



SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE REGULAR QUARTERLY MEETING

Oroville City Hall – Council Chambers
1735 Montgomery Street
Oroville, California 95965

JULY 25, 2018

5:30 P.M.

AGENDA

*This meeting may be broadcast remotely via audio and/or video conference at the following addresses:
Cota Cole, LLP, 3401 Centrelake Dr., Suite 670, Ontario, CA 91761, (916) 780-9009*

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

Committee Members (voting): FRRPD; Gary Emberland, FRRPD; Linda Dahlmeier, City of Oroville; Linda Draper, City of Oroville; Victoria Smith, FRRPD (Vice Chairperson); Scott Thomson (Chairperson), City of Oroville

Advisory Members (non-voting):

Committee Members DWR – Eric See (alternate); SWC – Michael Melanson (alternate); American Rivers – Dave Steindorf, (alternate); Chamber of Commerce – Kevin Zeitler

RECOGNITION OF INDIVIDUALS WHO WISH TO SPEAK ON AGENDA ITEMS

This is the time the SBF Chairperson will invite anyone in the audience wishing to address the SBF on a matter that is on the agenda. When that item comes up on the agenda, you will be asked to step to the podium, repeat your name for the record, and make your presentation, or ask questions, regarding the agenda item. Following your remarks, the SBF Steering Committee and/or staff may respond to your comments or questions. *Under Government Code section 59454.3 the time allotted for presentations may be limited. Presentations are limited to three minutes per person.*

CONSENT CALENDAR

- 1. APPROVAL OF THE MINUTES OF THE APRIL 25, 2018, REGULAR MEETING –**
minutes attached
- 2. APPROVAL OF THE MINUTES OF THE JUNE 27, 2018, SPECIAL MEETING –**
minutes attached

3. REIMBURSEMENT FROM THE SUPPLEMENTAL BENEFITS FUND TO THE CITY OF OROVILLE FOR ADMINISTRATIVE EXPENSES – staff report

The Committee may consider a request for reimbursement to the City of Oroville, in the amount of \$13,919.29 covering March 16, 2018 through June 30, 2018 for SBF Administrative expenses. Staff Report (Bob Marciniak, MCS¹)

Committee Action Requested: **AUTHORIZE THE SBF FUND ADMINISTRATOR TO SIGN INVOICE TRANSMITTAL NO. AE2018-3 FOR SBF REIMBURSEMENT IN THE AMOUNT OF \$13,919.29 RELATING TO SBF ADMINISTRATIVE EXPENSES.**

UPDATES

4. Feather River Conceptual Plan “A Vision for the Future of the Low Flow Channel” (Bob Marciniak, MCS)

ESA provided electronic PDF versions of the FRCP which previously was known as The Feather River Consolidated Master Plan to allow the SBF Program Specialist to enter revisions and clarifications to the FRCP. An updated version of adobe/pdf was acquired by the City of Oroville to facilitate this process. Progress on the revisions was not made since the last SBF Steering Committee Meeting. MCS will begin the process soon and have the revised copy published when completed. It is anticipated this should occur by the end of August 2018.

5. Oroville Area Chamber of Commerce

The SBF Steering Committee on January 17, 2018 approved a request from the Oroville Area Chamber of Commerce for funding in the amount of \$50,000 to assist in marketing for the Oroville Region for a 12-month period. A copy of the April 1, 2018 through June 30, 2018 quarterly report is attached.

REGULAR BUSINESS

6. The committee will receive the close out of the July 1, 2017 – June 30, 2018 SBF Administrative Budget. Staff report. (Bob Marciniak, MCS)

Committee Action Requested: **RECEIVE INFORMATION, NO ACTION REQUIRED.**

7. The committee will receive information about the vacant SBF Program Specialist position. Staff report (Bob Marciniak, MCS)

Committee Action Requested: **RECEIVE INFORMATION AND PROVIDE DIRECTION IF APPROPRIATE.**

8. The committee may consider a contract modification to Marciniak Consulting

¹ MCS is Marciniak Consulting Services which is under a contract with the SBF expiring January 11, 2019 to provide technical and training assistance to the SBF Program Specialist and SBF Fund Administrator.

Services increasing funding by \$6,000 to cover the gap caused by the resignation of the SBF Program Specialist. Staff report (Tom Lando, Interim SBF Fund Administrator)

Committee Action Requested: **(1) APPROVE THE CONTRACT MODIFICATION; (OR) (OR) PROVIDE DIRECTION**

9. **The committee may consider approving a new two-year contract with Upstate Community Enhancement Foundation – staff report (Bob Marciniak, MCS)**

Committee Action Requested: **(1) APPROVE THE \$51,500 REQUEST OR, (2) PROVIDE DIRECTION**

10. **The committee may consider a request from the Oroville Downtown Business Association for funding in the amount of \$95,000 for marketing and beautification project in the Historic Downtown District- staff report (Bob Marciniak, MCS)**

Committee Action Requested: **RECEIVE THE INFORMATION AND (1) APPROVE FUNDING OF \$95,000 OR A LESSOR AMOUNT FROM THE MARKETING/COMMUNITY BENEFIT FUND; OR, (2) PROVIDE DIRECTION.**

11. **The committee may consider issuing a Notice of Funds Available (NOFA) for projects -- staff report (Bob Marciniak, MCS)**

Committee Action Requested: **RECEIVE THE INFORMATION AND (1) ALLOCATE FUNDS TO A NOFA OR NOFAS; OR, (2) PROVIDE DIRECTION.**

STEERING COMMITTEE ADVISORY MEMBERS AND STAFF COMMENTS

12. **DEPARTMENT OF WATER RESOURCES ADVISOR REPORT (Eric See)**
Verbal report
13. **STATE WATER CONTRACTORS ADVISOR REPORT (Michael Melanson, alternate)**
Verbal report
14. **SUPPLEMENTAL BENEFITS FUND PROGRAM SPECIALIST REPORT (Bob Marciniak, MCS)** Written report

CORRESPONDENCE –

None

HEARING OF INDIVIDUALS ON NON-AGENDA ITEMS

This is the time the SBF Chairperson will invite anyone in the audience wishing to address the SBF Steering Committee on a matter not listed on the agenda to step to the podium, state your name for the record and make your presentation. **Presentations are limited to 3 minutes.** Under Government Code Section 54954.2, The Council is prohibited from taking action except for a brief response by the SBF Steering Committee or staff to a statement or question relating to a non-agenda item.

SBF CHAIRPERSON CALL FOR AGENDA ITEMS

The SBF Chairperson will request agenda items from the Steering Committee, SBF Advisors, and SBF Staff for the October 24, 2018 Regular Quarterly Meeting of the SBF Steering Committee.

ADJOURNMENT

The meeting will be adjourned. The next regular quarterly meeting of the Supplemental Benefits Fund Steering Committee will be held on Wednesday, October 24, 2018 at 5:30 p.m.

Accommodating Those Individuals with Special Needs – In compliance with the Americans with Disabilities Act, the City of Oroville encourages those with disabilities to participate fully in the public meeting process. If you have a special need in order to allow you to attend or participate in our public meetings, please contact the City Clerk at (530) 538-2535, well in advance of the regular meeting you wish to attend, so that we may make every reasonable effort to accommodate you. Documents distributed for public session items, less than 72 hours prior to meeting, are available for public inspection at City Hall, 1735 Montgomery Street, Oroville, California.

SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE



APRIL 25, 2018 – REGULAR MEETING

Note: the following minutes provide a succinct recap of actions taken at the meeting. A complete recorded transcript is available by contacting the SBF Program Specialist at (530) 538-2518. There was a broadcast remotely via audio and/or video conference to Cota Cole, LLP, 2261 Lava Ridge Ct. Roseville, CA 95661 (916) 780-9009.

The agenda for the April 25, 2018, Regular Meeting of the Supplemental Benefits Fund Steering Committee was posted at the front of City Hall and electronically on the City of Oroville website, www.cityoforoville.org on Thursday, April 12, 2018 at 12:23 P.M.

The April 25, 2018, Supplemental Benefits Fund Steering Committee Regular Meeting was called to order by Chairperson Victoria Smith at 5:30 P.M.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chairperson Victoria Smith.

ROLL CALL

Present: Voting Committee Members: Victoria Smith, FRRPD; Gary Emberland, FRRPD; Linda Dahlmeier, City of Oroville; Linda Draper, City of Oroville; Scott Thomson, City of Oroville

Absent Voting Committee Members: none

Advisory Committee Members (non-voting): Eric See (alternate); SWC – Michael Melanson (alternate); American Rivers – Dave Steindorf, (alternate); Chamber of Commerce – Kevin Zeitler;

Absent Advisory Committee Members (non-voting): Steve Rotherth, American Rivers; Tim Haines (excused), State Water Contractors (excused)

Others Present:

Tom Lando, Acting SBF Fund Administrator

Dawn Nevers, SBF Program Specialist/Recording Clerk
By speaker phone: Scott Huber, Legal Counsel (Cota, Cole & Huber LLP)

SELECTION OF THE 2018 CHAIRPERSON AND VICE CHAIRPERSON

1. SELECTION OF A CHAIRPERSON AND VICE CHAIRPERSON FOR THE SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE – staff report

Following discussion, Committee Member Dahlmeier made a motion, seconded by Chairperson Victoria Smith, to:

Nominate Committee Member Scott Thomson to serve as SBF Steering Committee Chairperson until the January 2019 SBF quarterly Steering Committee Meeting.

The motion passed by the following vote:

Ayes: Committee Members Dahlmeier, Draper, Emberland, Thomson,
Vice Chairperson Thomson and Chairperson Smith.
Noes: None
Abstain: None
Absent: None

Following discussion regarding the position of the Vice Chairperson, a motion was made by Committee Member Draper, seconded by Committee member Dahlmeier, to:

Nominate Committee Member Smith to serve as the Vice Chairperson of the SBF Steering Committee until the January 2019 SBF quarterly Steering Committee Meeting.

The motion passed by the following vote:

Ayes: Committee Members Dahlmeier, Draper, Emberland, Thomson,
Vice Chairperson Thomson and Chairperson Smith.
Noes: None
Abstain: None
Absent: None

RECOGNITION OF INDIVIDUALS WHO WISH TO SPEAK ON AGENDA ITEMS

Chris Tellis – Item No.4 & 9

Don Noble – Item No. 9

CONSENT CALENDAR –

A motion was made by Committee Member Dahlmeier, seconded by Committee Member Smith, to:

2. **APPROVAL OF THE MINUTES OF THE JANUARY 17, 2018, REGULAR MEETING** – minutes attached
3. **REIMBURSEMENT FROM THE SUPPLEMENTAL BENEFITS FUND TO THE CITY OF OROVILLE FOR ADMINISTRATIVE EXPENSES** – staff report

The Committee considered a request for reimbursement to the City of Oroville, in the amount of \$9,087.01 for the months January 2018 through March 15, 2018 for SBF Administrative expenses. (**Dawn Nevers, SBF Program Specialist**)

AUTHORIZE THE SBF FUND ADMINISTRATOR TO SIGN INVOICE TRANSMITTAL NO. AE2018-2 FOR SBF REIMBURSEMENT IN THE AMOUNT OF \$9,087.01 RELATING TO SBF ADMINISTRATIVE EXPENSES.

A motion to approve the consent calendar was passed by the following vote:

Ayes: Committee Members Dahlmeier, Smith, Vice Chairperson Thomson and Chairperson Noble.
Noes: None
Abstain: None
Absent: Committee Member Draper

UPDATES

4. **Feather River Conceptual Plan “A Vision for the Future of the Low Flow Channel”** (Dawn Nevers, SBF Program Specialist)

ESA provided electronic PDF versions of the FRCP which previously was known as The Feather River Consolidated Master Plan to allow the SBF Program Specialist to enter revisions and clarifications to the FRCP. An updated version of adobe/pdf was acquired by the City of Oroville to facilitate this process, however due to the SBF Program Specialist being utilized as the Assistant City Clerk for the City of Oroville the process has been delayed. Staff is recommending that the FRCP Ad hoc Committee meet to review the document for changes including the title, sub-title, pictures, references to SWC potential funding, potential project identification listing and possible re-stacking of the chapters.

Chris Tellis provided comments to the Steering Committee regarding the Feather River Conceptual Plan.

5. **Oroville Area Chamber of Commerce**

The SBF Steering Committee on January 17, 2018 approved a request from the Oroville Area Chamber of Commerce for funding in the amount of \$50,000 to assist in marketing for the Oroville Region for a 12-month period. A copy of the contract and the plan for utilization of the approved funding is provided for informational purposes. A copy of the first invoice is also included for informational purposes.

REGULAR BUSINESS

6. Regional Fund Strategic Plan (Dawn Nevers, SBF Program Specialist)

The committee considered approving the updated Regional Fund Strategic Plan and the Grant Applicant Information Packet. **(Dawn Nevers, SBF Program Specialist)**

Following discussion, a motion was made by Committee Member Smith, seconded by Committee Member Dahlmeier, to:

Approve the edits and recommendations of the Ad hoc Regional Fund Strategic Plan Committee.

The motion to approve the request was passed by the following vote:

Ayes: Committee Members Dahlmeier, Draper, Emberland, Vice
Chairperson Smith and Chairperson Thomson.
Noes: None
Abstain: None
Absent: None

7. The committee may consider establishing the fourth Wednesday of January, April, July and October as the official quarterly SBF Steering Committee meeting dates - staff report (Dawn Nevers, SBF Program Specialist)

Following discussion, a motion was made by Committee Member Dahlemier, seconded by Committee Member Smith, to:

APPROVE THE MEETING DATES TO BE THE FOURTH WEDNESDAY OF JANUARY, APRIL, JULY AND OCTOBER AS REGULAR SBF QUARTERLY STEERING COMMITTEE DATES, AMENDING RESOLUTION NO. 01-2011.

The motion to was passed by the following vote:

Ayes: Committee Members Dahlmeier, Draper, Emberland, Vice
Chairperson Smith and Chairperson Thomson.
Noes: None
Abstain: None
Absent: None

8. **Establish the July 1, 2018 – June 30, 2019 annual SBF administration budget**
– staff report (Dawn Nevers, SBF Program Specialist)

Following discussion, a motion was made by Committee Member Dahlmeier, seconded by Committee Member Draper, to:

APPROVE THE JULY 1, 2018 – JUNE 30, 2019 BUDGET AS PRESENTED.

The motion to was passed by the following vote:

Ayes: Committee Members Dahlmeier, Draper, Emberland, Vice
Chairperson Smith and Chairperson Thomson.
Noes: None
Abstain: None
Absent: None

Committee member draper excused herself from the meeting.

9. **The committee will receive information about the potential allocation of existing SBF funds in the amount of \$ 3,072,879.79 --** staff report (Dawn Nevers, SBF Program Specialist)

Chris Tellis and Don Noble provided comments to the Steering Committee regarding the budget.

Following discussion by the Steering Committee, a motion was made by Committee Member Dahlmeier, seconded by Vice Chairperson Smith, to:

Direct staff to schedule and conduct a Budget Workshop to discuss the potential allocation of available funds and present the proposed budget at the July quarterly meeting of the Steering Committee.

The motion to was passed by the following vote:

Ayes: Committee Members Dahlmeier, Emberland, Vice Chairperson
Smith and Chairperson Thomson.
Noes: None
Abstain: None
Absent: Committee Member Draper

STEERING COMMITTEE ADVISORY MEMBERS AND STAFF COMMENTS

7. **DEPARTMENT OF WATER RESOURCES ADVISOR REPORT** (Eric See)
Verbal report
- Mr. See answered questions regarding billboards along Hwy. 99 for Chairperson Thomson.
 - Provided an update of river flows, lake levels, and current recreation projects (proposed and in progress) to offset the loss of recreation following the

spillway incident.

8. **STATE WATER CONTRACTORS ADVISOR REPORT** (Michael Melanson)
Verbal report –
 - Updated the Steering Committee regarding a recent conversation with the State Water Contractors of a part-time (.5) grant writing contractor for the SBF.
9. **SUPPLEMENTAL BENEFITS FUND PROGRAM SPECIALIST REPORT** (Dawn Nevers)
 - Provided financial summary
 - Summary of Activities
 - Ad Hoc Committee Updates

CORRESPONDENCE

- February 7, 2018: Notification from FERC re Comments of Friends of the River, Sierra Club, South Yuba river Citizens League, California Sportfishing Protective Alliance and American Whitewater re Project No. 2100 (Oroville Facilities)
- March 9, 2018: Motion to Intervene by Friends of the River, Sierra Club, South Yuba River Citizens League, California Sportfishing Protection Alliance, and American Whitewater re Project No. 2100-183 (License Amendment)

HEARING OF INDIVIDUALS ON NON-AGENDA ITEMS

None

SBF CHAIRPERSON CALL FOR AGENDA ITEMS

The SBF Chairperson will request agenda items from the Steering Committee, SBF Advisors, and SBF staff for the January 17, 2018, Regular Quarterly Meeting of the SBF.

1. Proposed Budget for the 2018/2019 Fiscal Year
2. SBF Available Funds Workshop to be scheduled.

ADJOURNMENT

The meeting was adjourned at 7:07 P.M.

The next regular Quarterly Meeting of the Supplemental Benefits Fund Steering Committee will be held on Wednesday, July 25, 2018 starting at 5:30 P.M. in the Council Chambers of the City of Oroville.

Scott Thomson, SBF Chairperson

SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE



June 27, 2018 – SPECIAL WORKSHOP MEETING MINUTES

Time: 10:00 a.m. – 2:00 p.m.
Location: Centennial Cultural Center,
1931 Arlin Rhine Memorial Drive,
Oroville, CA 95965

Note: the following minutes provide a succinct recap of actions taken at the meeting. The meeting was not recorded.

The agenda for the June 27, 2018, Special Workshop Meeting of the Supplemental Benefits Fund Steering Committee was posted at the front of City Hall and electronically on the City of Oroville website, www.cityoforoville.org on Thursday, June 21, 2018 at 12:00 P.M.

The June 27, 2018, Supplemental Benefits Fund Steering Committee Regular Meeting was called to order by Chairperson Scott Thomson at 10:05 a.m.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Isaac & Benjamin Thomson.

