

SACRAMENTO-YOLO  
MOSQUITO & VECTOR  
CONTROL DISTRICT

FEBRUARY 18, 2020

BOARD OF TRUSTEES  
REGULAR MEETING

BOARD PACKET

10:00 A.M.

8631 Bond Road  
Elk Grove, CA 95624

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**SACRAMENTO/YOLO MOSQUITO  
& VECTOR CONTROL DISTRICT  
BOARD OF TRUSTEES REGULAR MEETING**

8631 Bond Road  
Elk Grove, CA 95624

**AGENDA  
February 18, 2020  
10:00 AM**

*In compliance with the Americans with Disability Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the District office at (916) 685-1022 or (916) 685-5464 (fax). Requests must be made as early as possible, and at least one-full business day before the start of the meeting. Documents and materials relating to an open session agenda item that are provided to the SYMVCD Board less than 72 hours prior to a regular meeting will be available for public inspection and copying at 8631 Bond Road, Elk Grove, Ca 95624. The documents will also be available on the agency's website at [www.fightthebite.net](http://www.fightthebite.net).*

**CALL TO ORDER:**

- **Roll Call**
- **Pledge of Allegiance**

**1. Items for Approval by General Consent:**

- a. Minutes of the January 21, 2020 Board of Trustees Meeting**
- b. Expenditures for January 2020**
- c. District Investment Report for Period Ending December 31, 2019**
- d. Board Consideration to Surplus District Property**

**2. Opportunity for Public Comment**

*This item is reserved for members of the public who wish to speak on items not on the agenda*

**3. Reports to the Board**

- a. Manager's Report**
- b. Reports from Trustees Attending the MVCAC Annual Conference**
- c. Reports from District Departments**
  - **Lab/Surveillance**
  - **Ecological Management**
  - **Biological Control**
  - **Larval and Adult Control**
  - **Public Outreach**

4. **Board Review and Consideration of \$280,000 to Fund the Public Outreach Advertising Plan for the 2020 Mosquito Season**
5. **Board Review and Consideration to Purchase Repellent for the Public Outreach Program Not to Exceed \$70,000**
6. **Closed Session- Public Employment (Government Code Section 54957) – Field Technician**
7. **Board/Staff General Discussion**
8. **Adjournment**

# **Sacramento-Yolo Mosquito and Vector Control District**

## **February 18, 2020 Board Meeting**

### **1. Items for Approval by General Consent:**

- a. Minutes of the January 21, 2020 Board of Trustees Meeting;
- b. Expenditures for January 2020;
- c. District Investment Report for Period Ending December 31, 2019.

### **Recommendation:**

**Approve the Items by General Consent**

**MINUTES OF THE JANUARY 21, 2020  
MEETING OF THE BOARD OF TRUSTEES OF THE  
SACRAMENTO-YOLO MOSQUITO & VECTOR CONTROL DISTRICT**

PLACE: 8631 Bond Road, Elk Grove, CA 95624

TIME: 10:00 a.m.

**TRUSTEES PRESENT:**

Jayna Karpinski-Costa	Vice President	Citrus Heights
Craig Burnett	Secretary	Folsom
Christopher Barker		Davis
Raul DeAnda		West Sacramento
Sean Denny		Woodland
Bruce Eldridge		Yolo County
Lyndon Hawkins		Elk Grove
Gar House		Winters
Susan Maggy		Sacramento County
Robert McGarvey		Rancho Cordova
Marcia Mooney		Galt

**TRUSTEES ABSENT:**

Raymond LaTorre	Sacramento
Rosemarie Moore	Isleton

**LEGAL COUNSEL:**

Jennifer Buckman

**STAFF PRESENT:**

Gary Goodman	Manager
Samer Elkashef	Assistant Manager
Janna McLeod	Administrative Manager
Marcia Reed	Laboratory Director
Steve Ramos	Program Coordinator
Marty Scholl	Ecological Management Supervisor
Luz Robles	Public Information Officer
Dan Fisher	Information Technology Administrator
Michael Fike	Vector Control Field Supervisor

**CALL TO ORDER**

The meeting was called to order at 10:00 a.m. by Vice President Jayna Karpinski-Costa.

**Roll Call**

Trustees Raymond LaTorre and Rosemarie Moore were absent; however, a quorum was present.

**Pledge of Allegiance**

*All phones and electronic devices are requested to be silenced during the meeting.*

**1. ITEMS FOR APPROVAL BY GENERAL CONSENT**

On a motion by Trustee Denny seconded by Trustee McGarvey, the Board voted to approve General Consent Items a. through e. The motion passed by the following vote: Ayes: 11, Noes: 0, Absent: 2.

- a. Minutes of the December 17, 2019 Board of Trustees Meeting;
- b. Expenditures for December 2019;
- c. Board Review and Consideration of District Annual Safety Committee Report;
- d. Board Authorization to Grant an Extension of a Medical Leave of Absence for District Employee Pursuant to Section 6.05(b) of the District Personnel Manual;
- e. Board Consideration of Resolution Honoring Rosemarie Moore for Her Years of Service.

