  
 Balance Type Budget  
 Data Access Set County of Stanislaus  
  
 Ledger \* List - Text County of Stanislaus  
 Budget \* List - Text LEGAL BUDGET  
 Category \* List - Text Budget - Upload  
 Source \* List - Text CEO PC  
 Currency \* List - Text USD  
 Period \* List - Text SEP-18  
 Batch Name Text  
 Journal Name Text  
 Journal Description Text  
 Journal Reference Text  
 Organization List - Text Stanislaus Budget Org  
 Chart Of Accounts Accounting Flexfield

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Upl	Fund (4 char)	Org (7 char)	Account (5 char)	GL Project (7 char)	Location (6 char)	Misc. (6 char)	Other (5 char)	Debit incr appropriations decr est revenue * Number	Credit decr appropriations incr est revenue * Number	Line Description Text	
		0107	0015292	66370	0000000	000000	000000	00000	6500	Paschal/Roth Invoice	
Totals:									6500	0	

Tip: This is not the end of the Template. Unprotect the sheet and insert as many rows as needed.

Explanation: \$6,500 in Community Development Funds for public affair services in connection with the August 20, 2018 water rally.

Requesting Department		CEO	Data Entry	Auditors Office Only
Patrick Cavanah		Kelly Covello		Nathan Amarante
Prepared by		Supervisor's Approval	Keyed by	Prepared By
8/27/2018		8/31/18		8/31/2018
Date		Date	Date	Date