ROLL CALL

Present: Voting Committee Members: Marcia Carter (Alternate), FRRPD; Gary Emberland, FRRPD; Linda Dahlmeier, City of Oroville; Linda Draper, City of Oroville; Scott Thomson (Chairperson), City of Oroville

Absent Voting Committee Members: Victoria Smith (Vice Chairperson), FRRPD

Advisory Committee Members (non-voting): Eric See (alternate); SWC – Michael Melanson (alternate); American Rivers – Dave Steindorf, (alternate); Chamber of Commerce – Kevin Zeitler;

Absent Advisory Committee Members (non-voting): Steve Rothert, American Rivers; Tim Haines (excused), State Water Contractors (excused)

Others Present:

Tom Lando, Acting SBF Fund Administrator
Bill LaGrone, Assistant City Administrator
Dawn Nevers, SBF Program Specialist/Recording Clerk
Bob Marciniak, Consultant MCS

Prior to moving on to the regular business item Dawn Nevers presented a PowerPoint with information about the available funds. There was also a series of posters which included the SBF Priority Consideration Map, FERC Boundary Map, Feather River Conceptual Plan Reaches and a listing of previously approved projects. The SBF Steering Committee and SBF Advisors discussed the current unallocated funds (\$3,072,879.79) and the various allocation categories detailed in the Regional Fund Strategic Plan.

RECOGNITION OF INDIVIDUALS WHO WISH TO SPEAK ON AGENDA ITEMS

Dave Pittman, Tom Lando, Don Noble, Richard Silvera, Kevin Thompson, Allen Young, Keesha (?), Randy Murphy, Loren Gill, Vicki Paxton, Shawn Rohbacker, Valrie Navarro

REGULAR BUSINESS

1. ALLOCATION OF SBF CURRENT AVAILABLE FUNDS – staff report

The committee may review the current SBF available funds, identify allocations for the 2018/2019 fiscal year and provide direction to staff for a possible notice of funds available (NOFA). (Dawn Nevers, SBF Program Specialist)

Recommendation:

1. Discuss available funds, distribution potential, and a future NOFA and release date (or),
2. Provide direction to staff

A motion was made by Committee Member Dahlmeier, for budgeting purposes, to allocate 10% to the Marketing/Community Benefit Fund; 70% to the Project Fund; 10% to the Revolving Loan Fund and 10% to the Reserve Fund. It is further stipulated that the Project & Revolving Loan Fund may be combined based on the applicant's request. The motion was seconded by Committee Member Emberland.

Hearing no discussion, the motion was approved:

Ayes:	Committee Members Dahlmeier, Draper, Emberland, Carter, and Chairperson Thomson.
Noes:	None
Abstain:	None
Absent:	Vice Chairperson Smith

CORRESPONDENCE

- Federal energy Regulatory Commission (FERC), RE: Designation of non-federal representative for consultation under the National Historic Preservation.
- Department of Water Resources (DWR), RE: FERC Project 2100 – Clarification to Request for Recreation plan Amendment to Implement Improvements
- Oroville Recreation Advisory Committee (ORAC), RE: Filing of Request for FERC Action in the matter of Lake Oroville Dam FERC Project 2100.
- Oroville Downtown Business Association (ODBA), RE Request for Funding
- Rotary of Oroville, RE: Request for Partial Funding for 2018 Fireworks Contract

HEARING OF INDIVIDUALS ON NON-AGENDA ITEMS

None

SBF CHAIRPERSON CALL FOR AGENDA ITEMS

The SBF Chairperson will request agenda items from the Steering Committee, SBF Advisors, and SBF staff for the July 25, 2018, Regular Quarterly Meeting of the SBF.

1. Potential NOFA

ADJOURNMENT

The meeting was adjourned at 1.45 P.M.

The next regular Quarterly Meeting of the Supplemental Benefits Fund Steering Committee will be held on Wednesday, July 25, 2018 starting at 5:30 P.M. in the Council Chambers of the City of Oroville.

Scott Thomson, SBF Chairperson

**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS

**FROM: BOB MARCINIAK, CONSULTANT MCS
TOM LANDO, INTERIM SBF FUND ADMINISTRATOR**

**RE: AUTHORIZATION TO REQUEST REIMBURSEMENT TO THE
CITY OF OROVILLE FOR SBF ADMINISTRATIVE EXPENSES**

DATE: JULY 25, 2018

SUMMARY

The Committee may consider approving a request for reimbursement to the City of Oroville in the amount of \$13,919.29 for SBF Administrative expenses for March 16-31, April, May and June 2018.

DISCUSSION

The expenses are within the guidelines of Contract # 460007302, Exhibit A, Attachment 1, Page 10 "...administrative duties include, but are not limited to, activities associated with management of the Fund." The amount of \$13,919.29 represents actual expenses verified against City of Oroville Sungard electronic financial system charges from March 16-31, April, May and June 2018.

FISCAL IMPACT SBF 9920

Reduces previously approved 2017-2018 Administrative Budget of \$80,000 by \$13,919.29 (The remaining budget balance of \$28,811.09 will be closed out and transferred to SBF unallocated funds)

RECOMMENDATION

SBF Steering Committee authorization to the SBF Fund Administrator to sign invoice Transmittal No. AE2018-3 for SBF reimbursement in the amount of \$13,919.29 relating to SBF administrative expenses.

ATTACHMENTS

Budget Reconciliation
Performa Budget/Actual Expenses

3-1

Supplemental Benefits Fund (SBF)

Performa Budget/Actual Expenses/Variance

Administrative Expenses* 1 Year Budget: \$80,000.00

Fiscal Year: 07/01/2017 to 06/30/2018

<u>Month</u>	<u>Year</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget Variance</u>	<u>DWR Billed</u>
July	2017	\$6,606.00	(\$4,562.00)	\$2,044.00	no*
August	2017	\$6,406.00	(\$4,918.16)	\$1,487.84	no*
September	2017	\$8,269.00	(\$6,545.76)	\$1,723.24	no*
October	2017	\$6,606.00	(\$4,229.99)	\$2,376.01	no*
November	2017	\$6,306.00	(\$4,237.22)	\$2,068.78	no*
December	2017	\$6,306.00	(\$3,689.48)	\$2,616.52	no*
January	2018	\$6,406.00	(\$4,585.82)	\$1,820.18	no*
February	2018	\$6,206.00	(\$2,693.58)	\$3,512.42	no*
March 1-15	2018	\$4,034.50	(\$1,807.61)	\$2,226.89	no*
March 16-31	2018	\$4,034.50	(\$2,520.26)	\$1,514.24	no*
April	2018	\$6,406.00	(\$1,985.58)	\$4,420.42	no*
May	2018	\$6,206.00	(\$4,287.12)	\$1,918.88	no*
June	2018	\$6,208.00	(\$5,126.33)	\$1,081.67	no*
Totals:		\$80,000.00	(\$51,188.91)	\$28,811.09	

*funds are on deposit with City of Oroville

*** Administrative Expenses include the following:**

SBF Prog Specialist/ Salary & Benefits	63%
01/2018 to end of year SBF Prg/Sp actual time	
Office expenses related to SBF	100%
Legal Expenses related to SBF	100%
Miscellaneous expenses related to SBF	100%

Actual details of line expenses are provided on the analysis of SBF Administrative expenses submitted with the City of Oroville reimbursement request.

3-2

Analysis of SBF Administrative Expenses to be submitted for reimbursement

<u>Category</u>	<u>Mar-18</u> (16th-31st)	<u>Apr-18</u>	<u>May-18</u>	<u>Jun-18</u>
Program Specialist Salary	1,127.68	1,985.58	1,977.15	3,446.49
Meeting Clerk	0.00	0.00	0.00	0.00
Overtime	0.00	0.00	0.00	23.29
Medicare	4.69	30.65	30.51	51.88
Pers	32.14	197.44	196.59	342.70
Pers Bond	344.38	688.76	344.38	0.00
PersUnfunded Liability	440.89	440.89	440.89	440.89
Health Insurance	1.43	698.13	697.09	709.87
Group Insurance	0.00	0.00	0.00	0.00
Pers Survivor Benefit	0.00	0.00	0.00	22.75
Workmans Comp	0.89	9.03	8.97	16.91
Unemployment Ins	0.92	10.21	9.53	17.02
Postage Due/FedEX	0.00	0.00	21.34	0.00
Office Supplies	4.89	267.88	98.59	0.00
Postage/Xerox	0.00	0.00	0.00	0.00
Meeting Expenses	0.00	0.00	0.00	0.00
Transcription Services	0.00	0.00	0.00	0.00
Travel	0.00	0.00	0.00	0.00
Printing	0.00	0.00	0.00	0.00
Stores Expense	0.00	0.00	0.00	0.00
Legal	0.00	0.00	276.80	0.00
Medical/Physical	0.00	0.00	0.00	0.00
Advertising/Legal Notices	0.00	0.00	0.00	0.00
Training Expense	0.00	0.00	0.00	0.00
Use of City vehicle	1.06	0.00	0.00	0.00
Telecommunication expense	0.00	0.00	185.28	54.53
Credit: Fees collected for records search	0.00	0.00	0.00	0.00
Total	\$1,958.97	\$4,328.57	\$4,287.12	\$5,126.33
Total/GL	-\$1,958.97	-\$4,328.57	-\$4,287.12	-\$5,126.33
Difference	\$0.00	\$0.00	\$0.00	\$0.00

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SBF Quarterly Report

2018 Supplemental Benefits Fund Grant
Agreement #3243

This reports serves as an update and invitation for feedback around the work performed for the 2018 SBF Grant awarded to the Oroville Area Chamber of Commerce for the purpose of promotion of the Oroville Area to visitors.

Report Period: April 1, 2018 to June 30, 2018

The proposed scope of work includes the following: Billboards, Digital Advertising, Website, Interactive Storymaps, Vlog, Animated Infographics or Graphics, Social Media, Drip Email Marketing, and Visitor Service. This report provides an overview with selected specifics of completed work, current progress, and future implementations for each area of work.

Report Highlights:

Website

Over 4,000 pageviews for the Feather Fiesta Days webpage. Over 10,000 pageviews for tourism related content. Currently in development is a robust Visit Oroville webpage, with anticipated launch date in early August.

Visitor Service

Over 800 visitor phone calls and walking, over 200 visitor bags distributed. The Visitor Center was open on Feather Fiesta Days.

Social Media

Increasing attention on the positive attractions and events that occur in Oroville.

Website:

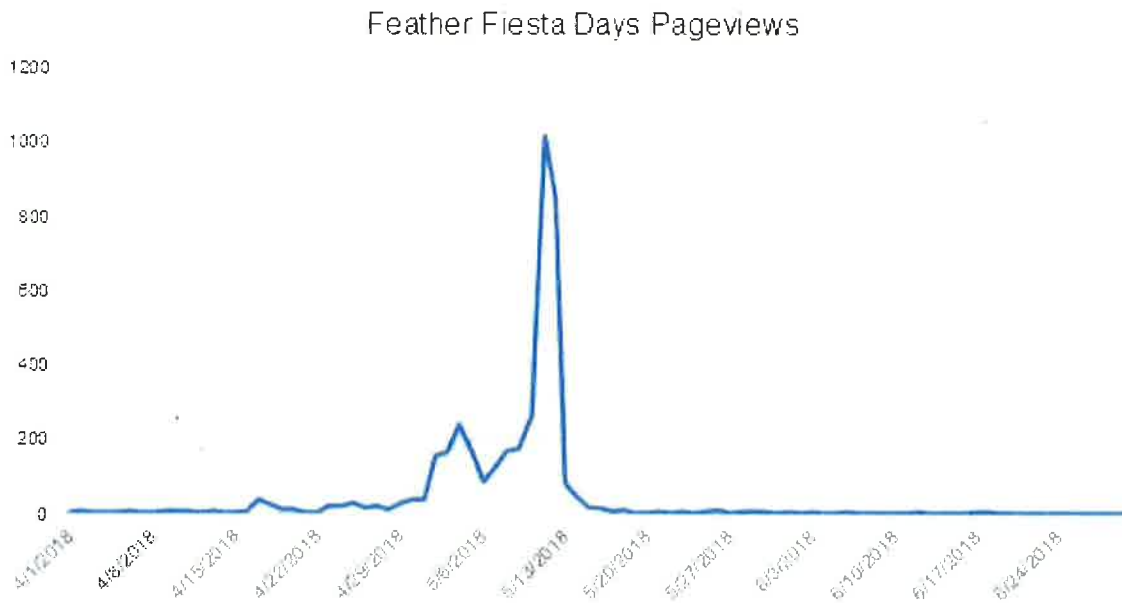
Feather Fiesta Days - featherfiestadays.org

The OACC developed a webpage dedicated to providing visitors a single source for up-to-date information about Feather Fiesta Days, which occurred on Saturday, May 12, 2018. The website pulled together information from over a half dozen different organizations, regularly reaching out to the numerous organizations who participate in Feather Fiesta Days in order to provide visitors the most accurate information about the festival possible. This fills a need in effective promotion of the event to draw visitors who might not otherwise know what activities to expect and where to find them.

View the following pages for a screen capture to view the full webpage, no internet needed.

Feather Fiesta Days Webpage Metrics:

Total Pageviews: 4,032



Total pageviews for Feather Fiesta Days Webpage from April 1, 2018 until June 30, 2018.
Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

Unique Pageviews: 3,556

Unique Pageviews is the number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page Title combination.

Average Time on Page: 4:36 (four minutes, 38 seconds)

Source of Traffic

Source	Pageviews	Unique Pageviews
google	2,194	1,950
m.facebook.com	841	753
(direct)	524	440
facebook.com	230	201
bing	48	43
l.facebook.com	42	39
yahoo	38	34
us13.admin.mailchimp.com	24	20
lm.facebook.com	23	22
actionnewsnow.com	16	16
Total	14,633	12,213

Source of web traffic for Feather Fiesta Days Webpage from April 1, 2018 to June 30, 2018.

City of Webpage Viewers

City	Pageviews	Unique Pageviews
Oroville	1,345	1,191
Sacramento	599	529
San Francisco	391	347
Chico	279	250
San Jose	271	235
Paradise	148	132
Olivehurst	136	115
Roseville	80	69
(not set)	72	63
Redding	70	61
Total	4,023	3,556

City where webpage viewer is located.

53



ABOUT

For well over seventy years, and through a few name changes, Feather Fiesta Days has been Oroville's *double-weekend** hometown celebration. Many elements come together to produce this fantastic montage of extraordinary events including the Grand Parade, the Gold Rush Car Show, Kids Spring Fest, 2x craft fairs, and a monumental, double-spicy chiii cook-off. The Big Day is always the day before Mother's Day (Saturday, May 12) but the festivities kick off the weekend before with fun for the whole family.

**How many days is it? In order to make room for all the fun events, Feather Fiesta Days is what we call a "Double Weekender" - celebration starts on Friday & Saturday, May 4-5, and then continues on the following weekend, Friday & Saturday, May 11-12. If you stick around the whole week, you'll find a lot going on in between too!*



OFFICIAL SCHEDULE

WEEKEND #1 • WARM-UP WEEKEND!

Friday & Saturday, May 4-5

While the BIG DAY is Saturday, May 12, the weekend before has always been the unofficial warm-up and kick-off to Feather Fiesta Days.

WEEKEND #2 • THE BIG WEEKEND!

Friday & Saturday, May 11-12

Saturday, May 12 is the BIG Day with our downtown Street Fairs and Grand Parade. If you can only come for one day of this double-weekend of fun, this is the day!

Friday, May 4

Saturday, May 5

Friday, May 11

Saturday, May 12 - The BIG Day!

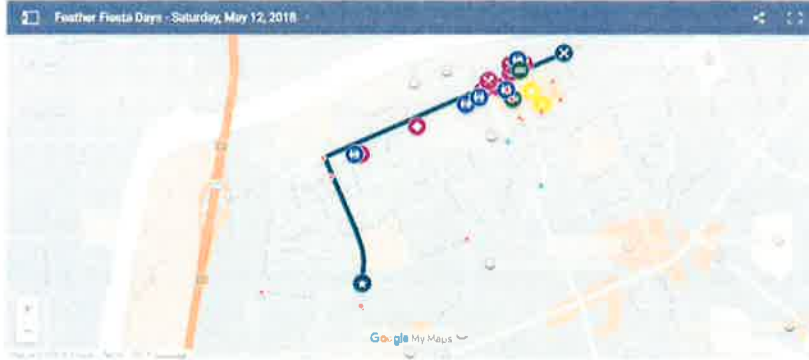
First Fridays Fiesta!

4-7pm • Historic Downtown Oroville Myers Street

Kick-off Feather Fiesta Days with Downtown Oroville's First Fridays celebration. Stores will be serving up drinks for the Margarita Mixer and Myers street will be closed for the Show & Shine Car Show, Creeper Races and Taco Truck. You can pick up tickets for the Margarita Mixer online at orovilledba.com/events/ or on the day of the event at the ODBA booth on the corner of Bird and Huntoon streets. There is fun for everyone and admission is free unless you're enjoying the margaritas!

EXPLORE

See where everything is happening on Saturday, May 12.



PLAN YOUR TRIP

Eating, Lodging, & Getting Here

Eating

If you get hungry, don't worry. In addition to the great food you'll find at the festival events, Oroville has excellent dining opportunities. Check out our Oroville Local Dining Guide for a few suggestions.

[DINING GUIDE](#)

Lodging

If you're considering an overnight stay, here's a list of lodging in Oroville.

[OROVILLE LODGING](#)

Getting Here

Use the map below or click here for directions.



FREQUENTLY ASKED QUESTIONS

Q. Which day is the main celebration?

Saturday, May 12 is the BIG Day. The Official Grand Parade, Gold Rush Street Fair, Car Show, and the big Chili Cook-Off are all on Saturday, May 12.

Q. What about parking?

Q. Do I have to buy tickets?

Q. What about restrooms and ATM access?

VENDOR & PARTICIPANT INFORMATION

The Oroville Area Chamber of Commerce has paper applications for the Kiddie Parade, Grand Parade, Gold Rush Car Show, and the Craft Faire.

Paper vendor applications for the Street Fair will be available at Lovla's Boutique at 1360 Myers Street, Oroville, CA after March 1, 2018. Vendors can also register online at the ODBA.

For additional information about participating in Feather Fiesta Days, please contact the event organizers directly.

Kiddies Parade • May 11, 4:30 pm
Contact: Kiwanis Club, (530) 533-6669

Grand Parade "Oroville Strong 2018" • May 12, 9:30 am
Contact: Oroville Exchange Club, (530) 534-8021

Gold Rush Car Show • May 12, 9 am to 12 pm
Contact: Oro Dam Cruisers, (530) 533-4601 or ioupiaster@gmail.com

Street Fair • May 12
Contact: ODBA, (530) 552-1233

Craft Faire at the Lott Home • May 12
Contact: Oroville City Docents, Janice Clay (530) 533-8192 | johnclay08@comcast.net, or Lani Fridrich (530) 533-0529 | lanif@att.net

CONTACT

For additional information about Feather Fiesta Days, please contact the Oroville Chamber of Commerce.

