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**SUBMITTAL TO THE FLOOD CONTROL AND WATER CONSERVATION DISTRICT BOARD
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

FROM: General Manager-Chief Engineer

SUBMITTAL DATE:
July 14, 2009

SUBJECT: 2009 CASQA Conference Sponsorship

RECOMMENDED MOTION:

Approve the District's Sponsorship of the 2009 CASQA Conference on behalf of the Cities and County of Riverside's Only Rain Down the Storm Drain Stormwater Program by authorizing a contribution toward the upcoming event in the total amount of \$1,000.

BACKGROUND:

The California Stormwater Quality Association (CASQA) is the premier organization addressing storm water pollution in California. Its membership is made up of municipalities, contractors, businesses, regulators and stakeholders in California who are subject to, or interested in, managing stormwater to protect the beneficial uses of our lakes, rivers and streams. CASQA's mission is to advance the field of stormwater management by promoting the development of science and information necessary to adopt effective and efficient stormwater regulations and programs.

WARREN D. WILLIAMS
General Manager-Chief Engineer

FINANCIAL DATA	Current F.Y. District Cost:	\$1,000	In Current Year Budget:	Y
	Current F.Y. County Cost:	N/A	Budget Adjustment:	N
	Annual Net District Cost:	N/A	For Fiscal Year:	09/10

SOURCE OF FUNDS: 523100 25190 947560 - Memberships	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION:

APPROVE

BY:
Michael R. Shetler

County Executive Office Signature

- Dep't Recomm.: Policy
- Per Exec. Ofc.: Policy
- Consent
- Consent

Prev. Agn. Ref.: | **District:** All | **Agenda Number:** 11.7

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BACKGROUND (CONTINUED)

Over the years, CASQA's work products have significantly influenced the development of stormwater regulations and NPDES permit compliance programs to the benefit of municipal stormwater Permittees throughout California.

The District serves as Principal Permittee for the National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permits issued to the Cities and County of Riverside. The District, on behalf of the Cities and County of Riverside is proposing to sponsor the 2009 CASQA Conference. In exchange for the sponsorship, the NPDES MS4 Program will receive advertising and promotion during the Conference, in the Conference Program and on the CASQA website.

The Sponsorship meets requirements contained in the NPDES MS4 Permits to conduct multi-media outreach to stakeholders regarding stormwater issues and stormwater programs.

JU:cw
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