

Drought Messaging Campaign Plan: July 2022-June 2023

All,

Our original Grant request from MWA was for \$18,160 (based off locked in quotes from all media sources to be involved). We received \$15,000 from MWA.

All grant funds were reserved for media expenses (no labor fees). The difference may be covered by TPWD (Matt Shragge, new GM, is going for approvals now). Approved by MWA/ AWAC, TPWD will be contributing \$3500 towards the Drought Messaging Campaign, allowing for a comprehensive message campaign and with all media contracts drawn up as projected, *plus and additional \$320 for an alternate media source:*

There is another media outlet, the “Joshua Tree Voice” that is hugely distributed throughout the desert. An ad and more will be in their Sept/Oct publication with the (proposed) additional funds from TPWD’s contribution. Tourists are keen on this publication.

Key themed messages are currently designed for *seasonal quarters* (but we can change any message if a need arises with most all of the media outlets I’m working with.

THE PLAN:

Use the quarterly key message in as many **other** communication tools at your disposal:

LED /Marquis signs (alternate)
Press releases
Special events/dedications
Newsletters
Farmers’ Markets
Board Meetings
Volunteer trainings/classes
Bill messages
Website (Home Page if possible)
Chamber newsletters & other organizations

NOTE:

Please forward photos, screen captures, hard copies, etc. to Kathleen of all efforts to incorporate the seasonal message for documentation required at the end of the Grant year.

FUNDING BREAKDOWN:

Hi Desert Star/Trail print media: Basin Basics + other ads over 12 months:	\$4,360	
LED Hwy 62 HDCC/JT sign rental: continuous daily running for 12 months:	\$6,000	
Radio:		
	KCDZ :	\$3,000
	KIX 96 FM:	\$2,400
	KIX 92 FM:	\$2,400
JT Voice print media - September edition w/article	\$ 320	

THEMES (Proposed):

Summer (heat & high usage season) *SAVE WATER NOW...IT’LL SAVE YOU LATER* Jul/Aug/Sep
Fall (high tourist season) *You don’t know its true worth...until it’s gone - SAVE WATER* Oct/Nov/Dec
Winter (pipe breaks & tourist season) *SLOW the FLOW Save H2O!* Jan/Feb/Mar
Spring (high tourist season) *Save water like a tortoise—not a hare— and win* Apr/May/Jun

BIGHORN-DESERT VIEW WATER AGENCY
PARS Post-Employment Benefits Trust

Account Report for the Period
4/1/2022 to 4/30/2022

Marina West
General Manager
Bighorn-Desert View Water Agency
622 South Jemez Trail
Yucca Valley, CA 92284

Account Summary

Source	Balance as of 4/1/2022	Contributions	Earnings	Expenses	Distributions	Transfers	Balance as of 4/30/2022
PENSION	\$252,552.48	\$0.00	-\$11,595.73	\$125.03	\$0.00	\$0.00	\$240,831.72
Totals	\$252,552.48	\$0.00	-\$11,595.73	\$125.03	\$0.00	\$0.00	\$240,831.72

Investment Selection

Source

PENSION Moderately Conservative Index PLUS

Investment Objective

Source

PENSION The dual goals of the Moderately Conservative Strategy are current income and moderate capital appreciation. The major portion of the assets is committed to income-producing securities. Market fluctuations should be expected.

Investment Return

Source	1-Month	3-Months	1-Year	Annualized Return			Plan's Inception Date
				3-Years	5-Years	10-Years	
PENSION	-4.59%	-6.76%	-6.77%	-	-	-	6/16/2020

Information as provided by US Bank, Trustee for PARS; Not FDIC Insured; No Bank Guarantee; May Lose Value

Past performance does not guarantee future results. Performance returns may not reflect the deduction of applicable fees, which could reduce returns. Information is deemed reliable but may be subject to change.
Investment Return: Annualized rate of return is the return on an investment over a period other than one year multiplied or divided to give a comparable one-year return.
Account balances are inclusive of Trust Administration, Trustee and Investment Management fees

Headquarters - 4350 Von Karman Ave., Suite 100, Newport Beach, CA 92660 800.540.6369 Fax 949.250.1250 www.pars.org

Date: 4/30/22 By: RC
 GL: 01-00-132000 DR/CR: 11720.76
 GL: 01-00-492000 DR/CR: 11595.73
 Reason: Pars Interest and
Feed April
01-01-564001 DR 125.03

RECEIVED

MAY 18 2022

Revised 4/20/22 (M2)

PUBLIC AGENCY RETIREMENT SERVICES

PARS

BIGHORN-DESERT VIEW WATER AGENCY
PARS Post-Employment Benefits Trust

Account Report for the Period
5/1/2022 to 5/31/2022

Marina West
General Manager
Bighorn-Desert View Water Agency
622 South Jemez Trail
Yucca Valley, CA 92284

Account Summary

Source	Balance as of 5/1/2022	Contributions	Earnings	Expenses	Distributions	Transfers	Balance as of 5/31/2022
PENSION	\$240,831.72	\$0.00	\$1,418.50	\$121.35	\$0.00	\$0.00	\$242,128.87
Totals	\$240,831.72	\$0.00	\$1,418.50	\$121.35	\$0.00	\$0.00	\$242,128.87

Investment Selection

Source	
PENSION	Moderately Conservative Index PLUS

Investment Objective

Source	
PENSION	The dual goals of the Moderately Conservative Strategy are current income and moderate capital appreciation. The major portion of the assets is committed to income-producing securities. Market fluctuations should be expected.

Investment Return

Source	1-Month	3-Months	1-Year	Annualized Return			Plan's Inception Date
				3-Years	5-Years	10-Years	
PENSION	0.59%	-4.92%	-6.67%	-	-	-	6/16/2020

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Handwritten notes:
11/2/22
7/1/22
12/1/22

Handwritten entries:
Date: ~~5/31/22~~ 5/31/22 By: MW
GL: 01-00-49200 DR CR: 1418.50
GL: 01-00-132000 DR CR: 1297.15
Reason: PARS MAY
01-00-564001 DR 121.35