1789 Montgomery St.
Oroville, CA 95965

530 538 2542
info@orovillechamber.com

Monday-Friday 9AM-3PM

NAME

EMAIL ADDRESS

MESSAGE

SUBMIT

Feel Free to Contact Us!

1789 Montgomery St.
Oroville, CA 95965
530 538 2542

Monday - Friday 9AM -
3PM



Want to Become a Member?

Join the Chamber!

Subscribe to Our Newsletter

Get weekly updates on news, events, and advertising opportunities for your business.

Subscribe

Subscribe

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Visit Oroville Webpage

Currently, the Visit Oroville webpage contains very basic information about Oroville, including events, tourism, and festivals.

View the following pages for a screen capture to view the full webpage, no internet needed.

Visit Oroville Webpages Metrics:

The following chart shows the total of the various Visit Oroville pages associated with visitor promotion.

Page Rank	Page	Pageviews	Unique Pageviews	Average Time on Page
1	/feather-fiesta-days/	4,023	3,556	0:04:38
3	/events/	1,891	1,200	0:00:47
4	/events/details/2018-gold-rush-car-show-5581	1,413	1,094	0:03:06
8	/salmon-festival/	555	492	0:03:06
10	/events/details/feather-fiesta-days-05-04-2018-5577	500	439	0:01:33
12	/events/local-farmers-markets/	449	373	0:02:40
15	/events/details/feather-fiesta-days-parade-5603	326	285	0:02:29
19	/visit-oroville/feed-me-a-local-dining-guide/	300	265	0:02:33
20	/festivals/feather-fiesta-days/	216	195	0:01:34
21	/events/details/oroville-airport-day-9022	237	194	0:02:10
23	/visit-oroville/	180	131	0:00:26
24	/events/details/butte-county-olive-festival-06-16-2018-9126	161	130	0:01:41
28	/events/details/oroville-kiwanis-club-71st-annual-kiddies-parade-5592	140	120	0:03:05
29	/butte-county-olive-festival/	134	119	0:02:52
55	/visit-oroville/recreation/	64	51	0:01:01
	Total	10,589	8,644	0:02:15

Upcoming Visit Oroville Webpage

The addition of a robust Visit Oroville webpage is currently underway, with an anticipated launch in early August of 2018. This updated and relaunched webpage will contain a robust information source for all information about visiting Oroville.

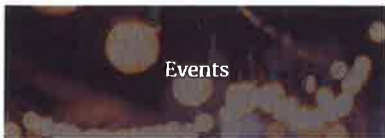
Below is the information architecture for the site. Currently in development are over 20 pages of content for the webpage. The site will also be designed to capture emails for the drip marketing portion of the scope of work.



Home » Visit Oroville



Visit Oroville



Events

Grow Your Business in 1/10th of a Second
May 3

Events Calendar

Submit an Event

Local Farmers Markets

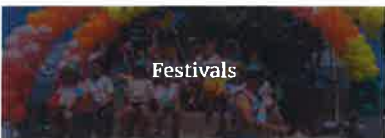


Tourism

Recreation

Tours (Coming Soon!)

Guides (Coming Soon!)



Festivals

Feather Fiesta Days - May 12

Butte County Olive Festival - June 16

Fireworks at the Forebay - July 4th

Salmon Festival - September 22

Parade of Lights - December 8

Wildflower & Nature Festival - Spring 2019



Oroville Local

Feed Me! - A Local Dining Guide

Rediscover Downtown Oroville

Wine & Dine

Bikes & Brews

Feel Free to Contact Us!

1784 Montgomery St.
Oroville, CA 95965
530.518.3543

Monday - Friday 9AM - 3PM



Want to Become a Member?

Join the Chamber!

Subscribe to Our Newsletter

Get weekly updates on news, events, and advertising opportunities for your business.

name

subscribe

5-8

Visit Oroville Info Architecture & Tourism Content

July 18, 2018 - Content Draft

Structure: Activities then place. **Landing Page:** 1. Things to Do 2. Ideas and Inspiration 3. Sign up!

Things to Do

<p>Outdoor Activities</p> <p>Hike & Bike</p> <p>On The Water</p> <ul style="list-style-type: none"> • Forebay <p>Fishing</p> <ul style="list-style-type: none"> • Forebay • Lake Oroville • Feather River • Fish Hatchery <p>Lake Oroville Visitors Center</p> <p>Horseback Riding</p>	<p>Dine and Drink</p> <p>Quick Bites</p> <p>Casual Dining</p>	<p>Events</p> <p>Salmon Festival</p> <p>Parade of Lights</p> <p>Feather Fiesta Days</p> <p>Wildflower Festival</p> <p>Fireworks Show</p> <p>Olive Fest</p> <p>First Fridays</p> <p>Hmong New Year</p> <p>Juneteenth</p>
<p>Wine & Farms</p> <p>Wineries</p> <p>Farms</p> <p>Farmers Markets</p> <ul style="list-style-type: none"> • Union Square • Hospital 	<p>Stay</p> <p>Hotels</p> <p>RVs</p> <p>Camping</p>	<p>Museums (storymap)</p> <p>Butte County Historical</p> <p>Pioneer History Museum</p> <p>Chinese Temple & Garden</p> <p>C.F. Lott Home in Sank Park</p> <p>Ehmann Home</p> <p>Bolt Tool Museum</p>

Ideas and Inspiration (Stories and Itineraries)

Family Fun/This Weekend	Bikes, Hikes, and Brews	Rediscover Downtown
Explore Butte County	Farms and Wineries (Agritourism Tourism)	Destination Wedding

Capture Emails

Sign up and be the first to know!
Like being the first to know what's happening? Invite us to your inbox.

Social Media

The Oroville Chamber's social media platforms are sending more Users to the Oroville Chamber website. In the first quarter of the year 9.9% of website users came from social media, and in the second quarter 12.2% of Users came from social media. In the last three months the Oroville Chamber's Facebook Page has gained 100 new followers. In the chart below you can see the metrics for this last quarter's Facebook page Engagement (when someone clicks on a post), Reach (how many individuals saw a post), and Impressions (how many times a post was seen). These numbers have increased over the months as, for example, the Average Daily Reach has gone from 520 in the first quarter to 744 in the second quarter.

The other two social media platforms the Oroville Chamber owns have been improving. Now that the Oroville Chamber's Twitter feed is used for only Oroville Chamber news, including tourism news, Impressions have risen from 77 on average daily to 558 on average daily. The Oroville Chamber's Instagram has been focused on visually showing what tourism in Oroville is like, and engagement has continued to grow especially in the month of June. Below is a table that shows the Oroville Chamber's top ten posts on Facebook with tourism aimed posts taking most of the spots.

	Post	Impressions	Engagement
1)	Local Dining Guide Promo Post	9,884	671
2)	Local Dining Guide Promo Post	7,589	439
3)	Local Dining Guide Promo Post	5,796	261
4)	Local Dining Guide Promo Post	5,642	571
5)	Butte County Job Fair	4,499	194
6)	New Stores in Old Walmart	3,897	61
7)	Feather Fiesta Days Promo Post	3,736	155
8)	4th of July Fireworks Promo Post	3,097	103
9)	Local Place to Buy Fireworks	2,961	106
10)	Smart & Final Hiring Event	2,900	116

View the following pages for selected Facebook Posts and Instagram Feed, related to tourism.



orovillechamberofcommerce

Edit Profile

57 posts 224 followers 143 following

Oroville Chamber

The Oroville Chamber of Commerce is here to be the voice of business in advocating and advancing the economic vitality of our members and community. www.orovillechamber.com/fireworks-at-the-forebay

POSTS







Post Details

Oroville Area Chamber of Commerce
 Published by **Chamber of Commerce** · June 10 · **OR**

The Oroville City Docents are seeking for volunteers to help with the tour including the Oroville Dam, the Oroville Dam Lock, and the Oroville Dam Powerhouse. <https://www.oroilliamerchamber.com>



Oroville seeking museum docents
 The Oroville City Docents are seeking for volunteers to help with the tour including the Oroville Dam, the Oroville Dam Lock, and the Oroville Dam Powerhouse.

Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 6,266 people

175 people reached

Boost Post

Like Comment Share

Performance for Your Post

258

Like	Comment	Share
2	0	1
0	0	0
1	1	0
7	0	1
0	0	0

NEGATIVE FEEDBACK

Hide Post	Report Post
0	0
0	0

Post Details

Oroville Area Chamber of Commerce added 6 new photos to the album **2018 Fishing Derby**
 Published by **Chamber of Commerce** · June 10 · **OR**



Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 8,200 people

175 people reached

Boost Post

Like Comment Share

Performance for Your Post

191

Like	Comment	Share
0	0	0
0	0	0
0	0	0
17	0	3
14	0	3
0	0	0
0	0	0

NEGATIVE FEEDBACK

Hide Post	Report Post
0	0
0	0

Post Details

Oroville Area Chamber of Commerce
 Published by **Chamber of Commerce** · June 10 · **OR**

Good turnout at the Olive Festival this morning! The festival will continue until 2 PM, so make sure to stop by for free tastings.



Get More Likes, Comments and Shares
 Boost this post for \$2 to reach up to 6,500 people

104 people reached

Boost Post

Like Comment Share

Performance for Your Post

204


Like	Comment	Share
4	0	1
2	2	0
0	0	0
1	1	0
9	0	1
7	0	2
0	0	0
0	0	0

NEGATIVE FEEDBACK

Hide Post	Report Post
0	0
0	0

Post Details

Oroville Area Chamber of Commerce shared a new photo of the album **Butte County Olive Festival**
 Published by **Chamber of Commerce** · June 10 · **OR**



Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 6,633 people

107 people reached

Boost Post

Like Comment Share

Performance for Your Post

204

Like	Comment	Share
1	0	1
0	0	0
0	0	0
1	1	0
9	0	1
8	0	1
0	0	0
0	0	0

NEGATIVE FEEDBACK

Hide Post	Report Post
0	0
0	0

Post Details

Oroville Area Chamber of Commerce
 Published by **Chamber of Commerce** · June 10 · **OR**

The annual Butte County Olive Festival is this weekend! On Saturday, June 16 head to the Ehrenkrantz Home to tour the home that once built, enjoy live music and olive oil, enjoy live music, and participate in many more activities. <https://business.oroilliamerchamber.com/butte-county-olive-f>



Butte County Olive Festival
 A Fundraiser for the Butte County Historical Society
Saturday June 16, 2018
9 am to 2 pm

Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 6,633 people

147 people reached

Boost Post

Like Comment Share

Performance for Your Post

147

Like	Comment	Share
2	2	0
0	0	0
0	0	0
3	0	0
2	0	0
0	0	0
0	0	0

NEGATIVE FEEDBACK

Hide Post	Report Post
0	0
0	0

5-14

Oroville Area Chamber of Commerce
 Published by Joseph M... May 11 · 15

Feather Fiesta Days celebration will be going on at the Oroville Fairgrounds. Visit www.orovallechamber.com/featherfiestadays.org for all the event details.

324 Type: Photo

7 Comments · 2 Shares · 3 Retweets

5 Likes · 0 Comments · 0 Shares · 0 Retweets

1 Like · 0 Comments · 0 Shares · 0 Retweets

0 Likes · 0 Comments · 0 Shares · 0 Retweets

1 Like · 0 Comments · 0 Shares · 0 Retweets

56 Likes · 0 Comments · 15 Shares · 0 Retweets

41 Likes · 0 Comments · 15 Shares · 0 Retweets

NEGATIVE FEEDBACK
 0 Dislikes · 0 Comments

0 Dislikes · 0 Comments

Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 6,000 people

185 people reached

Only Comments and Dislikes

Like Comment Share

Performance for Your Post

7	2	3
5	0	0
1	0	0
0	0	0
1	0	0
56	0	15
41	0	15
NEGATIVE FEEDBACK		
0	0	0
0	0	0

Oroville Area Chamber of Commerce
 Published by Joseph M... May 11 · 15

184 Valley Center at the Oroville Fairgrounds will be open from 9:00 AM to 6:00 PM for pre-uptake. Visit www.orovallechamber.com/featherfiestadays.org for all the event details.

1,465 Type: Photo

23 Comments · 0 Shares · 3 Retweets

11 Likes · 0 Comments · 0 Shares · 0 Retweets

3 Likes · 0 Comments · 0 Shares · 0 Retweets

9 Likes · 0 Comments · 0 Shares · 0 Retweets

92 Likes · 20 Shares · 72 Retweets

NEGATIVE FEEDBACK
 0 Dislikes · 0 Comments

0 Dislikes · 0 Comments

Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 6,000 people

185 people reached

Only Comments and Dislikes

Like Comment Share

Performance for Your Post

23	0	3
11	0	0
3	0	0
9	0	0
92	20	72
0	0	0
0	0	0
NEGATIVE FEEDBACK		
0	0	0
0	0	0

Oroville Area Chamber of Commerce
 Published by Joseph M... May 11 · 15

Here is a sneak preview of the Gold Rush Car Show that will be in downtown Oroville tomorrow. The show & shine is currently going on until 8:00 per today at Feather Falls Casino & Lodge. Make sure to visit the link below for full details on all festival events.

<http://www.orovallechamber.com/featherfiestadays.org>

535 Type: Photo

29 Comments · 6 Shares · 12 Retweets

17 Likes · 6 Comments · 12 Shares · 0 Retweets

2 Likes · 1 Comment · 1 Share · 0 Retweets

0 Likes · 0 Comments · 0 Shares · 0 Retweets

4 Likes · 4 Comments · 0 Shares · 0 Retweets

54 Likes · 0 Comments · 21 Shares · 0 Retweets

33 Likes · 0 Comments · 21 Shares · 0 Retweets

NEGATIVE FEEDBACK
 0 Dislikes · 0 Comments

0 Dislikes · 0 Comments

Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 6,000 people

100 people reached

Only Comments and Dislikes

Like Comment Share

Performance for Your Post

29	6	12
17	6	12
2	1	1
0	0	0
4	4	0
54	0	21
33	0	21
NEGATIVE FEEDBACK		
0	0	0
0	0	0

Oroville Area Chamber of Commerce
 Published by Joseph M... May 11 · 15

The warm-up weekend has started for Feather Fiesta Days with the first Friday event created by V&V Showboats. Enjoy the car show and live music! Make sure to check out Feather Fiesta Days for more event information!

569 Type: Video

18 Comments · 0 Shares · 3 Retweets

14 Likes · 6 Comments · 3 Shares · 0 Retweets

1 Like · 1 Comment · 0 Shares · 0 Retweets

0 Likes · 0 Comments · 0 Shares · 0 Retweets

3 Likes · 3 Comments · 0 Shares · 0 Retweets

54 Likes · 4 Shares · 34 Retweets

18 Likes · 4 Comments · 34 Retweets

NEGATIVE FEEDBACK
 0 Dislikes · 0 Comments

0 Dislikes · 0 Comments

Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 6,000 people

185 people reached

Only Comments and Dislikes

Like Comment Share

Performance for Your Post

18	0	3
14	6	3
1	1	0
0	0	0
3	3	0
54	4	34
18	4	34
NEGATIVE FEEDBACK		
0	0	0
0	0	0

Post Details

Oroville Area Chamber of Commerce
 Published by Joseph Marner · May 12 · 🌐

FAST FACTS: Take a contest up HANDED OUT DASH TO WIN THE GOODIE BAG! The contest runs from May 4 to end the Big Day on May 12. [Click here to learn more about our Feather Fiesta Days!](#)



Oroville Chamber of Commerce

Feather Fiesta Days • Oroville's #1 Hometown Celebration!
 You will never experience a Feather Fiesta Day like you experience Oroville!

✔ **Get More Likes, Comments and Shares**
 Boost this post for \$5 to reach up to 6,000 people

1,411 people reached

Boost Post

3 Comments · 4 Shares

Like Comment Share

Performance for Your Post

1,621 Views

47	1	23
24	0	2
2	0	2
7	1	4
14	14	0
151	75	76

NEGATIVE FEEDBACK

0	1	0
0	0	0

Reached 1,411 people. The total number of people who saw your post.

Post Details

Oroville Area Chamber of Commerce
 Published by Joseph Marner · April 19 · 🌐

CONTEST UPDATE

This month we have created a local dining guide for the Oroville community. Each week we will be asking you a question about our local restaurants. You will then get a chance to win a gift bag with goodies from us and our local restaurants! This is the last week where you can win this gift bag. Just follow the rules below.

Question: Which is your favorite local restaurant to get a good drink at? (Aimed only locally brewed beer, specialty drinks, etc.) [See more](#)



✔ **Get More Likes, Comments and Shares**
 Boost this post for \$5 to reach up to 6,000 people

1,420 people reached

Boost Post

3 Comments · 12 Shares

Like Comment Share

Performance for Your Post

4,283 Views

217	29	20
49	0	2
2	0	2
1	0	1
99	95	4
86	82	4
567	15	556

NEGATIVE FEEDBACK

2	1	0
0	0	0

Reached 1,420 people. The total number of people who saw your post.

Post Details

Oroville Area Chamber of Commerce
 Published by Amber Marner · April 23 · 🌐

Contest Time!

This month we have created a local dining guide for the Oroville community. Each week we will be asking you a question about our local restaurants. You will then get a chance to win a gift bag with goodies from us and our local restaurants! This is the last week where you can win this gift bag. Just follow the rules below.

Question: Which is your favorite local restaurant overall and why? [See More](#)



✔ **Get More Likes, Comments and Shares**
 Boost this post for \$5 to reach up to 6,000 people

1,410 people reached

Boost Post

35 Comments · 40 Shares

Like Comment Share

Performance for Your Post

3,450 Views

209	30	22
52	2	1
3	2	1
103	89	14
51	45	3
789	11	731

NEGATIVE FEEDBACK

2	1	0
0	0	0

Reached 1,410 people. The total number of people who saw your post.

Visitor Service

The Oroville Chamber office continues to stay open as the Visitor Center Monday thru Friday from 9:00 am to 3:00 pm. The Visitor Center also stayed open for Feather Fiesta Days to hand out Visitor Bags. In the second quarter total there have been 810 phone calls/walk-ins during Visitor Center hours. In that time the Oroville Chamber has handed out close to 200 Visitor Bags, not including individual maps and recreational information visitors have asked for.

Below is a map of where our visitors have come from.



The Visitor Center also opened during Feather Fiesta Days, something the Chamber had never done before.