**2. OPPORTUNITY FOR PUBLIC COMMENT**

*This item is reserved for members of the public who wish to speak on items not on the agenda.*

There were none.

**3. REPORTS TO THE BOARD****a. Manager's Report:**

District staff is taking earned vacation time and completing annual training during this time of year. Staff is working on the annual National Pollutant Discharge Elimination System (NPDES) report that will be due to the State Water Resources Control Board (SWRCB) in March. The MVCAC Annual Conference in San Diego will be held January 27-29. Please be advised that you will need to submit your Conflict of Interest Form 700 prior to April 2020. The District will provide you with the Form 700 and we need to date stamp the Form when you return it. Please submit the Form as soon as possible.

**b. Reports from District Departments:** Written reports were provided in the Board packet from each department. Department supervisors gave an oral presentation and were available to answer any questions.

**Information Technology:** Information Technology Administrator, Dan Fisher reported on department activities and highlights for the year. Equipment and software upgrades or improvements this year include but are not limited to, an Ipad kiosk for events, upgraded mobile phones, retired use of Vector Control Management System (VCMS) and performed Internet and security improvements. Text messaging with photos was used for swimming pool inspections with 429 out of 750 sites responding using this method reducing the number of actual visits Technicians had to make following the aerial survey.

**Lab/Surveillance:** Laboratory Director, Marcia Reed discussed department activities including mosquito abundance, Encephalitis virus surveillance (EVS), Tick and Lyme disease surveillance, studies and collaborations. Abundance for *Culex pipiens* and *tarsalis* is low as is expected for this time of year. An additional graph with abundance for *Culiseta inornata* was included to show the abundance for this "winter" mosquito. Surveillance for Ticks and Lyme disease has begun for the winter with 20 locations that will be monitored throughout the season. District carbon dioxide tanks have been converted from D cell batteries to USB battery packs that can be recharged. The lab upgrade to allow our testing on site is in process with the library being moved to the trailer that was

purchased. Several collaborations that were complete will be presented by staff at the MVCAC conference in January and the AMCA conference in March.

**Ecological Management:** Ecological Management Supervisor, Marty Scholl discussed department activities including Stormwater, Drainages and Planning Program, Unmanned Aerial Systems (UAS) Program and Wetland Program. The City of Elk Grove has organized the first Interagency Council on Water Quality into Stone Lakes National Wildlife Refuge and will be meeting as needed. Staff has been working with DJI and one of their dealers to test flight software that will help map areas for treatment and plan application blocks while still out in the field. This will help streamline workflows and may allow staff to stay in the field rather than having to return to the office to complete these types of tasks. Marty will be speaking about the UAS program developments at conference.

**Biological Control:** Fisheries Supervisor, Tony Hedley discussed department activities including winter projects, maintenance, and training. Staff has repaired predatory exclusion nets, transportation tanks and aerators for inside tanks. Annual training has begun and will continue through the off season. Data gathering for ongoing projects including fertilization techniques, crayfish control, and solar aerators and dissolved oxygen levels is taking place on a weekly basis. Regular maintenance such as tank cleaning is ongoing and a picture of the fisheries building and tanks was included in the written report. Tony will be presenting at the MVCAC conference.

**Larval and Adult Control:** Program Coordinator, Steve Ramos discussed department activities including winter projects, maintenance and training. Crews are working on various large and small projects around the District including the lab remodel and library trailer. Technicians are assembling water soluble packets for catch basins as well as the pool program. Off-site brush cutting is ongoing in Isleton and vehicle and equipment maintenance is taking place when rain prevents them from performing field work. Manuals and training materials are being updated including material labels and safety data sheets. Steve will be presenting at MVCAC on Pyrethrin and applications over rice fields. Field Supervisor Michael Fike reported on department activities for his Northern Yolo County crew. Their areas include North Yolo, Woodland, Yolo, Knights Landing, Zamora, and Dunnigan. This past season North Yolo experienced a 45% decrease in West Nile virus activity with just two positive dead birds, and one positive chicken. Rice acreage was down slightly; however, we anticipate that organic crops will continue to increase. The Flood program is a good deterrent for early fall flooding for duck clubs and wetlands. Our treatment responses brought down the vector Index on the occasions when transmission was reported and staff is looking forward to potentially using the drone for more treatment applications.

**Public Outreach:** Public Information Officer, Luz Robles discussed department activities including the School Program, 2020 Fight the Bite Contest, Advertising, Events and the MVCAC conference. Work with Red Shoe Productions on videos for school assemblies is nearly complete and ready to roll out. Artwork and props are being finalized while we reach out to schools to schedule the assemblies. Fight the Bite contest flyers are updated and being disseminated to schools for approval and the contest will be promoted at all scheduled assemblies. Staff is preparing the Advertising Plan and Events calendar for the 2020 season. Luz will be presenting on Public Outreach Response to Detection of Invasive Mosquitoes in Sacramento County at the MVCAC conference.

