



## BOARD ACTION

**TO:** Governing Board

**FROM:** Carlos Quintero, General Manager  
Leslie Payne, Public Affairs Manager

**DATE:** July 28, 2023

**SUBJECT:** Consideration of Memorandum of Understanding with the Bonita Museum and Cultural Center for an Audio-Visual Display

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### **SUMMARY**

In February 2023, the Authority received a proposal from the Bonita Historical Society for a potential collaboration effort. The Bonita Museum and Cultural Center houses the Bonita Historical Society (Museum) and currently has over 2,000 objects in its collection from the region. It is the largest museum in South Bay dedicated to documenting the art, history, and culture of the Sweetwater Valley.

The Museum is looking for sponsorship and funding to support a display that shares the historical significance of the Authority, its dam, and the impacts of water in the region. Attached is a copy of the proposal for the Board's consideration. The proposal contained two components:

- Item 1: An interactive virtual display. This display would include interactive web-based pieces, historical videos, and a watershed model.
- Item 2: An interactive garden stressing sustainability.

At its March 22, 2023 meeting, the Board directed staff to present a cost proposal for Item 1 identified in the Museum's proposal; and to facilitate a discussion with the Water Conservation Garden regarding the possibility of creating a satellite conservation garden at the Museum.

Staff from the Museum worked with its Board and submitted a detailed proposal for consideration. Authority staff contacted Alden Communications for a quote/project proposal. Authority staff previously worked with Alden Communications on the display created for the Living Coast Discovery Center. Alden Communications provided a proposal for the technical piece of the display for the Museum. This would include the interactive touchscreen component, coding, design, and creation of the digital component of the interactive portion of the display. Hardware would need to be provided and has been added to the table below, that details the costs from the proposals:

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<b>Vendor/Material</b>	<b>Cost Estimate/Range:</b>
Hardware and Touchscreen Display	\$1,500
Bonita Museum (Display, Cabinetry, Signage)	\$18,500-\$20,000
Alden Communications	\$39,500-\$45,500
<b>Total Cost Estimate</b>	<b>\$59,500-\$67,000</b>

Item 2 of the proposal directed staff to facilitate a discussion with the Water Conservation Garden and explore creating a satellite garden. Museum staff are working with the Water Conservation Garden, had a meeting on April 25, 2023, and toured the Water Conservation Garden.

At its April 24, 2023 meeting, the Board directed the General Manager to negotiate a Memorandum of Understanding (MOU) with the Museum regarding the interactive virtual display and request funding from the County of San Diego for part of the work. The draft MOU is provided as Attachment 1 for the Board's consideration.

### **PAST BOARD ACTION**

- April 24, 2023     The Governing Board directed the General Manager to negotiate an MOU with the Bonita Museum regarding the interactive virtual display, and request funding from the County of San Diego for part of the work.
- March 22, 2023     The Governing Board directed staff to present a cost proposal for Item 1 identified in the Bonita Museum proposal; and facilitate a discussion with the Water Conservation Garden regarding the possibility of creating a satellite conservation garden at the Bonita Museum.

### **FISCAL IMPACT**

Staff allocated \$45,500 in the FY 2023-24 Budget to cover the cost of the virtual display.

### **POLICY /STRATEGIC PLAN**

Strategic Plan Goal 4: Customer Service, Citizen Engagement and Community Relations (CS).

- Objective CS1: Develop an outreach program that includes a multi-faceted approach to communications and customer outreach - including, but not limited to, press releases, web-based communications, social media, community presentations, community events, educational opportunities, and periodically surveying customer

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### **ALTERNATIVES**

1. Approve the proposed MOU as presented, and direct the General Manager to execute the MOU.
2. Approve the MOU with proposed changes from the Governing Board.
3. Deny the proposed MOU.
4. Other direction as determined by the Governing Board.

### **RECOMMENDATION**

Staff recommends that the Governing Board approve the MOU as presented, and direct the General Manager to execute the MOU.

### **ATTACHMENTS**

1. Proposed MOU
2. Bonita Historical Society Proposal (February 2023)
3. Bonita Museum Proposal for Indoor Portion/Display (April 2023)
4. Alden Communications Proposal