Billboards

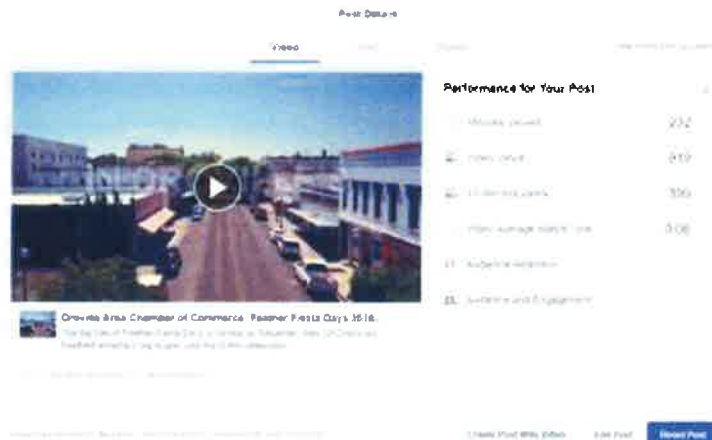
The Chamber has not yet displayed billboards specific to this scope of the work. The reason for this delay is that we want a clear call to action to the robust Visit Oroville webpage prior to the expense of billboards. Once the webpage has been completed, billboards will go up to direct people to the website.

Digital Advertising

The Chamber has not yet engaged in paid digital advertising specific to this scope of work. Once the Visit Oroville webpage launches, targeted ads will be shown to people in select markets to drive tourism to Oroville.

Vlogs/Videos

To date, the video that has been created was a promo video for Feather Fiesta Days. We have begun capturing raw footage at various events and locations to create more vlogs and videos.



Interactive Storymaps

In progress is an interactive storymap highlighting the museums in Oroville.

An interactive storymap was created for Feather Fiesta Days. View the following page for a screenshot of the map created.

SHARE EDIT

- Street Fairs & Activities**
 - DDBA Gold Rush Street Fair
 - Visitor Center & Photobooth
 - Card Making for kids
 - St. Thonias Spring Fest
 - Craft Fair at Sank Park
- Food & Drink**
 - Eagles 'All You Can Eat' Pancake Breakfast
 - DDBA Gold Rush Street Fair
 - Native Sons Bloody Mary Bar & Food
 - Groville Fire & Police Chili Cook Off
- Grand Parade**
 - START of Parade
 - Parade Route
 - END of Parade
- Gold Rush Car Show**
 - Gold Rush Car Show
 - 'The Hub' of the Gold Rush Car Show
 - Car Check Ins/Reception
- Restrooms & ATMs**
 - Restroom
 - Restroom (#4 on map)
 - Restrooms (#7 on map)
 - ATM
 - ATM
 - Restroom
 - Restroom
- Street Closures & Barricades**
 - Street Closure
 - Street Closure
 - Street Closure
 - Street Closure
 - 8 more



**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS

**FROM: BOB MARCINIAK, CONSULTANT MCS
TOM LANDO, INTERIM SBF FUND ADMINISTRATOR**

**RE: CLOSE OUT OF JULY 1, 2017 – JUNE 30, 2018 SBF
ADMINISTRATIVE EXPENSES BUDGET**

DATE: JULY 25, 2018

SUMMARY

The Committee will receive the final accounting for the SBF July 1, 2017 – June 30, 2018 Administrative Budget.

DISCUSSION

Annually the SBF Steering Committee establishes a budget for the fiscal year starting July 1st and ending June 30th. For the July 1, 2017 – June 30, 2018 period a budget of \$80,000.00 was established. Actual expenses for that period were \$51,188.91. The remaining budget of \$28,811.09 has been relocated to SBF unallocated funds.

FISCAL IMPACT SBF 9920

Increases previously unallocated funds from \$3,072,879.79 to \$3,101,690.88.

RECOMMENDATION

SBF Steering Committee authorize the close out of the July 1, 2017 – June 30, 2018 SBF budget and the reallocation of the unused budget funds of \$28,811.09 to SBF unallocated funds

ATTACHMENTS

2017-2018 Performa Budget/Actual Expenses

Supplemental Benefits Fund (SBF)

Performa Budget/Actual Expenses/Variance

Administrative Expenses* 1 Year Budget: \$80,000.00

Fiscal Year: 07/01/2017 to 06/30/2018

<u>Month</u>	<u>Year</u>	<u>Budget</u>	<u>Actual</u>	<u>Budget Variance</u>	<u>DWR Billed</u>
July	2017	\$6,606.00	(\$4,562.00)	\$2,044.00	no*
August	2017	\$6,406.00	(\$4,918.16)	\$1,487.84	no*
September	2017	\$8,269.00	(\$6,545.76)	\$1,723.24	no*
October	2017	\$6,606.00	(\$4,229.99)	\$2,376.01	no*
November	2017	\$6,306.00	(\$4,237.22)	\$2,068.78	no*
December	2017	\$6,306.00	(\$3,689.48)	\$2,616.52	no*
January	2018	\$6,406.00	(\$4,585.82)	\$1,820.18	no*
February	2018	\$6,206.00	(\$2,693.58)	\$3,512.42	no*
March 1-15	2018	\$4,034.50	(\$1,807.61)	\$2,226.89	no*
March 16-31	2018	\$4,034.50	(\$2,520.26)	\$1,514.24	
April	2018	\$6,406.00	(\$1,985.58)	\$4,420.42	no*
May	2018	\$6,206.00	(\$4,287.12)	\$1,918.88	no*
June	2018	\$6,208.00	(\$5,126.33)	\$1,081.67	no*
<u>Totals:</u>		<u>\$80,000.00</u>	<u>(\$51,188.91)</u>	<u>\$28,811.09</u>	

*funds are on deposit with City of Oroville

*** Administrative Expenses include the following:**

SBF Prog Specialist/ Salary & Benefits	63%
01/2018 to end of year SBF Prg/Sp actual time	
Office expenses related to SBF	100%
Legal Expenses related to SBF	100%
Miscellaneous expenses related to SBF	100%

Actual details of line expenses are provided on the analysis of SBF Administrative expenses submitted with the City of Oroville reimbursement request.

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**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS

**FROM: BOB MARCINIAK, CONSULTANT MCS
TOM LANDO, INTERIM SBF FUND ADMINISTRATOR**

RE: VACANT SBF PROGRAM SPECIALIST POSITION

DATE: JULY 25, 2018

SUMMARY

The Committee will receive information about the SBF Program Specialist Position vacancy.

BACKGROUND

Appendix B (Measures Agreed to Among the Parties but not to be Included in New Project License) provides direction for the Fund Administrator to be the City of Oroville and that the Fund Administrator "shall use its internal protocols to formally designate **a person within its organization** to serve as the responsible person for performance of all such administrative duties required to ensure the orderly and efficient operation of the Fund. Such person, or successor thereto, will serve as the principal liaison with DWR during the establishment and operation of the Fund and will be fully authorized by the Fund Administrator to undertake actions on all administrative matters specified in the Fund Implementation Agreement."

Chronology of the SBF funded position:

1. 12/06/2006 the City presented a proposal to the SBF Steering Committee to fund and establish the position of SBF Coordinator. The proposal was for a full-time position \$51,972.30 to \$69,647.87. The proposal was approved by the SBF Steering Committee and the City began seeking a candidate.
2. January 2007 to September 2007 the City posted and advertised the position with no qualified applicants applying.
3. January 2008 City reclassifies position to RDA/SBF Coordinator and agrees to fund 50% of the position. The reduction of SBF proposed funding is based on a one-year history of the needs and requirements of the SBF. The new position is posted and advertised.
4. March 2008 applicants narrowed down to three applicants.

5. June 2008 final applicant hired. SBF to fund 50% of salary, benefits and 100% of expenses related to SBF activities. City to fund 50% of salary, benefits and all expenses related to RDA
6. April 2010 Regional Fund Strategic Plan is approved by the SBF Steering Committee. The plan recommends a full-time position for the SBF Coordinator. Due to the FERC license still pending the SBF funded position remains at 50% of salary and benefits and 100% of expense related to the SBF.
7. September 2011 City reclassifies position title and salary range to an exempt (no overtime) position. The new title is Program Specialist, salary range \$54,301.62 to \$76,407.83. The SBF continues to fund 50% of the salary and benefits and 100% of SBF related expenses.
8. March 2018 the SBF approves the 2018-2019 annual budget which provides funding of the Program Specialist to be 100% of salary and benefits starting in July 2018.
9. The incumbent who was hired in 2008 remained in the position and retired on 12/27/2018. Position posted, filled internally. New incumbent resigns July 5, 2018.

DISCUSSION

Appendix B states that the Fund Administrator (City of Oroville) “shall use its internal protocols to formally designate **a person within its organization**” to serve as the responsible person for performance of all such administrative duties required to ensure the orderly and efficient operation of the Fund.

The City of Oroville is under a **contractual obligation** with the Department of Water Resources (DWR), Agreement Number 460007302 initially approved on July 21, 2006 and through multiple extensions now expiring on July 5, 2019. This agreement established funding for the SBF on an interim basis pending license approval by FERC.

The Settlement Agreement, approved in March 2006, in General Provisions, section 7.6.2 “**Contractual Obligations**” states, “No Party shall be in breach of a contractual obligation under this Settlement Agreement, as established by Sections 1 through 8.d and **Appendix B** of this Settlement Agreement, if it is unable to perform or delays performance due to any Uncontrollable Force reasonably beyond its control, unless otherwise provided by this Settlement Agreement. For this purpose, a “Uncontrollable Force” may include, but is not limited to, natural events labor or civil disruption, action or non-action of a governmental agency (other than DWR), or breakdown or failure of the Project works.

The establishment of the SBF Coordinator Position and later reclassified to the SBF Program Specialist, provided the direction of the Settlement Agreement (Appendix B) to the Fund Administrator to use its internal protocols to designate a person within its organization to fulfill its responsibilities.

Changes to matters agreed upon within the Settlement Agreement and Appendix B require notice, in writing and to the extent practical, notice shall be sent to all Parties still in existence. (excerpt from 7.11 Notice of the Settlement Agreement). The notice must provide timing for comments, or objections.

FISCAL IMPACT SBF 9920

None

RECOMMENDATION

1. Receive and discuss information;
2. Provide direction to staff

ATTACHMENTS

SBF Program Specialist Job Description (*Note: the attached job description reflects revisions which provides a clearer presentation of the requirements and responsibilities of the SBF Program Specialist*)

SBF PROGRAM SPECIALIST

DEFINITION

Under general direction the SBF Program Specialist plans, directs, and supervises all of the activities of a ~~major department or Citywide program or project~~ the Supplemental Benefits Fund with ~~moderate~~ major visibility and impact; conducts studies and makes recommendations; monitors program compliance; represents the ~~department~~ SBF in contacts with media, internal and external agencies, and organizations. Works closely with all representative public agencies.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by a ~~department or division head~~ the City Administrator. Some assignments require responsibility for direct or indirect supervision of lower level professional, technical, and clerical personnel. Some positions function as Works closely with internal ~~external~~ consultants and ~~require~~ provides coordination among multiple divisions in a ~~department~~ agencies and representatives of the SBF Steering Committee.

EXAMPLES OF ESSENTIAL FUNCTIONS - *Essential functions may include, but are not limited to, the following:*

Plans, coordinates, and administers a ~~all SBF projects or programs~~ with ~~department or Citywide impact;~~ supervises, trains and evaluates the work of professional, technical and clerical staff.
impact to the Greater Oroville Region.

Confers with ~~department heads~~ elected representatives, ~~division managers~~, members of professional staff, and other officials concerning the administrative needs and requirements related to ~~the all SBF programs or projects;~~ represents the ~~program~~ SBF in contacts with news media, business and civic organizations, other City departments, and various outside public and private agencies.

Interprets ~~new~~ SBF policies, procedures, and regulations, and develops new or amended programs or projects as need dictates, monitors program objectives to assure compliance with State and administrative regulations and program guidelines. Fully understands the Settlement Agreement for FERC Project NO 2100 (the relicensing of Lake Oroville)

Conducts studies and surveys, performs research and analysis and prepares recommendations for ~~department management~~ the SBF Fund Administrator and the SBF Steering Committee; monitors and evaluates program effectiveness and outcomes; creates and implements program policies and procedures; develops guidelines, forms and related documents.

Reviews grant opportunities; compiles and analyzes information for preparation of grants, contracts and agreements; negotiates terms; implements, monitors and

prepares reports on conduct and performance of grants. Works closely with the grant underwriter funded by the State Water Contractors.

Identifies program, project or system enhancements; selects and coordinates installation of new and revised programs and systems.

Provides exceptional customer service to those contacted in the course of work.

~~Other related duties may also be performed; not all duties listed are necessarily performed by each individual holding this classification.~~

Works independently in the formation of all SBF related materials including, but not limited to, agendas, staff reports, financial accounting, project management, water research activities, executive summaries, procedure reports. Acts as the moderator for all SBF Ad hoc Committees. Organizes and manages all SBF public meetings. Is expected to be the "go to" person for all activities related to the SBF. Attends representative agency meetings, promotes the SBF to the general public. Maintains all public SBF information on the City of Oroville webpage.

Maintains a close working relationship with the California Department of Water Resources (DWR); State Water Contractors (SWC); California Department of Parks & Recreation; Oroville Area Chamber of Commerce; American Rivers; the City of Oroville and the Feather River Recreation & Park District.

Other related duties may also be performed; not all duties listed are necessarily performed by each individual holding this classification.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of public administration and governmental finance, budgeting, and accounting.

Procurement methods.

Research techniques, methods and procedures.

Methods and practices of modern office management.

Principles and practices of program management and administration.

Technical report writing.

Methods of analysis.

Principles and practices of supervision.

Skill in:

Managing multiple tasks and deadlines.

Customer service, including dealing with people under stress, and problem solving.

Use of computers, computer applications, and software.

Ability to:

Effectively plan, develop, and implement a comprehensive program with a broad scope and high degree of complexity.

Supervise and direct professional, technical, and clerical staff.

Analyze fiscal problems and make sound policy and procedural recommendations.

Make effective presentations to public officials, committees, and outside agencies.

Establish and maintain effective working relationships with employees and the general public.

Prepare technical and analytic reports.

Communicate effectively, orally and in writing.

Make program or project changes based on analysis of results, new legislation, or departmental changes.

Meet multiple deadlines.

Experience:

Four years of progressively responsible professional-level governmental administrative experience.

-AND-

Education:

A Bachelor's Degree from an accredited four-year college or university with major coursework in business or public administration or a closely related field.

Substitution:

At the discretion of the Department Head, additional qualifying experience may

substitute for the required education on a year-for-year basis.

Additional Requirements:

Possession and maintenance of a valid California Class C Driver License. Individuals who do not meet this requirement due to physical disability will be reviewed on a case-by-case basis.

TYPICAL WORKING CONDITIONS

Work is performed in a normal office environment with an exempt employee classification. Must attend all SBF meetings which are typically after 5:00 P.M.:

TYPICAL PHYSICAL REQUIREMENTS

Requires the mobility to work in an office environment. Requires the ability to sit at desk for long periods of time and intermittently walk, stand, stoop, kneel, crouch and reach while performing office duties; use hands to finger, handle or feel objects, tools or controls; lift and/or move objects and materials of up to 25 pounds in weight. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing, and operating office equipment. Must be able to use a telephone to communicate verbally and a keyboard to communicate through written means, to review information and enter/retrieve data, to see and read characters on a computer screen.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document.

**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS
FROM: TOM LANDO, INTERIM SBF FUND ADMINISTRATOR
**RE: MODIFICATION TO AGREEMENT WITH MARCINIAK
CONSULTING SERVICES**
DATE: JULY 25, 2018

SUMMARY

The Committee will consider modifying agreement NO 3242 with Marciniak Consulting Services (MCS) for services provided to the SBF.

DISCUSSION

On January 17, 2018 the SBF Steering Committee approved an agreement with MCS to provide various services as detailed in the attached Exhibit A of the agreement. Compensation for the services was not to exceed \$12,000.00 during the term of the agreement.

MCS provided training and technical services to the new SBF Program Specialist from January 17, 2018 to June 30, 2018 billing for a total of 47 hours for \$2,832.50. MCS has agreed to provide on-site services to cover the vacancy created by the resignation of the SBF Program Specialist. It is anticipated that on-site coverage will be required for sixty days (15 or more hours per week) pending recruitment of an SBF Program Specialist. Once the replacement is hired there will be a training period and future consultation or assistance by MCS.

We are recommending a modification to the current agreement increasing the, not to exceed annually, amount of \$12,000 to \$18,000. All terms and conditions of the current agreement will remain the same.

FISCAL IMPACT SBF 9920

Decreases previously unallocated funds from \$3,072,879.79 to \$3,095,690.88.

RECOMMENDATION

1. Approve the modification; (or) 2. Provide direction.

ATTACHMENTS

Agreement No. 3242

AGREEMENT FOR PROFESSIONAL SERVICES

This Agreement is made and entered into as of January 17, 2018, by and between the **City of Oroville** a municipal corporation ("City") as the **Fund Administrator of the Supplemental Benefits Fund (SBF)**, and **Marciniak Consulting Services, Contract Planner/Consultant** ("Consultant").

RECITALS

- A. The Consultant is specially trained, licensed, experienced and competent to provide professional planning and technical assistance to the Supplemental Benefits Fund Steering Committee, the SBF Program Specialist, and the City of Oroville as required by this Agreement.
- B. The Consultant possesses the skill, experience, ability, background, license, certification, and knowledge to provide the services described in this Agreement on the terms and conditions described herein.
- C. The Supplemental Benefits Fund Steering Committee and the City desires to retain the Consultant to render the professional services as set forth in this Agreement.

AGREEMENT

- 1. Scope of Services. The Consultant shall furnish the following services in a professional manner. Consultant shall perform the scope of services described in Exhibit "A", which is attached hereto and incorporated herein by reference.
- 2. Time of Performance. The services of Consultant are to commence upon execution of this Agreement and shall continue until January 11, 2019.
- 3. Compensation. Compensation to be paid to Consultant shall not exceed \$12,000.00 per year and shall be in accordance with the Consultant's Standard Rate Schedule dated December 29, 2017 which is included in Exhibit A and

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incorporated herein by reference. **The Consultant's compensation will be funded as an administrative expense of the Supplemental Benefits Fund.** Payment by City under this Agreement shall not be deemed a waiver of defects in Consultant's services, even if such defects were known to the City at the time of payment.

4. Method of Payment. Consultant shall submit monthly billing to City describing the work performed during the preceding month. Consultant's bills shall include a brief description of the services performed, the date the services were performed, the number of hours spent and by whom, and a description of any reimbursable expenditures. City shall pay Consultant no later than 15 days after approval of the monthly invoice by City staff.
5. Extra Work. At any time during the term of this Agreement, the Supplemental Benefits Fund Steering Committee or the City may request that Consultant perform Extra Work. As used herein, "Extra Work" means any work which is determined by the Supplemental Benefits Fund Steering Committee City to be necessary for the proper completion of Consultant's services, but which the parties did not reasonably anticipate would be necessary at the execution of this Agreement. Consultant shall not perform, nor be compensated for, Extra Work without prior written authorization from the Supplemental Benefits Fund Steering Committee or the City.
6. Termination. This Agreement may be terminated by the SBF or the City immediately for cause or by either party without cause upon fifteen days' written notice of termination. Upon termination, Consultant shall be entitled to compensation for services properly performed up to the effective date of termination.