#### **4. BOARD CONSIDERATION AND APPROVAL OF DISTRICT OFFICERS FOR PRESIDENT, VICE PRESIDENT, AND SECRETARY AND DELEGATING THE MANAGER TO PERFORM THE RESPONSIBILITIES OF THE SECRETARY**

At this time Vice President Jayna Karpinski-Costa opened up the nominations for the 2020 Board Officers. Trustee Burnett nominated, and Trustee Maggy seconded, Jayna Karpinski-Costa to serve as Board President. Trustee Hawkins nominated, and Trustee Denny seconded, Craig Burnett to serve as Vice President. Trustee Burnett nominated, and Trustee Karpinski-Costa



seconded, Gar House to serve as the Secretary. The Board voted and approved the nominations and delegation of the responsibilities of Secretary to the Manager. The item passed by the following vote: Ayes: 11, Noes: 0, Absent: 2.

#### **5. BOARD REVIEW OF DISTRICT 5 YEAR PLAN**

Assistant Manager, Samer Elkashef presented the item and was available to answer any questions. Samer's oral report highlighted projects and accomplishments during the past year as well as ongoing and newly added projects for each department. These were included in the summary section for each department in the written report. The 5 Year Plan was initially adopted in 2015 and although the first 5 years are behind us it is a "living" document and projects will continue to be updated and new ones added as the plan continues to roll forward. No Board action was taken as this was an information only item.

#### **6. BOARD DISCUSSION AND CONSIDERATION OF EXTENSION OF VECTOR DISEASE CONTROL INTERNATIONAL CONTRACT**

The District currently utilizes Vector Disease Control International for the aerial adult mosquito control work. The current contract began in 2017 and ran through the calendar year 2019. The agreement may be renewed by the mutual written consent of the parties for a period of two one-year renewals. The District has explored other options to provide this service, but is unable to find another vendor willing to commit to basing their operations in California. On a motion by Trustee DeAnda seconded by Trustee Denny, the Board voted to authorize the General Manager to work with and enter into a contract extension with Vector Disease Control International. The motion passed by the following vote: Ayes: 11, Noes: 0, Absent: 2.

#### **7. CLOSED SESSION-PUBLIC EMPLOYEE PERFORMANCE EVALUATION (Gov. Code § 54957): MANAGER**

At 11:31am Vice President Karpinski-Costa adjourned the regular meeting to go into the Closed Session. The Board went into Closed Session at 11:37am for Item 7 and adjourned at 12:20pm with nothing to report.

#### **8. CLOSED SESSION CONFERENCE WITH DISTRICT LABOR NEGOTIATORS (AD HOC COMMITTEE: (TRUSTEES BURNETT, DENNY, AND LATORRE))-Unrepresented Employee (Gov. Code § 54957.6): MANAGER**

At 12:20pm Vice President Karpinski-Costa adjourned the Closed Session for Item 7 and the Board went into Closed Session for Item 8. The Board adjourned at 12:26pm with nothing to report from the Closed Session.

#### **9. BOARD REVIEW AND CONSIDERATION FOR APPROVAL OF AMENDMENT TO GENERAL MANAGER EMPLOYMENT AGREEMENT**

At 12:26pm Vice President Karpinski-Costa re-opened the regular meeting. On a motion by Trustee DeAnda seconded by Trustee Eldridge, the Board voted to approve the Amendment to the General Manager Employment Agreement. The motion passed by the following vote: Ayes: 10, Noes: 0, Absent: 2, and Trustee Karpinski-Costa abstained.

#### **10. BOARD/STAFF GENERAL DISCUSSION**

VCJPA Annual Workshop will be February 27<sup>th</sup> and 28<sup>th</sup>

Manager Goodman will be attending and speaking at the Wyoming state vector control meeting in February

MVCAC Spring meeting and Legislative Day will be held in Sacramento in March

The full-time recruitment for Field Technician has been completed and four new employees will start in February

Seasonal Helper recruitment is underway and those employees are anticipated to start in April

The March Board meeting may need to be cancelled due to conflicting with the AMCA Conference

District retiree Antonio "Rick" Ringor passed away on December 17, 2019 and will be missed by his family and all who knew him

## **11. ADJOURNMENT**

The meeting adjourned at 12:35 pm.

\* \* \* \* \*

I certify that the above minutes substantially reflect the general business and actions taken by the Board of Trustees at the January 21, 2020 meeting.

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Gary Goodman, Manager

Approved as written and/or corrected by the Board of Trustees at the February 18, 2020 meeting.