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7. Ownership of Documents. All plans, studies, documents, and other writings prepared by and for Consultant, its officers, employees, and agents and subcontractors in the course of implementing this Agreement, except working notes and internal documents, shall become the property of the SBF and the City upon payment to Consultant for such work, and the SBF and the City shall have the sole right to use such materials in its discretion without further compensation to Consultant or to any other party. Consultant shall, at Consultant's expense, provide such reports, plans, studies, documents, and other writings to the SBF or the City within three (3) days after written request.
8. Licensing of Intellectual Property. This Agreement creates a nonexclusive and perpetual license for the SBF or the City to copy, use, modify, reuse, or sublicense any and all copyrights, designs, and other intellectual property embodied in documents or works of authorship fixed in any tangible medium of expression including, but not limited to, data magnetically or otherwise recorded on computer diskettes, which are prepared or caused to be prepared by Consultant under this Agreement ("Documents and Data"). Consultant shall require all subcontractors to agree in writing, attached as Exhibit D, that the SBF or the City is granted a nonexclusive and perpetual license for any Documents and Data the subcontractor prepares under this Agreement. Consultant represents and warrants that Consultant has the legal right to license any and all Documents and Data. Consultant makes no such representation and warranty in regard to Documents and Data which may be provided to Consultant by the SBF or the City. SBF or the City shall not be limited in any way in its use of the Documents and Data at any time, provided that any such use not within the purposes intended by this Agreement shall be at City's sole risk.
9. Consultant's Books and Records

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- a. Consultant shall maintain any and all ledgers, books of account, invoices, vouchers, canceled checks, and other records or documents evidencing or relating to charges for services, expenditures, and disbursements charged to the SBF or the City for a minimum period of three (3) years, or for any longer period required by law, from the date of final payment to Consultant to this Agreement.
- b. Consultant shall maintain all documents and records which demonstrate performance under this Agreement for a minimum of three (3) years, or for any longer period required by law, from the date of termination or completion of the Agreement.
- c. Any records or documents required to be maintained pursuant to this Agreement shall be made available for inspection or audit, at any time during regular business hours, upon written request by the Supplemental Benefits Fund Steering Committee, City Administrator, City Attorney, City Finance Director, or a designated representative of these officers. Copies of such documents shall be provided to the SBF or the City for inspection at 1735 Montgomery Street, Oroville, California when it is practical to do so. Otherwise, unless an alternative is mutually agreed upon, the records shall be available at Consultant's address indicated for receipt of notices in this Agreement.
- d. Where City has reason to believe that such records or documents may be lost or discarded due to dissolution, disbandment, or termination of Consultant's business, City may, by written request by any of the above named officers, require that custody of the records be given to the City and that documents be maintained by City Hall.

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11. Independent Contractor. It is understood that Consultant, in the performance of the work and services agreed to be performed, shall act as and be an independent contractor and shall not act as an agent or employee of the Supplemental Benefits Fund or the City. Consultant shall obtain no rights to retirement benefits or other benefits which accrue to City's employees, and Consultant hereby expressly waives any claim it may have to any such rights.
12. Interest of Consultant. Consultant (including principals, associates, and professional employees) covenants and represents that it does not now have any investment or interest in real property, and shall not acquire any interest, direct or indirect, in the area covered by this Agreement or any other source of income, interest in real property or investment which would be affected in any manner or degree by the performance of Consultant's services hereunder. Consultant further covenants and represents that in the performance of its duties hereunder no person having any such interest shall perform any services under this Agreement. Consultant is not a designated employee within the meaning of the Political Reform Act because Consultant:
- a. will conduct research and arrive at conclusions with respect to its rendition of information, advice, recommendation, or counsel independent of the control and direction of the City or any City official, other than normal agreement monitoring; and
 - b. possesses no authority with respect to any City decision beyond rendition of information, advice, recommendation, or counsel. (FPPC Reg. 18700(a)(2).)
13. Professional Ability of Consultant. City has relied upon the professional training and ability of Consultant to perform the services hereunder as a material inducement to enter into this Agreement. All work performed by Consultant under this Agreement shall be in accordance with applicable legal requirements

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and shall meet the standard of quality ordinarily to be expected of competent professionals in Consultant's field of expertise.

14. Compliance with Laws. Consultant shall use the standard of care in its profession to comply with all applicable federal, state, and local laws, codes, ordinances, and regulations.
15. Licenses. Consultant represents and warrants to the SBF and the City that it has all licenses, permits, qualifications, insurance, and approvals of whatsoever nature which are legally required of Consultant to practice its profession. Consultant represents and warrants to the SBF and the City that Consultant shall, at its sole cost and expense, keep in effect or obtain at all times during the term of this Agreement, any licenses, permits, insurance, and approvals which are required by the City for its business.
16. Indemnity. Consultant agrees to defend, indemnify, and hold harmless the City, its officers, officials, agents, employees, and volunteers from and against any and all claims, demands, actions, losses, damages, injuries, and liability, direct or indirect (including any and all costs and expenses in connection therein), arising from its performance of this Agreement or its failure to comply with any of its obligations contained in this Agreement.
17. Insurance Requirements. Consultant, at Consultant's own cost and expense, shall procure and maintain, for the duration of the Agreement, the insurance coverage and policies as set forth in Exhibit "B" attached hereto.
18. Notices. Any notice required to be given under this Agreement shall be in writing and either served personally or sent prepaid, first class mail. Any such notice shall be addressed to the other party at the address set forth below. Notice shall be deemed communicated within 48 hours from the time of mailing if mailed as provided in this section.

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If to City: **Acting SBF Fund Administrator
City of Oroville
1735 Montgomery Street
Oroville, CA 95965**

If to Consultant: **Marciniak Consulting Services
242 Cottage Creek Drive
Oroville, CA 95966**

19. Entire Agreement. This Agreement constitutes the complete and exclusive statement of Agreement between the City and Consultant. All prior written and oral communications, including correspondence, drafts, memoranda, and representations are superseded in total by this Agreement.
20. Amendments. This Agreement may be modified or amended only by a written document executed by both Consultant and City and approved as to form by the City Attorney.
21. Assignments and Subcontracting. The parties recognize that a substantial inducement to City for entering into this Agreement is the professional reputation, experience, and competence of Consultant. Assignments of any or all rights, duties, or obligations of the Consultant under this Agreement will be permitted only with the express prior written consent of the City. Consultant shall not subcontract any portion of the work to be performed under this Agreement without the prior written authorization of the City. If City consents to such subcontract, Consultant shall be fully responsible to City for all acts or omissions of the subcontractor. Nothing in this Agreement shall create any contractual relationship between City and subcontractor not shall it create any obligation on the part of the City to pay or to see to the payment of any monies due to any such subcontractor other than as otherwise required by law.



22. Waiver. Waiver of a breach or default under this Agreement shall not constitute a continuing waiver of a subsequent breach of the same or any other provision under this Agreement.
23. Severability. If any term or portion of this Agreement is held to be invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions of this Agreement shall continue in full force and effect.
24. Controlling Law Venue. This Agreement and all matters relating to it shall be governed by the laws of the State of California and any action brought relating to this Agreement shall be held exclusively in a state court in the County of Butte, or in the United States District Court, Eastern District of California.
25. Litigation Expenses and Attorneys' Fees. If either party to this Agreement commences any legal action against the other part arising out of this Agreement, the prevailing party shall be entitled to recover its reasonable litigation expenses, including court costs, expert witness fees, discovery expenses, and attorneys' fees.
26. Execution. This Agreement may be executed in several counterparts, each of which shall constitute one and the same instrument and shall become binding upon the parties when at least one copy hereof shall have been signed by both parties hereto. In approving this Agreement, it shall not be necessary to produce or account for more than one such counterpart.
27. Authority to Enter Agreement. Consultant has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each party warrants that the individuals who have signed this Agreement have the legal power, right, and authority, to make this Agreement and to bind each respective party.

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28. Prohibited Interests. Consultant maintains and warrants that it has not employed nor retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement. Further, Consultant warrants that it has not paid nor has it agreed to pay any company or person, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, brokerage fee, gift, or other consideration contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, City shall have the right to rescind this Agreement without liability. For the term of this Agreement, no member, officer, or employee of City, during the term of his or her service with City, shall have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.
29. Equal Opportunity Employment. Consultant represents that is and equal opportunity employer and it shall not discriminate against any subcontractor, employee, or applicant for employment because of race, religion, color, national origin, disability, ancestry, sex, or age. Such non-discrimination shall include, but not be limited to, all activities related to initial employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff, or termination.


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IN WITNESS WHEREOF, the parties have caused this Agreement to be executed on the date first written above.

CITY OF OROVILLE

MARCINIAK CONSULTING SERVICES

By: 
Linda L. Dahlmeier, Mayor

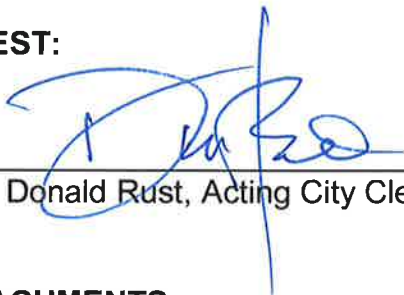
By: 
Title: Owner

APPROVED AS TO FORM:

By: 
Scott E. Huber, City Attorney

Business License #: 10003446
Tax ID No.: 558-54-0411

ATTEST:

By: 
Donald Rust, Acting City Clerk

ATTACHMENTS

- Exhibit A Scope of Service, Standard Rate Schedule and Other Provisions
- Exhibit B Insurance Requirements

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**Exhibit A: Scope of Services, Standard Rate Schedule and Other Provisions
Effective, December 29, 2017**

SCOPE OF SERVICES

Marciniak Consulting Services will provide:

- ✓ Training expertise and training to the new SBF Program Specialist
- ✓ Technical assistance regarding all aspects of the Supplemental Benefits Fund
- ✓ Meeting preparation, as requested (Agendas, Staff Reports, Minutes)
- ✓ Assistance in completion of the five-year update of the Regional Fund Strategic Plan
- ✓ Assistance in editing & finalization of the Feather River Conceptual Plan (A Vision for the Future of the Low Flow Channel)
- ✓ Research as required/requested
- ✓ Consultation to the SBF Steering Committee Members and/or the Acting SBF Fund Administrator
- ✓ Other services as determined by the SBF Steering Committee and/or the Acting SBF Fund Administrator

STANDARD RATE SCHEDULE

- ✓ On-site Hourly Rate: \$60.00 per hour, billed in 15 minute increments
- ✓ Telephone/Skype/email/conference calls, or other electronic communication: \$50.00 per hour, billed in 15 minute increments
- ✓ Not to exceed \$12,000.00 per year.

OTHER PROVISIONS

- ✓ City (SBF) to provide:
 - Desk/office space
 - Telephone access
 - Computer access
 - Email access
 - Access to all existing/future SBF records and files

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**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS

**FROM: BOB MARCINIAK, CONSULTANT MCS
TOM LANDO, INTERIM SBF FUND ADMINISTRATOR**

**RE: REQUEST FROM UPSTATE COMMUNITY ENHANCEMENT
FOUNDATION FOR A NEW CONTRACT TO PROVIDE
SERVICES AS AN EVENT COORDINATOR FOR 2019 - 2020 TO
BE FUNDED UNDER THE MARKETING/COMMUNITY BENEFIT
FUND**

DATE: JULY 25, 2018

SUMMARY

In 2011, it was recognized that having a paid Event Coordinator provided the nucleus to coordinate major community events which include, Feather Fiesta Days (May), Fourth of July (July), Salmon Festival (September) and the Holiday Parade of Lights (December). Each of the events has grown during this time with increased attendance, creative approaches to media publications and new interesting elements attracting out of town visitors, but still keeping the "small town" atmosphere that the community desires.

On October 7, 2015, the SBF Steering Committee approved a request from Upstate Community Enhancement Foundation to provide the Event Coordinator services for 2016 which included adding an additional event in April, Wildflower & Nature Festival.

The operations of the five major events are mostly comprised of volunteers from local organizations, service clubs and government. The Event Coordinator is, in essence, the clearing house of activities including documenting and planning meetings, soliciting advertising funds, placing event insurance, controlling permitting and being the contractual agent for advertising placement, event rentals and other matters related to each event.

Upstate Community Enhancement Foundation (UCEF) has been the Event Coordinator since 2011. UCEF has done an outstanding job in fulfilling the parameters of the contract, providing documentation of all planning meetings and final reports of each event. They work well with the various agencies and the countless volunteers that come together for each of the events.

The proposal presented by UCEF also includes a reduction of 5% from the previous contract for each year of the contract. As stated in their proposal, "Our goal is to help rebuild the historic downtown area and create a steady flow of

economic vitality to the community. These events are economic and community development tools. They highlight the wonderful assets of Oroville, like the Feather River, as well as bringing community to the city core for a shared experience”.

The Regional Fund Strategic Plan (RFSP) Review/Update ad Hoc Committee, as part of the five-year review of the RFSP, suggested that consideration be given to allocating funds from the Marketing/Community Benefit Fund for an Event Coordinator as the activities fits within, one or more, of the intent of that fund.

FISCAL IMPACT SBF 9920

The Marketing/Community Benefits Fund currently has unallocated funds of \$307,288.00.

RECOMMENDATION

1. Receive the request; (or), 2. Deny the request; (or) 3. Provide direction.

ATTACHMENTS

Proposal from UCEF for the period January 1, 2019 – December 31, 2020



Friends of the Arts

Upstate Community Enhancement
Foundation

OFFICE

300 Main St., #150
Chico, California 95928

PHONE

530-228-1840

EMAIL

debi@uofa.org

WEB

www.friendsoftheartsupstate.org
www.oroillesalmonfest.org
www.artoberfest.org

Friends of the Arts is the popular name of Upstate Community Enhancement Foundation, a 501(c)3 dedicated to social, cultural and educational endeavors. Our Federal ID# 68-0483892

Funded, in part, by private business, individuals and the California Arts Council, a state agency; the National Endowment for the Arts, a federal agency; the City of Oroville's Supplemental Benefit Fund; and the City of Chico's Public Access TV operations.

EVENT COORDINATOR PROPOSAL

We want to thank the SBF Steering Committee for recognizing the need for the Event Coordinator position, established in 2011. A good example of this is the growth of the Salmon Festival. The first year we were involved, we had approximately 4,000 attendees. In 2017, we estimated over 25,000 attendees, for what is now one of the largest one-day events in the North State. This was only possible through your efforts.

TIMEFRAME – January 1, 2019 – December 31, 2020

PROPOSED SCOPE OF WORK – Two-year proposal with \$1,500 reduction each year.

YEAR I, 2019 – \$26,500

YEAR II, 2020 – \$25,000

Please note we will augment the above amounts with funds we've been building to help make Oroville festivals and events sustainable.

The request is to continue to provide an Event Coordinator to administer the following events with the emphasis on the Salmon Festival, a premiere Butte County event and one that has the potential to become a premiere West Coast event.

Events to be covered:

FRPRD Wildflower & Nature Festival

Feather Fiesta Days

Lake Oroville Fireworks

Salmon Festival

Holiday Parade of Lights

Breakdown of time commitment:

- Manage all aspects of the Salmon Festival (65%)
- Attend meetings, assist in sponsorship & facilitate media for FRPRD Wildflower & Nature Festival (7%)
- Facilitate meetings; assist in sponsorship & media for Feather Fiesta Days (15%)
- Attend meetings, assist in sponsorship & media for Lake Oroville Fourth of July Celebration (5%)

9-3

- Facilitate meetings; assist in sponsorship & media for Oroville Parade of Lights (8%)

The Event Coordinator will provide the following services:

- Facilitating and attending meetings year--round including the City of Oroville monthly Tourism Meeting.
- Documentation of meetings and proposed plans (Feather Fiesta Days, Salmon Festival, Holiday Parade of Lights)
- Identifying and contacting potential sponsors
- Media & public relations and ad placement for all events
- Creation of TV, radio & print ads for all events
- Assist and design marketing materials
- Arrange media interviews & write press releases for all events
- Grant writing and identification for eligible events
- On--site management (Salmon Festival)
- On--site assistance (FRPRD Nature & Wildflower Festival, Feather Fiesta Days, Holiday Parade of Lights)
- Direct marketing at regional and local events as appropriate
- Prepare and assist in e--blasts, social media for all events.

Publicity

Negotiate all media contracts for each event. This is done in the beginning of the year with all events grouped together (when possible) to obtain the best rate and exposure. Offer 'Media Sponsorship' for all events to obtain additional coverage.

Continue to expand direct media relations including; TV and radio interviews and expansion of social media through e--blasts, facebook, Instagram, twitter and more. We currently have 10,989 'likes' on the 5 Facebook pages, which means these people 'follow' or get updates for these events. As we continue to develop this social media tool, it will only grow each event and create greater awareness and visibility for Oroville.

Sponsorship

Obtain Sponsorship for each event. This is done for both large and small contributors. We have had assistance from organizations such as Rabobank, U.S. Bank, PG & E, Kiewit Construction, City of Oroville, DWR, State Parks,

Feather Falls Casino, Gold Country Casino, Wells Fargo, Oroville Hospital and more.

We also solicit local businesses and have been able to raise advertisement funds to cover the cost for all events covered in this agreement.

Another way is In-kind media sponsorship, which gives us ads at reduced or no cost. This has been every effective with print, radio and TV advertising for all events. Media sponsors include: KHSL, KRCR, NSPR, KZFR, Deer Creek Broadcasting, Results Radio, Chico News & Review, Enterprise Record / Oroville Mercury News and BCAC.tv.

Community Support

We have been involved in developing an Event Support Base since we began working with the SBFin 2011.

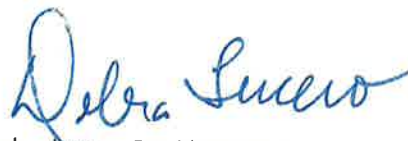
Here are a few of the organizations we partner with us for these events: The Exchange Club, Oro Dam Cruisers, Oroville Downtown Business Association, Native Sons of the Golden West, Feather River Parks & Recreation District, California State Parks, Artists of River Town, Kiwanis Club, Oroville Chamber of Commerce, Dept. of Water Resources, River Front District, Dept. of Fish & Wildlife, City of Oroville, Oroville Police Dept., V.I.P.S., S.T.A.R.S., Oroville Docents, Oroville Fire Dept. OARS, California Highway Patrol, Butte Co. Sheriff's Dept., Oroville Rotary Club, African American Family and Cultural Center, Lords Gym, Recology and the Northwest Lineman College.

In addition, we work with over 30 community and non-profit organizations from the area, providing representation at said events. Through this network, we are able provide information via social media and offer assistance when needed.

Goal – The ultimate goal is to create greater awareness of the Oroville Community and all that it has to offer. These events are wonderful economic and community development tools. They highlight the incredible assets of Oroville, like the Feather River, Lake Oroville, and the historic downtown district as well as bring vital activity and people to the city core for a shared experience.

We have been able to grow each event and cross-promote them to gain greater visibility and exposure. With the growth of these events also comes economic growth, as more people visit the City and area. Hopefully to return over and over again and let their friends and family know what a great place it is to visit.

Thank you for your consideration,



Debra Lucero, President, UCEF

**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS

**FROM: BOB MARCINIAK, CONSULTANT MCS
TOM LANDO, INTERIM SBF FUND ADMINISTRATOR**

**RE: REQUEST FROM THE OROVILLE DOWNTOWN BUSINESS
ASSOCIATION (ODBA) FOR FUNDING UNDER THE
MARKETING/COMMUNITY BENEFIT FUND**

DATE: JULY 25, 2018

SUMMARY

The Oroville Downtown Business Association has requested consideration for funding in the amount of \$95,000 from the SBF Marketing/Community Benefit Fund. The request is attached and details how the funds would be utilized to create and promote digital marketing (\$50,000) of the Historic Downtown District (HDD) and acquire office space and hire a part-time employee who would staff the office and be a downtown guide. The ODBA for years has struggled to create and promote an image for the HDD that would attract new stores, events and most importantly foot traffic resulting in shopping and ultimately increased tax dollars.

FISCAL IMPACT SBF 9920

The Marketing/Community Benefits Fund currently has unallocated funds of \$307,288.00.

RECOMMENDATION

1. Receive the request; (or), 2. Deny the request; (or) 3. Provide direction.

ATTACHMENTS

Letter & request details from the ODPBA

10-1



—OROVILLE—
DOWNTOWN
BLOOMINGDALE ST. 1000 N. 1000 E.

July 18, 2018

Scott Thomson, Chairperson Supplemental Benefits Fund
1735 Montgomery Street Oroville, CA 95965

Dear Mr. Thompson and Supplemental Benefits Fund Committee,

The Oroville Downtown Business Association (ODBA) is requesting funding from the SBF "Marketing/Community Benefit Fund" for marketing and beautification projects for Downtown Oroville.

The ODBA lives and breathes Downtown Oroville. We own, manage, or sponsor most of the events and festivals that take place downtown such as First Fridays, The Farm to Table Community Dinner, Parade of Lights, and Christmas Tree Lighting as well as Feather Fiesta Days and Salmon Festival Street Fairs. The board is made up of local small business owners, all of whom volunteer their time to manage, plan, decorate, promote, and execute these local events. All of this work is done by board member volunteers without an office or a paid staff. The ODBA has also been working closely with community beautification volunteers to clean and beautify the downtown.

While we see some added interest in Downtown due to these efforts, we know there is more to be done. There are several factors that lead us to see an urgent need for funds to help create a beautiful atmosphere that customers can't get by shopping online and promote Downtown Oroville and it's businesses to our community and surrounding areas.

We feel especially passionate about this due to the hardship that the spillway incident, resulting evacuation, and subsequent negative press has caused our downtown community along with the rest of our town. That said, we feel there is a there is a huge opportunity to reach out to our community, surrounding areas, and beyond to let them know **Downtown Oroville is Open for Business** and it is a charming, safe, and fun environment. In order to do this we need funds to elevate the look and feel of downtown as well as creating and executing marketing campaigns.

We are the keepers of Historic Downtown Oroville's charm and future. It deserves the investment. We feel that time is of the essence and have made it a 2018 priority to focus on the marketing and promotion of Downtown Oroville. Through researching the efforts of other communities similar to ours, we have identified several best practices and successful beautification and marketing tactics that we feel would also be effective in our community. As a result, we propose the following projects:

Marketing and Beautification : \$50,000.00

1. **Visit Downtown Oroville Marketing/Advertising Campaign.** We want to "show and tell" people that we are here and what we have to offer.
 - o TV Commercial about Downtown Oroville that we can also share on Social Media. This would include a local media buy and focused target market Facebook ads.
 - o **Hire local photographer and videographer to create imagery and videos of businesses.** Local business profile videos and images will be shared on Social Media and the ODBA website - an indepth look at what Downtown Oroville has to offer.
2. **Downtown Beautification:**
 - o **Safety and decorative:** Solar lighting in trees and across streets
 - o **Festival tents for shade and seating** for festival goers.
 - o **Safety:** Gates to go around trees in sidewalk
 - o **Safety:** Planters or fill in to replace more dangerous or missing tree holes
 - o **Permanent Signage Myers St:** "Welcome to Historic Downtown Oroville" sign above the train tracks or painted on both sides of the bridge entering on Myers Street.
 - o **Billboards:** Myers street @ Baldwin. This billboard is at the entrance to downtown and a perfect opportunity send a welcoming message to visitors.
 - o Improve miners alley (arts showcase, usage for events, lighting)
 - o **Grates for sidewalks:** There are holes around some of the sidewalk trees that need to be covered with grate for safety.
3. **Downtown Oroville Website and Management:** This website will be the "go to" website for all Historic Downtown Oroville information. All businesses zoned within the downtown area will be represented in a directory, while ODBA members will have more in-depth profiles. This site will also link to and share information with other area organizations such as the Chamber, City, and Riverfront District.
 - o **For Example:** Downtown Chico "Downtown Chico Business Association" has a great website that is sponsored by local businesses. <https://www.downtownchico.com/>
 - o **Real Estate:** What's available to rent or buy. Bring your business to Downtown Oroville!
4. **Social Media:**
 - o **Digital Content for Social Media:** Local photographer and video producer for photoshoot and video/vlogs of downtown businesses that create content for ODBA Facebook page. This content will promote sales, store specifics, events, and Oroville as a destination. This content will consistently engage, inform, and expand our reach on social media platforms such as Facebook and Instagram.

Event Coordinator & Downtown Guide: \$25,000.00

The ODBA manages a large portion of all of the Downtown Oroville festivals and First Friday events. Hundreds Of volunteer hours go into these community events. A staff and place to call home would give us a chance to elevate these events and make them event more profitable and enjoyable for the city.

1. **This part time office/event coordinator support staff would be a place for vendor support, and ticket sales as well as ODBA business and Downtown promotion: office \$5,000 + staff \$10,000**
 - o Coordinate logistics for festival infrastructure & organizing volunteers for all participants.
 - o Manage vendors and placement.
 - o Coordinate with downtown businesses and help create promotional material.
 - o Festival information including vendor support, applications, and payment drop off.
 - o Ticket sale box office for all Downtown Oroville events.
 - o Support organizations like the Oro Dam Cruisers and others who need help with online vendor and ticket sales and promotion.

2. **"What to do Downtown" guide: design, content and printing \$10,000** Production of flyers and brochures for downtown businesses, historic sites, events, festivals, and museums. Design and content creation for event and festival promotional material.

About ODBA 2018

Mission: The Downtown Oroville Business Association is a non-profit organization dedicated to enhancing and restoring Downtown Oroville as a thriving and diverse retail and cultural center. It serves as an independent advocate actively engaged in the promotion of a prosperous downtown community, and a catalyst for a vibrant and welcoming downtown, which deserves much greater recognition for its entrepreneurial opportunities and historic beauty. We also focus on providing tourism promotion and easy access to information for out of town visitors.

Vision: Our vision is to become a recognized and respected organization within the community. Our long-term vision is to become a Downtown Improvement District (DID).

ODBA Goals for 2018

1. Update and modify the existing By-Laws and establish robust, effective organizational processes.
2. Grow relationships with downtown businesses, City, Chamber, and the Riverfront District.
3. Elevate, organize, and promote downtown events and festivals to create a sense of local pride in our downtown, while also attracting visitors.
4. Increase downtown occupancies by identifying open spaces and promoting Downtown Oroville as a place of opportunity and growth for entrepreneurs.

ODBA President: Rachel Cowan



ODBA Events Coordinator: Tracy Grant



Bob Marciniak

From: ODBA Contact <contact@orovilledba.com>
Sent: Wednesday, July 18, 2018 4:15 PM
To: Bob Marciniak
Cc: Sandy Harlan; tracy grant photo; Rachel Cowan; melissa goble; Heather Johnson
Subject: Re: SBF Funding Request

Hi Bob,

Welcome back! We will get you the new letter tomorrow and here are the answers to your questions.

1. New Letter: We will bring you a new **signed letter** addressed to Scott Thomson, Chairperson Supplemental Benefits Fund tomorrow.
2. Comments about how the part-time & downtown guide and other recurring expenses would be funded after the requested funds from the SBF are expended. The **part time Events' Coordinator/ Promotions** person would help elevate the events enough to create a revenue stream so the ODBA could continue to pay for that person through funds made by the events. The **Downtown Guide** would be available for two years and **promote the events, Museums, and local businesses**. We think once this is proven to be a useful tool that the businesses will fund it ongoing. Tracy Grant has a copy of an old one I can show you.
3. How the ODBA and Riverfront District organization are, or plan to, work together: Riverfront District stores are active participants of the First Friday events. Tracy Grant (ODBA events coordinator) is working with them. We also promote the Riverfront businesses on our Facebook page. We also are working with Krysi Riggs on the "Downtown Improvement Project" which is a group of volunteers that work to clean up and beautify the downtown area. Krysi managed the Christmas Tree Lighting Ceremony that the ODBA funds every year. Part of the funds from the SFB grant are for more Christmas lights for the tree and more lighting for downtown in general.
4. How, or if, the ODBA is working with the Oroville Area Chamber of Commerce which received a (2018) \$50,000 SBF allocation for economic stimulus through tourism promotion: The ODBA is not affiliated with Chamber's SBF grant.

The ODBA all volunteer board plans and coordinates Monthly First Fridays events, Farm to Table Dinner, Salmon Festival Downtown portion, Feather Fiesta Days Street Fair, Parade of Lights and Christmas Tree Lighting. Our goal is to make these events more fun and safe for the public and profitable for local downtown businesses - we need funds to support this goal.

--
ODBA Contact
Oroville Downtown Business Association
<https://www.orovilledba.com/>
contact@orovilledba.com

On Tue, Jul 17, 2018 at 1:03 PM, Bob Marciniak <bmarciniak@cityoforoville.org> wrote:

Hello, as you may be aware that Dawn Nevers, SBF Program Specialist resigned from her position. I am filling in on an interim basis and working on Staff Reports & requests for the 07/25 quarterly meeting of the SBF Steering

Committee. Your letter of April 23rd to the previous SBF Chairperson is still pending. If the proposed concept & request are still being requested I'd like to ask for the following:

1. A new **signed letter** addressed to Scott Thomson, Chairperson Supplemental Benefits Fund
2. Comments about how the part-time & downtown guide and other recurring expenses would be funded after the requested funds from the SBF are expended.
3. How the ODBA and Riverfront District organization are, or plan to, work together.
4. How, or if, the ODBA is working with the Oroville Area Chamber of Commerce which received a (2018) \$50,000 SBF allocation for economic stimulus through tourism promotion which included:
 - a. Omni Channel Marketing
 - b. Website enhancement of "Visit Oroville"
 - c. Interactive Story-maps
 - d. Vlogs
 - e. Social Media & Drip Email Marketing
 - f. Visitor Service Center

I am in the office Tuesday, Wednesday & Thursday from 9am to 2pm. I am also checking emails remotely.

To include your request at the 07/25 meeting I would need the items mentioned above by noon Thursday, July 19th.

Bob Marciniak

Marciniak Consulting Services

Supplemental Benefits Fund (SBF)

City of Oroville SBF Fund Administrator

1735 Montgomery Street Oroville, CA 95965

(Direct) 530-538-2518 (FAX) 530-538-2468

Click on the following link for drought tips: <http://saveourwater.com/>

Visit one of Oroville's great museums, more information at: <http://www.cityoforoville.org/index.aspx?page=126>

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**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON & COMMITTEE MEMBERS

**FROM: BOB MARCINIAK, CONSULTANT MCS
TOM LANDO, INTERIM SBF FUND ADMINISTRATOR**

RE: 2018 NOTICE OF FUNDS AVAILABLE (NOFA)

DATE: JULY 25, 2018

SUMMARY

THE SBF CURRENTLY HAS \$3,072,879.79 IN FUNDS THAT ARE NOT COMMITTED (UNALLOCATED). AT THE JUNE 27, 2018, SPECIAL WORKSHOP MEETING OF THE SUPPLEMENTAL BENEFITS FUND STAFF WAS DIRECTED TO BRING BACK INFORMATION REGARDING UNALLOCATED FUNDS AND THE ISSUANCE OF A POTENTIAL NOFA.

BACKGROUND

The Regional Fund Strategic Plan (RFSP) approved, April 27, 2010 and updated and approved in 2018 provides the Steering Committee with a framework for making decisions regarding the allocation and appropriation of SBF revenues.

The RFSP was written with the assumption that the FERC License for Project No. 2100 would be approved and an annual funding stream would occur. The approval has not occurred; however, funds from the Department of Water Resources (DWR) have been made in the amount of \$100,000 annually since 2012 against the initial first allocation that is due once the FERC License is approved. An additional \$3,000,000 released to the SBF fund by DWR in 2017 from funds due at license signing.

The RFSP five-year update was approved by the SBF Steering Committee on April 25, 2018 with recommendations from the RFSP ad Hoc Committee. A Grant Applicant Information (GAI) packet was also approved which contains excerpts from the Regional Fund Strategic Plan and an application process. The GAI is intended to streamline the application process as most of the information in the RFSP was written for the SBF Steering Committee use. At the previous SBF Steering Committee it was determined that a NOFA would only be released if the revisions to the RFSP were approved.

DISCUSSION

At the June 27, 2018 Special/Workshop Meeting the SBF approved distributing unallocated funds which were at \$3,072,880, to the following RFSP established categories:

Marketing Community Benefit Fund: (10%)	\$ 307,288
Project Fund (70%)	\$ 2,151,016
Revolving Loan Fund (10%)	\$ 307,288
Reserve/Contingency Fund (10%)	\$ 307,288
Total Funds:	\$ 3,072,880

Note: The Large Project Fund & Revolving Loan Fund may be combined at the discretion of the SBF Steering Committee based on the applicant's proposal. For example, an applicant could request a larger amount from the Revolving Loan Fund.

Discussion for the purposes of issuing one or more NOFA's for the Project Fund, and/or the Revolving Loan Fund should take into consideration the following:

1. If there is a specific "reach" as defined in the Feather River Conceptual Plan (A Vision for the Low Flow Channel of the Feather River) that was approved by the SBF Steering Committee on November 30, 2017. The six reaches are within the Project Consideration Priority Map approved by the SBF Steering Committee on July 7, 2016:
 - a. Reach 1: Diversion Pool
 - b. Reach 2: Fish Barrier Pool
 - c. Reach 3: Historic Downtown District
 - d. Reach 4: Riverbend Park
 - e. Reach 5: Oroville Wildlife Area
 - f. Reach 6: Thermalito Forebay
2. The amount, or amounts if more than one NOFA.
3. The amount of matching funds required.
4. The notification period to the public (30 days minimum or longer).
5. If a pre-application workshop is required.

Next Steps:

If a NOFA(s) are approved staff will prepare and release the following:

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- Issue a press release announcing the NOFA(s)
- Issue a legal posting announcing the NOFA(s)
- Up-load a pdf/fill-in application with complete instructions to the SBF menu on the City website
- Provide printed copies of instructions and applications available for pick-up at either the City of Oroville or Feather River Recreation & Park District Activity Center
- Once the posting/application period ends staff will provide a listing of applicants, projects and amounts requested to the SBF Steering Committee. Staff will provide a pre-screen process as detailed in the Regional Fund Strategic Plan
- Staff will schedule a public meeting for presentations to the SBF Steering Committee

FISCAL IMPACT

Reduces unallocated SBF funds by funds made available

RECOMMENDATION

(1) Approve issuance of NOFA(s) to include maximum available funds & matching funds requirements and any other specifications as determined by the SBF Steering Committee; or, (2) Provide direction to staff

ATTACHMENTS

NOFA flow chart
Grant Application Information

11-3



NOFA ISSUED
~~July 16, 2015~~

Mandatory Workshop for Applicants
~~Wednesday, August 5, 2015~~

SBF Program Specialist
provides guidance to applicants

Submit Applications to:
City of Oroville, Fund Administrator
1735 Montgomery Street
Oroville, CA 95965

No later than 4:00P.M.
~~August 27, 2015~~

Does application meet
submittal & screening
requirements?
SBF Staff

YES

NO

Applicant Notified
with explanation

SBF Staff prepares
executive summary & review
package for the
SBF Steering Committee

Applicant Project Presentation
at SBF Public Meeting

SBF Steering Committee
requests additional information
(Optional)

SBF Staff requests
additional information
from applicant

Additional
information
not requested by
SBF Steering
Committee

SBF Staff
reviews additional information
provides comments to
SBF Steering Committee

SBF Steering Committee
hears public comment
reviews project & votes

Applicants notified

Approved
Fund Administrator
provides legal approval
Contract prepared

Not Approved
Applicant Notified
SBF Steering Committee
Decision is final

(SAMPLE FLOW-CHART)

17-4



SUPPLEMENTAL BENEFITS FUND REGIONAL FUND STRATEGIC PLAN EXCERPTS

GRANT APPLICANT INFORMATION

The following provides pertinent information to assist applicants requesting grant funding consideration from the Supplemental Benefits Fund. Applicants are encouraged to also review the complete Regional Fund Strategic Plan which is available at www.cityoforoville.org Local Government/SBF. Please contact the SBF Program Specialist at 530-538-2518 or email any questions to sbf@cityoforoville.org

- I. Mission of the Supplemental Benefits Fund (SBF)
- II. Vision of the Supplemental Benefits Fund
- III. Identifying the Low Flow Channel of the Feather River
- IV. How Funding Availability is Determined
- V. Funding Categories
- VI. Application Scoring and SBF Steering Committee Voting Process
- VII. Pre-application Request
- VIII. Pre-application Request Appeal Process
- IX. Grant Application

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I. MISSION OF THE SUPPLEMENTAL BENEFITS FUND

The intent of the SBF is to extend the economic benefits created by use of Oroville's water impoundment facilities to the Oroville region. Historically, operation of these facilities created several impacts, primarily associated with recreation and economic development of the Oroville Region. Creation of the Oroville Dam changed the physical landscape of Oroville, and the Feather River in the Oroville Region, and altered people's ability to recreate, creating certain new recreation amenities while hindering or eliminating others. Construction of the Dam and its associated facilities between 1961 and 1967 also provided a new source of employment and a temporary economic stimulus for the local communities during the project construction period. Long term it has provided several benefits to the region including the creation of Lake Oroville, the Thermalito Forebay and the Thermalito Afterbay recreation areas, the Oroville State Wildlife Area. Extensive flood control improvements for the region and the Sacramento Delta also occurred with the building of the Oroville Dam. As a result, the negotiations for relicensing the Oroville Dam addressed the concerns associated with these dynamics, and creation of the SBF serves to recognize that existence and that the operation of the Dam continues to have a positive impact on local communities.