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Gar House, Board Secretary

**January 2020 Check Register**  
**Activity From: 1/1/2020 to 1/31/2020**  
**Sacramento Yolo MVCD (SYC)**

Check Number	Check Date	Vendor Number	Name	Check
<b>Bank Code:</b> U US Bank				
053462	1/6/2020	0000504	US Bank	38,484.77
053463	1/7/2020	0000014	Alhambra & Sierra Springs	256.04
053464	1/7/2020	0000018	ANDKO Building Maintenance Inc.	2,777.94
053465	1/7/2020	0000036	Awards by Kay	137.03
053466	1/7/2020	0001011	Buckmaster Office Solutions	144.08
053467	1/7/2020	0001019	Cintas Corporation	1,938.97
053468	1/7/2020	0000117	City of Woodland	877.50
053469	1/7/2020	0000126	Complete Welders Supply Inc	806.65
053470	1/7/2020	0000128	Consolidated Communications	3,056.64
053471	1/7/2020	0000186	Elk Grove Water District	524.20
053472	1/7/2020	0001485	Marin/Sonoma MVCD	1,000.00
053473	1/7/2020	0000356	OReilly Automotive Stores Inc	44.49
053474	1/7/2020	0000367	PG & E	2,378.54
053475	1/7/2020	0000388	Republic Services #922	91.95
053476	1/7/2020	0001452	Results Radio - KCCL	1,530.00
053477	1/7/2020	0001465	Sacramento Control Systems, Inc.	664.50
053478	1/7/2020	0000424	Safe Side Security	384.00
053479	1/7/2020	0000451	SMUD	3,360.93
053480	1/7/2020	0000937	Staples Business Advantage	91.84
053481	1/7/2020	0001234	T-Mobile	577.28
053482	1/7/2020	0000494	Totlcom Inc	2,375.00
053483	1/7/2020	0000522	Verizon Wireless	2,467.14
053484	1/7/2020	0000526	VWR International Inc	341.35
053485	1/7/2020	0000529	Waste Management	164.96
053486	1/14/2020	0000141	CSAC Excess Insurance Authority	318.78
053487	1/14/2020	0000267	Kaiser Foundation Health Plan	20,761.72
053488	1/14/2020	0000267	Kaiser Foundation Health Plan	1,537.91
053489	1/14/2020	0000267	Kaiser Foundation Health Plan	4,613.71
053490	1/14/2020	0000267	Kaiser Foundation Health Plan	19,794.77
053491	1/14/2020	0000357	P & A Administrative Services Inc	99.00
053492	1/14/2020	0000373	Preferred Benefit Ins Administrators	8,515.20
053493	1/14/2020	0000957	Sutter Health Plus	8,459.87
053494	1/14/2020	0000531	Western Health Advantage	5,184.47
053495	1/14/2020	0000531	Western Health Advantage	3,985.81
053496	1/23/2020	0000014	Alhambra & Sierra Springs	209.05
053497	1/23/2020	0000029	Arthur J Gallagher Risk Mngmt Svcs	4,763.00
053498	1/23/2020	0000038	Bartkiewicz Kronick & Shanahan	2,529.74
053499	1/23/2020	0000126	Complete Welders Supply Inc	613.27
053500	1/23/2020	0001490	Economy Auto Sales	17,387.16
053501	1/23/2020	0000958	GreatAmerica Financial Services	372.82
053502	1/23/2020	0001233	Grow West	439.40
053503	1/23/2020	0000240	Hunt & Sons Inc	3,302.48
053504	1/23/2020	0000277	Kimball Midwest	564.58
053505	1/23/2020	0000497	Magnegas Welding Supply - West	84.75
053506	1/23/2020	0000557	Martin Electric	3,711.68
053507	1/23/2020	0000367	PG & E	1,654.76
053508	1/23/2020	0001488	Red Shoe Productions	8,300.00

053509	1/23/2020	0001270	Rubicon Global, LLC	192.56
053510	1/23/2020	0000427	Safety Kleen Corp	579.06
053511	1/23/2020	0000459	Star Milling Co	2,805.98
053512	1/23/2020	0000461	Stericycle Inc	80.71
053513	1/23/2020	0000505	US Bank Equipment Finance	102.36
053514	1/23/2020	0000518	Vector Disease Control International	39,269.00
053515	1/23/2020	0000526	VWR International Inc	114.71
053516	1/23/2020	0001471	Walker's Office Supply	109.64
053517	1/23/2020	0000534	Wiley Price & Radulovich	1,073.00
053518	1/28/2020	0000083	CA Department of Tax and Fee	874.00
053519	1/30/2020	0000454	Spark Creative Design	9,875.00
053520	1/31/2020	0000043	Benefit Coordinators Corporation	3,236.59
053521	1/31/2020	0000084	CA State Disbursement Unit	350.00
053522	1/31/2020	0000339	Nationwide Retirement Solutions	1,550.00
053523	1/31/2020	0000339	Nationwide Retirement Solutions	3,850.00
053524	1/31/2020	0001035	Operating Engineers Local Union No. 3	1,134.00
W00121	1/31/2020	0000086	CalPERS 457 Plan	21,761.50
W00122	1/31/2020	0000087	CalPERS Financial Reporting & Accounting	75,647.10
W00123	1/31/2020	0000176	EDD	14,381.31
W00124	1/31/2020	0000561	United States Treasury	53,486.19
<b>Bank U Total:</b>				<u>412,152.44</u>
<b>Report Total:</b>				<u><u>412,152.44</u></u>