To assure creation and implementation of the Strategic Plan remains in sync with the intent of the SBF, the Steering Committee identified a mission statement for the SBF. Applicants need to consider the Mission and Vision Statements as it forms the basis on which the Strategic Plan is built:

"Investing in recreational and related projects with a nexus to the Feather River to improve the quality of life and stimulate economic development in the Oroville region"

11-6

II. VISION OF THE SBF¹

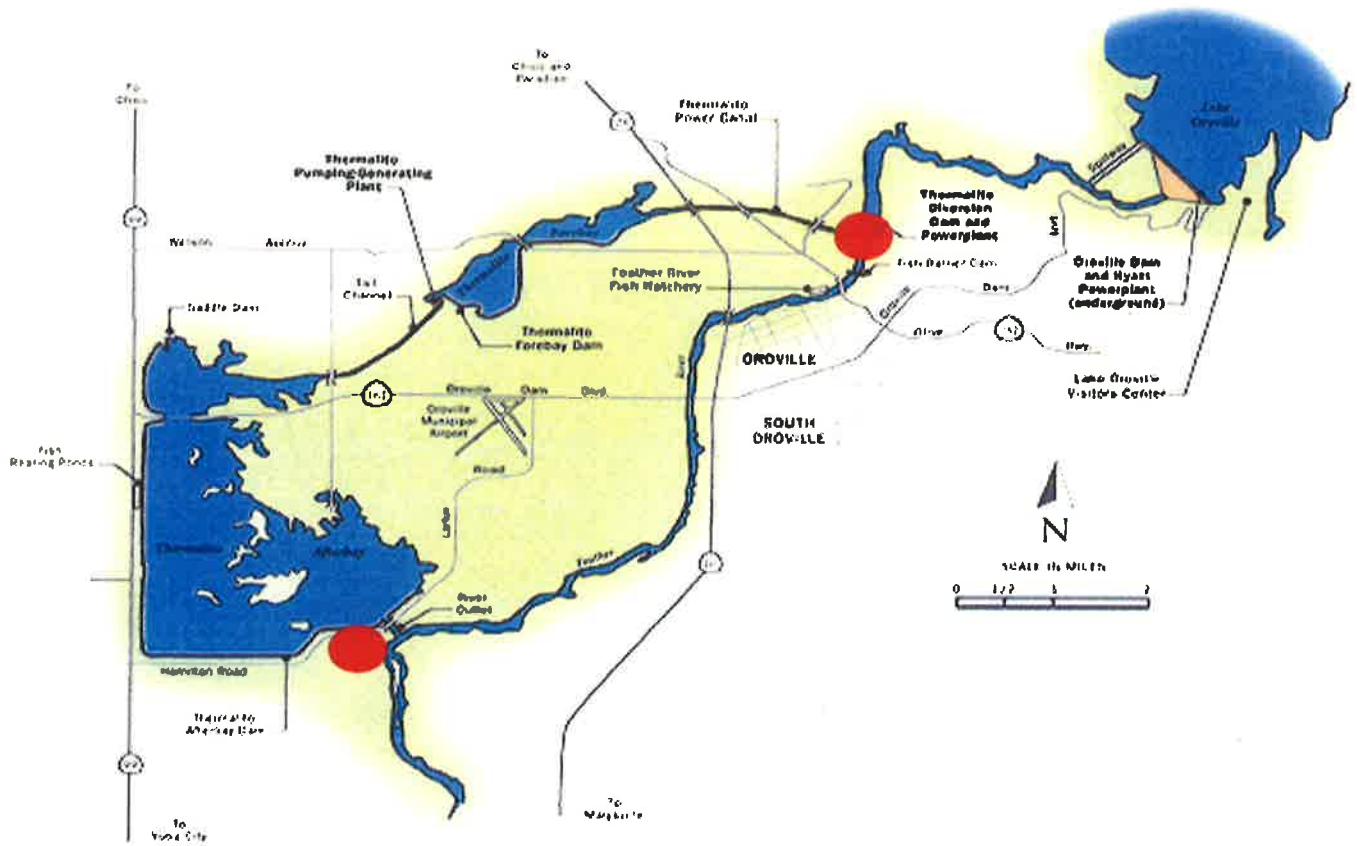
Reconnecting the beauty and diversity of the Feather River with the community will be the primary component of projects approved by the Supplemental Benefits Fund Steering Committee. The approved projects will provide additional recreational opportunities and economic benefits that enhance the lifestyle of the Oroville Region.

- I. **Major grant consideration:** The applicant **shall** provide a compelling presentation as to how the proposed project will assist in mitigating what was lost by the construction of the Oroville Dam Facilities (FERC Project No. 2100). The application **shall** take into consideration the various existing City of Oroville, Feather River Recreation & Park District, the Settlement Agreement for licensing of the Oroville Facilities FERC Project No. 2100, and other regional plans.
- II. **Moderate grant consideration:** The applicant **should** provide a meaningful connection to existing, or planned, facilities and projects. The application **should** also be in, or near, the low-flow channel of the Feather River (as defined below) and assist in making the Oroville Region a Northern California destination.
- III. **Low grant consideration:** The applicant's proposed project **may** be away from the low-flow channel of the Feather River, not connected to existing, or planned, facilities and projects, be unique or a non-profit venture within the Oroville Region including areas under FERC jurisdiction; however it must, at a minimum, meet the stated vision of the SBF.

¹ The SBF Steering Committee in 2011 instituted the Vision of the SBF to assist the committee, applicants and the general public to further understand request priorities.

III. IDENTIFYING THE LOW FLOW CHANNEL OF THE FEATHER RIVER

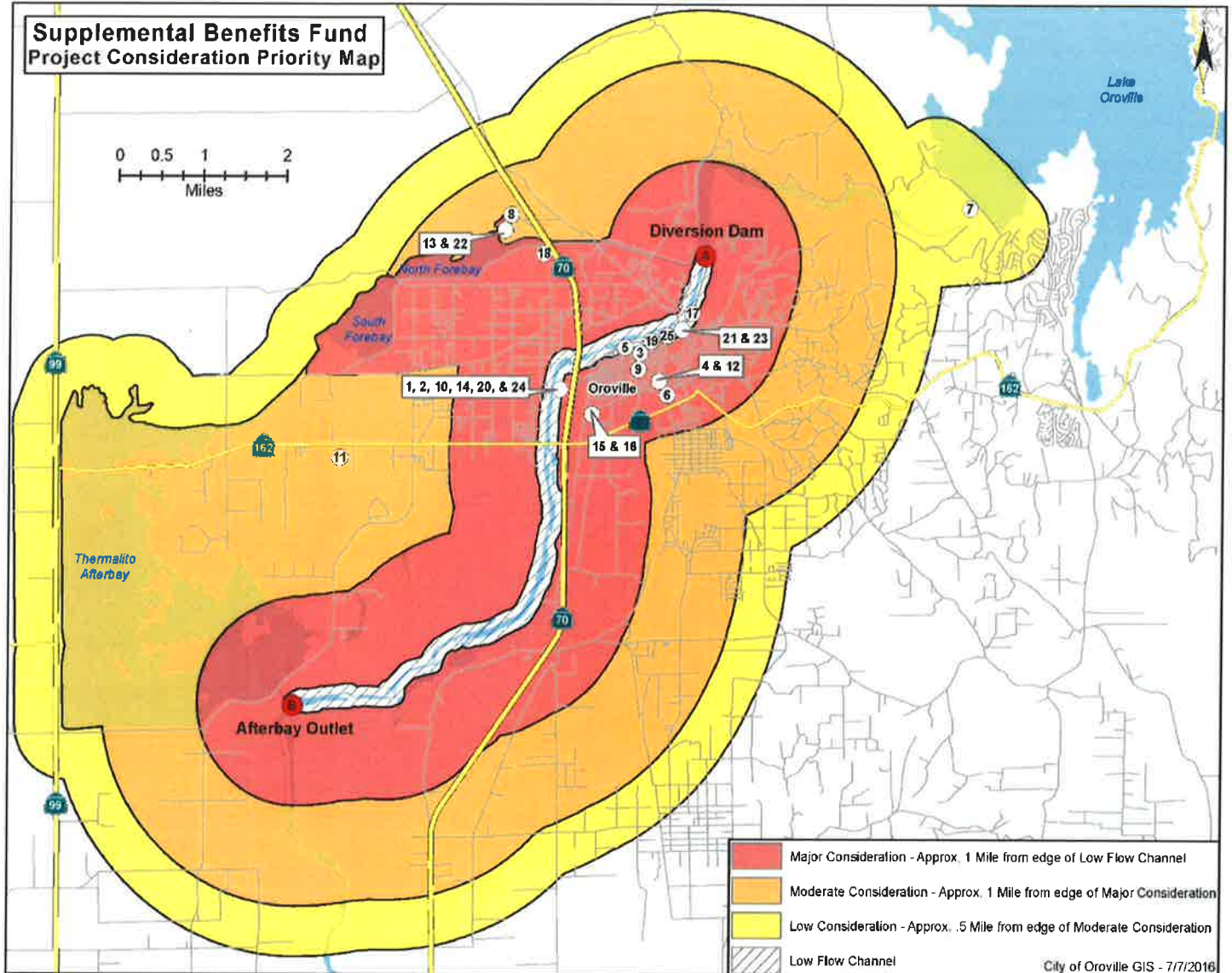
The low flow channel of the Feather River, which provides a major grant consideration factor, begins near the Diversion Dam and terminates near the Afterbay Outlet as noted by the red dots on the following map.



Map of Oroville Facilities

11-8

The low flow channel of the Feather River begins near the Diversion Dam (A) and terminates near the Afterbay Outlet (B) as noted by the red dots (A & B) on the map below. The map also delineates areas of **major, moderate and low consideration**² as detailed in the SBF Vision Statement on page 4. The list of the SBF approved projects 1-25 identified in the white boxes on the map below can be located on an interactive map on the City of Oroville website under SBF Priority Map.



² Major Consideration (Red) approximately 1 mile from the edge of the Low Flow Channel; Moderate Consideration (Gold) approximately 1 mile from the edge of the major consideration area; Low Consideration (Yellow) approximately 1/2 mile from the edge of the moderate consideration area. Priority map approved by the SBF Steering Committee on August 10, 2016.

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IV. HOW FUNDING AVAILABILITY IS DETERMINED

The SBF adopts and maintains an annual operating budget, on a fiscal-year basis (July 1st to June 30). Available funds are determined by the current allocation from DWR/SWC³. Fund availability can change from year to year based on several factors which include water delivery availability and hydro power production. Until the new license for the Settlement Agreement for licensing of the Oroville Facilities (FERC Project No. 2100) is approved the SBF is dependent on an annual \$100,000 draw against funds that will be released at license signing. After license signing and dependent on the license term up to \$1,000,000 per year will be potentially available.

V. FUNDING CATEGORIES

The underlying principles of the Grant Consideration Request and the Project Application Selection Process is to allocate the limited SBF funding resources in the most efficient, beneficial, and cost-effective manner, given the Vision and Mission Statements of the SBF and the conditions set forth in the Settlement Agreement.

Projects—Large Award

This funding category is intended to directly fund projects that are consistent with the Settlement Agreement and SBF Mission & SBF Vision. Between forty-five (45) and sixty-five (65) percent of the SBF funding stream will be dedicated to the Projects—Large Award category. Funding shall be considered by the Steering Committee for the entire 5-year funding cycle and there shall not be a maximum amount established for any single project. There will, however, be a minimum request amount of \$20,000 for SBF projects in this category.

Projects will be considered at the beginning of each multiple-year funding period. Applicants shall be required to complete a pre-application and, if invited to do so, a formal project application for project consideration. Any new projects seeking consideration after the start of the current multiple-year funding period will accumulate during the current funding cycle and will be evaluated and rated as part of the next funding cycle.

Optional Revolving Loan Fund

The Strategic Plan directs that between five (5) and fifteen (15) percent of annual SBF revenues be dedicated to projects seeking loans that can be leveraged into a long-term Revolving Loan Fund (RLF) funding category. Projects eligible for this funding category will be evaluated as part of the same process used to evaluate applicants seeking approval through the SBF Projects—Large Award funding category. Funding shall be considered by the Steering Committee for the entire 5-year funding cycle. (Found in the RFSP under Ch. 4 Operational Plan/SBF Funding Categories/revolving Loan Fund (Variable))

³ DWR = California Department of Water Resources; SWC = State Water Contractors

Marketing/Community Benefit Fund

This funding category is intended to directly fund projects that are consistent with the Settlement Agreement and SBF Mission and Vision. Between ten (10) and twenty (20) percent of the SBF funding stream will be dedicated to the Marketing and Community Benefit category. Funding shall be considered by the Steering Committee for the entire 5-year funding cycle and there shall be a maximum amount of \$250,000 established for any single project.

The intent of the Marketing and Community Benefit Projects category is three-fold:

1. Give the SBF Steering Committee the ability to fund projects on an as-requested basis, while such project requests are not weighted and ranked in priority with others in the same funding pool, but rather approved or rejected based on their individual merit as determined by the SBF Steering Committee.
2. Drawing on findings of the Opportunities Analysis (2009), fund coordination of marketing efforts between various entities and agencies that all market activity in the Oroville Region. Specific strategies summarized in the Opportunities Analysis include these:
 - Create a marketing brand for the area—this was completed in 2009 through efforts by DWR, the City, and the Oroville Area Chamber of Commerce.
 - Actively manage and coordinate media communications and publications.
 - Improve signage and way-finding (orienting visitors toward and between existing and planned recreation and tourism assets).
 - Conduct joint marketing of business development and tourism (e.g., market tourism while promoting quality-of-life attributes to prospective businesses and employers).
 - Emphasize tourism marketing and promotion with appropriate connections to the City, County, and other special agency economic development strategies.
3. Fund efforts, events, or other activities that target community benefit or enhancement. This funding category is intended to target local community organizations, agencies, or other groups that actively promote events, activities, or other efforts that benefit local residents and draw people into the Oroville Region. Examples of community benefit activities include these:
 - Community assistance projects (e.g., volunteer work-days, community clean-up efforts, local/neighborhood park renovations, or senior assistance projects).
 - Major community event co-ordination, production & promotion.

11-11

- Seasonal celebrations (e.g., Feather Fiesta Days, 4th of July Celebration, Salmon Festival, Holiday Light Parade, etc.).
- Local activities/events (e.g., cultural events or public agency major milestones).
- Sporting events with regional draw (e.g., triathlons or fishing tournaments).
- Locally produced public art celebrating the community's heritage.

In general, projects funded through this category should support local businesses, attract new visitors to the Oroville Region—for overnight trips or multiple days if possible—provide an opportunity for attendees/participants to spend their retail dollars in the Oroville Region, or reflect a collaborative effort by multiple groups or agencies pursuing community development, tourism, or recreation goals.

VI. APPLICATION SCORING AND SBF STEERING COMMITTEE VOTING PROCESS

A. Technical Scoring of Proposed Projects

Scoring Project Applications will allow the establishment of a ranked order of Projects based on objective criteria regarding their relative merit. Standards of measurement that are objective, applicable, and quantifiable have been established, including: The evaluation criteria are:

- Ability to attract matching funding.
- If appropriate, the ability to pay back funding to the SBF from revenues derived from investment.
- “Nexus” to the Feather River.
- Consistency with local plans.
- Potential to enhance local jobs or create training opportunities.
- Ability to enhance the quality of life for residents in the region and attract visitors.

The technical scoring of projects will be completed by the Steering Committee based upon the application submitted and a formal presentation by the project applicants. A score⁴ will be assigned based on the range of values for each criterion. Another aspect of the Project Evaluation Criteria is their relative importance. They may all have equal weight but more likely some may be more important than others. For this reason, the criteria themselves placed in rank order, the most heavily weighted first. A value is given to each, given their relative importance

⁴ Scoring applications is one phase of the overall review process. Scores help the reviewer to use common factors for all applications. Scoring is a tool; however, the final decision of the SBF Steering Committee is by a majority vote as described on page 7.

11/2

B. SBF Steering Committee Voting Process

The Steering Committee will select projects based on a majority vote of voting members. However, an affirmative majority vote must include at least one representative from each voting agency (i.e., the City of Oroville and FRRPD), per Section D, 6.0 of the SBF Measures and the SBF Rules of Governance. The SBF Steering Committee decision is considered final.

VII. PRE-APPLICATION REQUEST (PROJECT CONCEPT)

Once available funds have been determined the SBF Steering Committee will announce the categories and the total funds available. The announcement will be published in a local newspaper as well as on the websites of both the City of Oroville and the Feather River Recreation & Park District. Interested parties will be required to complete the following pre-application request. The pre-application request will be screened for the following criteria:

1. Completeness of the pre-application.
2. Consistency with SBF Goals & Vision.
3. Consistency with DWR Recreation Management Plan and other local plans and programs (the Regional Vision)

An applicant whose pre-application request does not meet the initial screening criteria has the right to appeal to the SBF Steering Committee based upon the established appeal procedures.

11-13



**Supplemental Benefits Fund
Oroville, California**

PRE-APPLICATION PROJECT REQUEST

**THE MINIMUM & MAXIMUM REQUEST AMOUNTS WILL
BE ANNOUNCED BY THE SBF STEERING COMMITTEE**

Amount Requested: \$ _____

Name of Applicant and Associated Entity (if any)

Legal status of organization:

Mailing address:

Telephone number

Email

11-14

1. PROJECT DESCRIPTION

(The Project Description may vary widely in length depending on the size and scope of the project that would be funded and the size of the grant being requested. A useful structure to assist the readers and decision makers is to break the project down into component goals, each with its own heading and complete description)

2. CONSISTENCY WITH SBF GOALS

Place a check-mark next to each of the SBF Goals that are consistent with your request

- Provide multiple recreational opportunities that utilize and enhance access to existing resources within the boundaries of the Feather River Plan. (SBF 2014)
- Encourage secure and managed access for all segments of the populations, with connections to the surrounding community and future development. (SBF 2014)
- Ensures the continued success of habitat restoration and improve the ecological health of the river and floodplain in concert with river restoration goals. (SBF 2014)
- Ensures proposed projects complement the Department of Water Resources (DWR) Recreation Management Plan (RMP). (RFSP/2010)
- Maximizes SBF funding capacity by demonstrating leverage – the project has multiple sources of funding, of which SBF funding is only a part. (RFSP/2010)
- Generates other benefits and revenue(s) to the local community. (RFSP/2010)
- Ability to acquire matching funds (other grant, cash, or in-kind services)

SBF 2014 = Refined goals approved October 1, 2014

RFSP = Regional Fund Strategic Plan approved April 27, 2010, Updated April 25, 2018

17-16

3. NEXUS TO THE FEATHER RIVER

A project's nexus to the Feather River will be evaluated using the following criteria.
(Nexus = connection, link; refer to the SBF Vision Statement for additional clarification)

1. Physical proximity to the river,
2. Link to river recreation, or
3. Other river nexus, such as riparian restoration.

Please explain how the proposed project has a nexus with the Feather River. You may include maps, other graphic detail, or additional information that demonstrates the project's nexus with the Feather River.

11-17

APPLICANT ACKNOWLEDGEMENT AND SIGNATURE

Authorized Signature

Date

Name and Title (Please type or print)

**SEND COMPLETED APPLICATION AND 3 COPIES
(DATE TO BE ANNOUNCED)**

To:
City of Oroville
Supplemental Benefits Fund
SBF Program Specialist
1735 Montgomery Street
Oroville, Ca 95965

**FAXED OR ELECTRONICALLY TRANSMITTED
COPIES WILL NOT BE ACCEPTED**



11-18

VIII. PRE-APPLICATION REQUEST APPEAL PROCESS

As part of the Regional Fund Strategic Plan (RFSP) the SBF Steering Committee established a standardized appeal process for applicants that do not meet the pre-application screening process. The approved Appeal Process is as follows:

1. Completeness of the pre-application; consistency with SBF Goals & Vision and consistency with the DWR Recreation Management Plan and other local plans and programs (the Regional Vision) are reviewed by SBF Staff. If the specifics of those sections are not met, the applicant is notified in writing that the application has been denied.
2. The applicant will have five (5) calendar days to appeal, in writing, the denial decision. The appeal must include reasons why the application would be subject to further review based upon the RFSP.
3. Once an appeal has been received, a special meeting of the SBF Steering Committee will be called (within 15 days) for the Committee to review the appeal.
4. After the Special Meeting, the applicant will be notified in writing within five (5) calendar days of the SBF Steering Committee's decision.
 - In the event the appeal is denied, the SBF Steering Committee decision will be considered final.
 - An appeal that is overturned by the SBF Steering Committee will be moved to the same review process of all other applications.

Responses to denial letters must be sent, in writing, to:

City of Oroville
Supplemental Benefits Fund
Fund Administrator
Attention: SBF Program Specialist
1735 Montgomery Street
Oroville, Ca 95965

11-19

IX. FORMAL GRANT APPLICATION TO BE COMPLETED WHEN REQUESTED BY THE SBF STEERING COMMITTEE



**SUPPLEMENTAL BENEFITS FUND
Oroville, California**

Formal Project Application

**THE MINIMUM & MAXIMUM REQUEST AMOUNTS WILL
BE ANNOUNCED BY THE SBF STEERING COMMITTEE**

Amount Requested: \$ _____

NOTE: (1) Please complete all requested information; (2) If the question is not applicable to your request enter N/A; (3) If additional space is required please attach additional pages with a reference to the section that you are continuing.

Name of Applicant and Associated Entity (if any)

Legal status of organization:

Contact Information

Mailing address:

Telephone number

Email

11-20

1. PROJECT DESCRIPTION

(The Project Description may vary widely in length depending on the size and scope of the project that would be funded and the size of the grant being requested. A useful structure to assist the readers and decision makers is to break the project down into component goals, each with its own heading and complete description. If applicable, comments about project staff experience and how the overall project will be measured and sustained)

11-21

2. ORGANIZATION DESCRIPTION

17-22

3. CONSISTENCY WITH SBF GOALS

Place a check-mark next to each of the SBF Goals that are consistent with your request

- Provide multiple recreational opportunities that utilize and enhance access to existing resources within the boundaries of the Feather River Plan. (SBF 2014)
- Encourage secure and managed access for all segments of the populations, with connections to the surrounding community and future development. (SBF 2014)
- Ensures the continued success of habitat restoration and improve the ecological health of the river and floodplain in concert with river restoration goals. (SBF 2014)
- Ensures proposed projects complement the Department of Water Resources (DWR) Recreation Management Plan (RMP). (RFSP/2010)
- Maximizes SBF funding capacity by demonstrating leverage – the project has multiple sources of funding, of which SBF funding is only a part. (RFSP/2010)
- Generates other benefits and revenue(s) to the local community.

SBF 2014 = Refined goals approved October 1, 2014

RFSP = Regional Fund Strategic Plan approved April 27, 2010

11-23

4. PROJECT SELECTION CRITERIA

A. ABILITY TO ATTRACT MATCHING FUNDS

Please quantify the amount of matching funds, or value, of the non-SBF funding as compared to the total project cost. The matching funds amount should be expressed as a dollar and percentage value. Please note that the matching value may include donated time, materials, or other in-kind donations, that are used to complete the project. Please provide documentation to support the matching estimates.

CONFIRMED FUNDS: \$ _____ % _____

ESTIMATED FUNDS: \$ _____ % _____

CONFIRMED IN-KIND VALUE: \$ _____ % _____

ESTIMATED IN-KIND VALUE: \$ _____ % _____

Comments (optional)

11-24

4. PROJECT SELECTION CRITERIA

B. NEXUS TO THE FEATHER RIVER

A project's nexus to the Feather River will be evaluated using the following criterion.
(Nexus = connection, link; refer to the SBF Vision Statement for additional clarification)

1. Physical proximity to the river,
2. Link to river recreation, or
3. Other river nexus, such as riparian restoration.

Please explain how the proposed project has a nexus with the Feather River. You may include maps, other graphic detail, or additional information that demonstrates the project's nexus with the Feather River.

11-25

4. PROJECT SELECTION CRITERIA

C. ENHANCE QUALITY OF LIFE FOR LOCAL RESIDENTS & ATTRACT VISITORS

Please describe how the proposed project will enhance the quality of life for local residents and how the project will help to attract visitors to the region. SBF approved projects are intended to be recreational & related projects that help stimulate economic development in the Oroville region. Considerations might include:

1. Availability of the project to local residents.
2. Increase in levels of service to local residents.
3. Project uniqueness.
4. Appeal to visitors (local, regional, and others).

11-26

5. OPTIONAL ADDITIONAL INFORMATION

You may provide pertinent studies, data, or other information that might help the SBF Steering Committee evaluate the value of the proposed project as identified by the evaluation criteria described above and in the SBF Regional Fund Strategic Plan. While additional supplemental information might help with the project evaluation, providing additional information does not guarantee that a proposed project would receive more favorable consideration than if the additional material were not provided.

**NOTE: COMPLETE ITEMS (6-8)
ONLY IF THEY ARE APPLICABLE TO YOUR REQUEST**

11-27

6. PROJECT READINESS:

Status of Project Planning:	Anticipated Date	Prepared by
Planning Studies	_____	_____
Preliminary Design	_____	_____
Cost Analysis	_____	_____
Final Design	_____	_____
Construction Bids Submitted	_____	_____
Construction Period	_____	_____
First year of Stabilized Operations	_____	_____

7. CEQA CLEARANCE

CEQA Clearance(s) Required & Date Obtained or Anticipated: <i>(CEQA = California Environmental Quality Act)</i>	
Notice of Exemption	_____
Negative Declaration	_____
Environmental Impact Report	_____
Unknown	_____

11-28

8. FUNDING FOR OPERATIONS AND MAINTENANCE

Identify the source(s) of funding for the operations and maintenance of the project and indicate whether or not the funding has been secured:

PRIMARY FUNDING SOURCE(S) HAS FUNDING BEEN SECURED?

___ Public Agency: _____ ___ Yes ___ No

___ Private Entity: _____ ___ Yes ___ No

___ Other (Provide details)



APPLICANT ACKNOWLEDGEMENT AND SIGNATURE

Authorized Signature

Date

Name and Title (Please type or print)

SEND COMPLETED APPLICATION AND 3 COPIES TO (DATE TO BE ANNOUNCED)

To:
City of Oroville
Supplemental Benefits Fund
SBF Program Specialist
1735 Montgomery Street
Oroville, Ca 95965

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WILL NOT BE ACCEPTED**

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**SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE
STAFF REPORT**

TO: SBF CHAIRPERSON & COMMITTEE MEMBERS

**FROM: BOB MARCINIAK, CONSULTANT MCS
TOM LANDO, INTERIM SBF FUND ADMINISTRATOR**

RE: SBF PROGRAM SPECIALIST UPDATE

DATE: JULY 25, 2018

1. SBF FINANCIAL SUMMARY

The SBF currently has \$3,208,917.57 on deposit with commitments of \$136,037.78 and **uncommitted funds of \$3,072,879.79 plus an additional \$31,553.65 in interest earned since January 1, 2018.** A spreadsheet detailing NOFA's, Administrative Grants, Matching Funds, and Administrative Expenses is attached.

- 2.** Marciniak Consulting Services (MCS) will be assisting the SBF in daily and meeting activities starting July 11, 2018. On-site services will be provided Tuesday, Wednesday & Thursday from 9:00 a.m. to 2:00 p.m.

SBF Fund Reconciliation

	Contract Amount	Released	DWR
2006	2011 DWR Release	7/21/2006	\$1,935,000.00
2011	2012 DWR Release	(December)	\$100,000.00
2012	2013 DWR Release	(January)	\$100,000.00
2013	2014 DWR Release	(January)	\$100,000.00
2014	2015 DWR Release	(January)	\$100,000.00
2015	2016 DWR Release	(January)	\$100,000.00
2016	2017 DWR Release	(January)	\$100,000.00
2017	2017 DWR Special Advance Release	(06/15/2017)	\$3,000,000.00
2017	2017 Interest earned as of 10/31/2017	(10/31/2017)	\$6,629.62
2018	2018 DWR Release	(03/06/2018)	\$100,000.00
	Total Contract/to date:		\$5,743,629.62



Fund Commitments	Cash Flow	Funded	Status	Residual	Committed	Clearing Line	Pending	Line Total
2006 Initial Fund Availability	1,935,000.00					-1,935,000.00		
2008 NOFA/FRPPD Soccer/All Purpose Fields		-1,012,221.74	Closed	0.00	0.00	1,012,221.74	0.00	0.00
2008 NOFA/Table Mountain Golf Course		-30,000.00	Closed	0.00	0.00	30,000.00	0.00	-30,000.00
2011 NOFA/City of Oroville: Police GEM electrical vehicles		-35,098.49	Closed	0.00	0.00	35,098.49	0.00	0.00
2012 NOFA/Forebay Aquatic Center		-\$46,000.00	Closed	0.00	0.00	46,000.00	0.00	0.00
2012 NOFA/FRPPD 4th Soccer/All Purpose Field		\$0.00	Closed	0.00	0.00	167,818.37	0.00	0.00
2012 NOFA/FRPPD 4th Soccer/All Purpose Field Rescinded		\$0.00	Closed	0.00	0.00	-167,818.37	0.00	0.00
2008 NOFA/ Small Projects		-33,471.68	Closed	0.00	0.00	33,471.68	0.00	0.00
2012 NOFA/FRPPD/Disc Golf		-\$1,000.00	Closed	0.00	0.00	1,000.00	0.00	0.00
2012 NOFA/FRPPD/Marketing Gymnastics		-\$4,170.00	Closed	0.00	0.00	4,170.00	0.00	0.00
2012 NOFA/FRPPD/Website Development		-\$6,500.00	Closed	0.00	0.00	6,500.00	0.00	0.00
2012 NOFA/Rotary Club of Oroville		-\$3,624.00	Closed	0.00	0.00	3,624.00	0.00	0.00
2009/2010 Economic Development/Chamber		-76,427.85	Closed	0.00	0.00	76,427.85	0.00	0.00
2011 NOFA/ Oroville Area Chamber of Commerce		-35,000.00	Closed	0.00	0.00	35,000.00	0.00	0.00
2011 NOFA/Economic Development/Chamber		-58,868.85	Closed	0.00	0.00	58,868.85	0.00	0.00
2012 NOFA/Chamber/UCEF Event Coordinator		-\$28,500.00	Closed	0.00	0.00	28,500.00	0.00	0.00
2007 Administrative Expenses (charged in 2008)		0.00	Closed	0.00	0.00	0.00	0.00	0.00
2008 Administrative Expenses		-22,009.95	Closed	0.00	0.00	22,009.95	0.00	0.00
2009 Administrative Expenses		-44,079.66	Closed	0.00	0.00	44,079.66	0.00	0.00
2009/2010 Admin/Regional Fund Strategic Plan		-173,050.00	Closed	0.00	0.00	173,050.00	0.00	0.00
2010 Administrative Expenses		-52,927.87	Closed	0.00	0.00	52,927.87	0.00	0.00
2011/2012 DWR Advance Allocation						-200,000.00		
2011 Administrative allocation for future consultants		-1,500.00	Closed	0.00	0.00	1,500.00	0.00	0.00
2011 Administrative Expenses		-21,765.20	Closed	0.00	0.00	21,765.20	0.00	-21,765.20
2012 Administrative Expenses allocation		-30,851.87	Closed	0.00	0.00	30,851.87	0.00	0.00
2012 Consultant Expense/City of Oroville WW/ES		-\$69,971.56	Closed	0.00	0.00	69,971.56	0.00	0.00
2013 DWR Advance Allocation						-100,000.00		
2013 Administrative Allocation 07/01/2013-06/30/2014		-30,188.42	Closed	0.00	0.00	30,188.42	0.00	0.00
2013 Administrative Expenses (01/01 to 06/30/2013)		-22,191.67	Closed	0.00	0.00	22,191.67	0.00	0.00
2014 DWR Allocation						-100,000.00		
2014 Administrative Expenses/ Riverfront Consultant(ESA)		-68,950.00	Open	0.00	0.00	68,950.00	0.00	-68,950.00
2014 Event Coordinator		-30,000.00	Closed	0.00	0.00	30,000.00	0.00	-30,000.00

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2014 Consultant/Design Oroville Aquatic Center
 2014 Consultant/Design/Environmental Brad Freeman Trail
 2014 WW Consultant Expense City of Oroville
 2014 WW Consultant Expense City of Oroville *Rescinded*

Fund Commitments	Cash Flow	Funded	Status	Residual	Committed	Clearing Line	Pending	Lines Total
2014 FRRPD Irrigation Enhancements at Nelson Complex 2016		-18,611.25	Closed	0.00	0.00	-1,388.75	0.00	-\$20,000.00
2015 Event Coordinator		-8,517.70	Closed	0.00	-11,482.30	20,000.00	0.00	\$20,000.00
2014-2016 Administrative Budget (12,055.87 over)		-19,145.89	Closed	0.00	0.00	141,860.00	0.00	\$0.00
2014 Reserve Police Officer Funding for Parks/Trails		0.00	Closed	0.00	0.00	-122,654.11	0.00	-\$19,145.89
2014 Administrative Expense/Workshop Facilitator								
2014 DWR Allocation	100,000.00	-5,130.00	Closed	0.00	0.00	-870.00	0.00	-\$5,130.00
2015 Forebay Aquatic Center		-53,474.47	Closed	0.00	0.00	54,000.00	0.00	-\$53,474.47
2015 Forebay Aquatic Center/close-out		0.00	Closed	0.00	0.00	-525.53	0.00	-\$523.53
2015 FRRPD Brad Freeman Trail/Environmental		-16,964.36	Open	0.00	-3,035.64	20,000.00	0.00	-\$20,000.00
2015 Funding of Lake Oroville Maps and Museum Brochures		-9,969.23	Closed	0.00	0.00	10,000.00	0.00	-\$9,969.23
2015 Funding of Lake Oroville Maps and Museum Brochures (not used)		0.00	Closed	0.00	0.00	-30.77	0.00	-\$30.77
2015 FRRPD Children's Playground at Riverbend North		-50,000.00	Closed	0.00	0.00	50,000.00	0.00	-\$50,000.00
2015 Oroville Veterans Memorial Park/Capital Improvements		-172,000.00	Closed	0.00	0.00	172,000.00	0.00	-\$172,000.00
2016 Event Coordinator (USCEF)		-30,000.00	Closed	0.00	0.00	30,000.00	0.00	-\$30,000.00
2016 DWR Allocation Received 05/15/2016	100,000.00					100,000.00		
2016 SBF Administrative Budget (07.01.2016 to 06.30.2017)		-50,851.11	Open	0.00	0.00	5,148.89	0.00	-\$56,000.00
2017 Event Coordinator (USCEF)*		-30,000.00	Open	0.00	0.00	30,000.00	0.00	-\$30,000.00
2018 Event Coordinator (USCEF)*		0.00	Open	0.00	-28,500.00	28,500.00	0.00	\$28,500.00
2017 DWR Special Advance Allocation 06/15/2017	100,000.00					100,000.00		
2017 SBF Administrative Budget (07.01.2017 to 06.30.2018)	3,000,000.00	-9,480.16			-70,519.84	3,000,000.00		-\$79,900.00
2017 Quarterly interest earned	8,629.62							
2018 DWR Allocation received 03/06/2018	100,000.00							

Sub totals:
 (Funded) -2,557,212.05
 (Committed) -113,537.78
 (Available) -3,064,250.17
 (earned interest) -3,072,879.79

FUNDS ON DEPOSIT:
 \$ @ DWR 335,000.00 (\$100,000 transferred annually/balance at license signing)
 \$ @ City of Oroville 3,208,917.57
 Committed -136,037.78
 Not Committed -3,072,879.79
Total \$: -3,208,917.57

Sub totals:
 (Funded) \$5,743,629.62
 (Committed) -113,537.78
 (Available) -3,064,250.17
 (earned interest) -3,072,879.79

RECAP:
 Funded -\$2,534,712.05
 Residual \$0.00
 Committed -\$136,037.78
 Not Committed/Available -\$3,072,879.79
 Pending \$0.00
Total/Contract to date: -\$5,743,629.62

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