I hereby authorize the use of my signature plate on  
the above-listed warrants, 053462-053524, and EFTs W00121-W00124

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Signature

Raymond LaTorre, President of the Board

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Date

S.Y.M.V.C.D  
FY 2019-2020 Budget Update  
January 2020

	Account #	Account Description	7 Months Ended January 31, 2020	FY 19-20 Annual Budget	Unused
T	4000	REVENUE	\$ -	\$ -	\$ -
T	5000	SALARIES/BENEFITS/WC	\$ 5,700,170.63	\$ 8,579,233.79	\$ 2,879,063.16
T	5200	OPERATIONAL	\$ 3,694,131.26	\$ 6,190,059.00	\$ 2,495,927.74
T	5210	LIABILITY INSURANCE	\$ 145,617.00	\$ 150,854.00	\$ 5,237.00
T	5250	AUDITING/FISCAL	\$ 15,700.00	\$ 17,750.00	\$ 2,050.00
T	5270	COMMUNICATIONS	\$ 42,726.50	\$ 79,500.00	\$ 36,773.50
T	5310	PUBLIC INFORMATION	\$ 154,256.71	\$ 465,500.00	\$ 311,243.29
T	5340	STRUCTURE & GROUNDS	\$ 75,808.15	\$ 65,000.00	\$ (10,808.15)
T	5370	MEMBER/TRAINING	\$ 66,120.08	\$ 113,000.00	\$ 46,879.92
T	5390	DISTRICT OFFICE EXPENSES	\$ 11,568.89	\$ 15,000.00	\$ 3,431.11
T	5430	PROFESSIONAL SERVICES	\$ 95,950.01	\$ 198,250.00	\$ 102,299.99
T	5440	MATERIALS & SUPPLIES	\$ 5,828.42	\$ 10,000.00	\$ 4,171.58
T	5450	RENTS & LEASES	\$ 5,780.62	\$ 11,550.00	\$ 5,769.38
T	5470	SAFETY PROGRAM	\$ 740.00	\$ 5,000.00	\$ 4,260.00
T	5480	UTILITIES	\$ 57,285.99	\$ 110,000.00	\$ 52,714.01
T	6120	AIRCRAFT SERVICES	\$ 462,676.37	\$ 945,500.00	\$ 482,823.63
T	6140	ECOLOGICAL MANAGEMENT	\$ 4,117.50	\$ 15,200.00	\$ 11,082.50
T	6160	MICROBIAL	\$ 924,493.95	\$ 1,500,000.00	\$ 575,506.05
T	6170	BIORATIONALS	\$ 651,250.20	\$ 950,000.00	\$ 298,749.80
T	6180	INSECTICIDES	\$ 690,435.92	\$ 1,000,000.00	\$ 309,564.08
T	6220	FISHERIES	\$ 10,180.74	\$ 27,000.00	\$ 16,819.26
T	6280	GEOGRAPHIC INFO SYSTEMS	\$ 3,293.49	\$ 7,125.00	\$ 3,831.51
T	6320	INFORMATION TECHNOLOGY	\$ 19,972.07	\$ 48,200.00	\$ 28,227.93
T	6350	CONTROL OPERATIONS	\$ 8,490.71	\$ 32,430.00	\$ 23,939.29
T	6370	SHOP	\$ 49,467.49	\$ 88,000.00	\$ 38,532.51
T	6420	LAB SERVICES	\$ 110,463.00	\$ 163,200.00	\$ 52,737.00
T	6450	GAS & PETROLEUM	\$ 81,907.45	\$ 172,000.00	\$ 90,092.55
T	7000	CAPITAL ACCOUNTS	\$ 110,760.19	\$ 573,049.00	\$ 462,288.81
T	7011/1510	Capital Outlay/Construction In Progress	\$ 102,108.14	\$ 136,049.00	\$ 33,940.86
T	7030	Research Fund	\$ -	\$ 50,000.00	\$ 50,000.00
T	7035	Building Improvement	\$ 8,652.05	\$ 387,000.00	\$ 378,347.95
T		TOTALS			
T		Salaries/Benefits	\$ 5,700,170.63	\$ 8,579,233.79	\$ 2,879,063.16
T		Operational	\$ 3,694,131.26	\$ 6,190,059.00	\$ 2,495,927.74
T		Capital Accounts	\$ 110,760.19	\$ 573,049.00	\$ 462,288.81
T		Total Budget	\$ 9,505,062.08	\$ 15,342,341.79	\$ 5,837,279.71

**SYC Balance Sheet**  
**As of 1/31/2020**

**Sacramento Yolo MVCD (SYC)**

**Assets**

**Current Assets**

Cash in Bank-FSA	55,373.97	
Cash with LAIF	6,803,929.20	
Petty Cash	600.00	
US Bank	1,265,829.53	
Accounts Receivable	15,517.68	
Assigned - Cash With VCJPA	1,520,371.00	
Inventory	933,041.51	
<b>Total Current Assets:</b>		10,594,662.89

**Fixed Assets**

LAND, BLDG., IMPROVEMENT	1,175,092.88	
EQUIPMENT	4,280,678.04	
BOND ROAD	5,061,395.00	
WOODLAND FACILITY	708,574.00	
ACCUMULATED DEPRECIATION	(6,650,388.20)	
<b>Total Fixed Assets:</b>		4,575,351.72

**Other Assets**

Deferred Outflows of Resources	7,419,528.00	
Deferred Outflows of Resources-GASB 75	427,109.00	
<b>Total Other Assets:</b>		7,846,637.00
<b>Total Assets:</b>		23,016,651.61

**Liabilities**

**Current Liabilities**

Accounts Payable	57,713.59	
Voluntary TL & AD&D	(643.93)	
Voluntary STD	(459.92)	
FSA Deductions	95,508.36	
P.E.R.S. Deductions	(1.04)	
Safety Program	(1,530.00)	
Accumulated Vacation	417,766.45	
<b>Total Current Liabilities:</b>		568,353.51

**Long-Term Liabilities**

Net Pension Liability	13,470,191.00	
Net OPEB Liability	1,151,973.00	
Deferred Inflow of Resources	1,197,703.00	
Deferred Inflow of Resources-GASB 75	101,685.00	
<b>Total Long-Term Liabilities:</b>		15,921,552.00
<b>Total Liabilities:</b>		16,489,905.51

**Equity**

INVESTMENT IN FIX ASSETS	4,575,351.96	
RESERVED CASH ( INS.)	1,520,371.00	
Committed-Capital Outlay	700,000.00	
Unassigned - Dry Financing	6,000,000.00	
Retained Earnings-Current Year	(2,550,772.78)	
GENERAL FUND	(5,718,204.08)	
Committed - Vector/Disease Response	2,000,000.00	
<b>Total Equity:</b>		6,526,746.10
<b>Total Liabilities &amp; Equity:</b>		23,016,651.61

**1. Items for Approval by General Consent:**

d. Board Consideration to Surplus District Property

The District would like to surplus the items below and will dispose/recycle and or sell the items.

**Shop**

- Trailer; 1991 Zieman TR-02 Trailer
- Mower: 72" Alamo Flail Mower

**Old shop**

- Nine (9) metal desks
- Two (2) corner desk pieces
- Four (4) wooden desks

**Recommendation:**

Approve the items for surplus

## Sacramento-Yolo Mosquito and Vector Control District Investment Report

### MAILING ADDRESS

8631 BOND ROAD  
 ELK GROVE, CA 95624

1.800.429.1022  
[FIGHTtheBITE.net](http://FIGHTtheBITE.net)

The District investment policy authorizes District funds and monies to be invested in only one or a combination of the following institutions and investment types:

- A. Yolo County Treasurer Investment Pool
- B. State Treasurer's Local Agency Investment Fund (L.A.I.F.)
- C. Member and Property Contingency Fund deposits with the Vector Control Joint Powers Agency (VCJPA)
- D. Prefunding of Other Post-Employment Benefits (OPEB) through California Public Employer's Retiree Benefit Trust Program (CERBT)

As the District receives revenue from taxes and other resources they are deposited with the Yolo County Treasurer. The following is the interest earnings, fund balances and investments of the District for the quarter ending **December 31, 2019.**

Gary Goodman, MANAGER

### 2020 BOARD OF TRUSTEES

JAYNA KARPINSKI-COSTA  
 PRESIDENT, CITRUS HEIGHTS

CRAIG BURNETT  
 VICE PRESIDENT, FOLSOM

GAR HOUSE  
 SECRETARY, WINTERS

CHRISTOPHER BARKER  
 DAVIS

RAUL DEANDA  
 WEST SACRAMENTO

SEAN DENNY  
 WOODLAND

BRUCE ELDRIDGE  
 YOLO COUNTY

LYNDON HAWKINS  
 ELK GROVE

RAYMOND LATORRE  
 SACRAMENTO

SUSAN MAGGY  
 SACRAMENTO COUNTY

ROBERT J. MCGARVEY  
 RANCHO CORDOVA

MARCIA MOONEY  
 GALT

ISLETON

Institution		Earnings	Total as of 12/31/2019
Yolo County Treasurer Investment Pool	2.145%*	\$6,148.25	\$7,251,787.58
L.A.I.F.	2.113%	\$18,663.90	\$1,203,929.20
VCJPA-Member Contingency Fund	2.4%	\$7,116.00	\$1,542,930.00
VCJPA-Property Contingency Fund**			
CERBT-Strategy 3		\$45,238.33	\$1,964,173.69
		District Total:	\$11,962,820.47

\*Rates are reflected as annualized earning rates

\*\* VCJPA Property Contingency Fund (PCF) net balance has been deposited into the Member Contingency Fund (MCF) and the PCF has been dissolved by the VCJPA Board effective July 1, 2019.





# County of Yolo

www.yolocounty.org

## DEPARTMENT OF FINANCIAL SERVICES

625 Court Street, Room 102

PO BOX 1268

WOODLAND, CA 95776

PHONE: (530) 666-8190

FAX: (530) 666-8215

DFS @ yolocounty.org

HOWARD H. NEWENS, CIA, CPA

Chief Financial Officer

DOUGLAS K. OLANDER, CPA

Assistant Chief Financial Officer

- Financial Strategy Leadership
- Budget & Financial Planning
- Treasury & Finance
- Tax & Fee Collection

- Financial Systems Oversight
- Accounting & Financial Reporting
- Internal Audit
- Procurement

February 13, 2020

Mr. Gary Goodman  
Sacramento-Yolo Mosquito Abatement District  
8631 Bond Road  
Elk Grove, CA 95624

Dear Mr. Goodman:

Listed below for your information and that of the Board of Directors, is data pertaining to interest earnings, fund balances and investments of the District for the quarter ended December 31, 2019. The Yolo County Treasurer's Investment Report is available electronically. Should you or the Board wish additional information or have any questions, please let me know.

Please note that excess funds in the treasury fund on December 31, 2019 were moved to the LAIF account in January. We currently evaluate balances for transfers on the 15<sup>th</sup> of every month.

<u>PERIOD</u>	<u>YOLO COUNTY</u>	<u>LAIF</u>	<u>EARNINGS</u>
Quarter ending December 31, 2019:	2.145%*		\$ 6,148.25
Quarter ending December 31, 2019:		2.113%	\$ 18,663.90
Placement of Funds as of December 31, 2019:			
	Yolo County Treasurer's Pool (Fund 6953)	\$ 7,251,787.58	
	Flexible Spending Account	14,872.11	
	LAIF	<u>1,203,929.20</u>	
	Total	\$ 8,470,588.89	

\*Rates are reflected above as annualized earning rates.

Sincerely,

  
Edward Burnham  
Accounting Manager, Treasury & Finance



# Vector Control Joint Powers Agency

## Member Contingency Fund

For the Quarter Ended  
December 31, 2019

Member District	Balance at Beginning of Quarter	Contribution	(Withdrawals)	Interest Earned	Allocated Admin.	Balance at End of Quarter
Alameda County	358,147			1,659	(8)	359,799
Burney Basin	46,971	1,834		222	(1)	49,026
Butte County	282,179			1,307	(6)	283,480
Coachella Valley	1,099,268		(500,000)	3,935	(19)	603,184
Coalinga-Huron	6,681	385		32	0	7,098
Colusa	83,758	3,908		397	(2)	88,061
Compton Creek	67,687			314	(2)	67,999
Consolidated	347,062	34,308		1,687	(8)	383,049
Contra Costa	1,227,792		(463)	5,688	(27)	1,232,989
Durham	4,209			20	0	4,229
Fresno	214,301			993	(5)	215,289
Glenn County	41,769			194	(1)	41,962
Greater Los Angeles	1,274,616	59,319		6,043	(29)	1,339,949
Lake County	137,079			635	(3)	137,711
Los Angeles County West	603,485			2,796	(13)	606,268
Marin-Sonoma	799,674			3,705	(18)	803,361
Napa County	1,257,574	13,676		5,858	(28)	1,277,080
No Salinas Valley	581,400	11,177		2,720	(13)	595,283
Northwest	384,032		(50,000)	1,663	(8)	335,688
Orange County	428,999			1,988	(10)	430,977
Oroville	11,583			54	0	11,637
Pine Grove	29,548			137	(1)	29,683
Placer	182,857			847	(4)	183,701
Sacramento-Yolo	1,535,848			7,116	(34)	1,542,930
San Gabriel Valley	100,309			465	(2)	100,772
San Joaquin County	637,499	51,832		3,074	(15)	692,389
San Mateo County	489,884			2,270	(11)	492,142
Santa Barbara County	56,105	7,537		277	(1)	63,918
Shasta	229,439	22,499		1,115	(5)	253,048
Sutter-Yuba	351,822			1,630	(8)	353,444
Tehama County	264,440	6,538		1,240	(6)	272,212
Turlock	228,107	18,544		1,100	(5)	247,746
West Valley	350,022		(40,000)	1,529	(7)	311,544
<b>Total</b>	<b>13,714,145</b>	<b>231,557</b>	<b>(590,463)</b>	<b>62,709</b>	<b>(300)</b>	<b>13,417,647</b>

### Notes:

Yield to maturity rate on the VCJPA portfolio is 2.25% as of the above date. As required by GASB 31, the allocated interest shown also reflects market value changes to the securities held in the portfolio. Therefore, the actual interest allocated to this fund, and all program year funds, may or may not equal the yield to maturity rate from quarter to quarter. However, the average overall allocated interest, over the life of this fund, should provide a close approximation.

# Sacramento-Yolo Mosquito & Vector Control District

CERBT Strategy 3

Entity #: SKB8-1375523307

Quarter Ended December 31, 2019



## Market Value Summary:

	QTD Current Period	Fiscal Year to Date
Beginning Balance	\$1,919,349.27	\$1,876,278.34
Contribution	0.00	0.00
Disbursement	0.00	0.00
Transfer In	0.00	0.00
Transfer Out	0.00	0.00
Investment Earnings	45,238.33	88,715.04
Administrative Expenses	(239.06)	(473.46)
Investment Expense	(174.85)	(346.23)
Other	0.00	0.00
Ending Balance	\$1,964,173.69	\$1,964,173.69
FY End Contrib per GASB 74 Para 22	0.00	0.00
FY End Disbursement Accrual	0.00	0.00
Grand Total	\$1,964,173.69	\$1,964,173.69

## Unit Value Summary:

	QTD Current Period	Fiscal Year to Date
Beginning Units	123,845.370	123,845.370
Unit Purchases from Contributions	0.000	0.000
Unit Sales for Withdrawals	0.000	0.000
Unit Transfer In	0.000	0.000
Unit Transfer Out	0.000	0.000
Ending Units	123,845.370	123,845.370
Period Beginning Unit Value	15.497948	15.150168
Period Ending Unit Value	15.859886	15.859886

Please note the Grand Total is your actual fund account balance at the end of the period, including all contributions per GASB 74 paragraph 22 and accrued disbursements. Please review your statement promptly. All information contained in your statement will be considered true and accurate unless you contact us within 30 days of receipt of this statement. If you have questions about the validity of this information, please contact CERBT4U@calpers.ca.gov.

Statement of Transaction Detail for the Quarter Ending 12/31/2019

Sacramento-Yolo Mosquito & Vector Control District

Entity #: SKB8-1375523307



Date	Description	Amount	Unit Value	Units	Check/Wire	Notes
------	-------------	--------	------------	-------	------------	-------

Client Contact:

CERBT4U@CalPERS.ca.gov

# **Sacramento-Yolo Mosquito and Vector Control District**

## **February 18, 2020 Board Meeting**

### **3. Reports to the Board**

- a. Manager's Report**
- b. Reports from Trustees Attending the Mosquito and Vector Control Association of California (MVCAC) Annual Conference**
- c. Reports from District Departments**
  - **Lab/Surveillance (Marcia Reed)**
  - **Ecological Management (Marty Scholl)**
  - **Biological Control (Tony Hedley)**
  - **Larval and Adult Control (Steve Ramos)**
  - **Public Outreach (Luz Maria Robles)**

#### **a. Manager's Report**

District staff is taking earned vacation time and completing annual training during this time of year. Staff has submitted the National Pollutant Discharge Elimination System (NPDES) Annual Report to the State Water Resources Control Board.

Staff did an excellent job with their presentations at the MVCAC Annual conference in San Diego. The District gave ten talks at the meeting and moderated two symposiums.

The MVCAC Spring Quarterly meeting will be held on March 2<sup>nd</sup> -4<sup>th</sup> in conjunction with the Annual Legislative Day in Sacramento. The MVCAC is trying to ensure that we visit all of our state legislators so we may be making visits to other Districts representatives if needed. Our main concern will be focused on securing funding for the CalSurv Gateway again. The last day for bill introduction is February 21<sup>st</sup>. The MVCAC is not currently sponsoring any legislation.

The American Mosquito Control Associations Annual Legislative Day will be May 11<sup>th</sup> – 13<sup>th</sup> in Washington DC. Funding for the Centers for Disease Control (specifically within the Tick ACT), United States Fish and Wildlife Service Mosquito Control Practices and NPDES issues will again be the main ask of our federal legislators.

Our Vector Control Joint Powers Authority has their annual workshop on February 27<sup>th</sup> and 28<sup>th</sup>. Janna McLeod will be attending on behalf of the District.

Please be advised that you will need to submit your Conflict of Interest Form 700 prior to April 2020.

**b. Reports from Trustees Attending the MVCAC Annual Conference**

**c. Reports from District Departments**

- **Lab/Surveillance (Marcia Reed)**
- **Ecological Management (Marty Scholl)**
- **Biological Control (Tony Hedley)**
- **Larval and Adult Control (Steve Ramos)**
- **Public Outreach (Luz Maria Robles)**

## LABORATORY

### Monthly Report for February 2020 Board Meeting

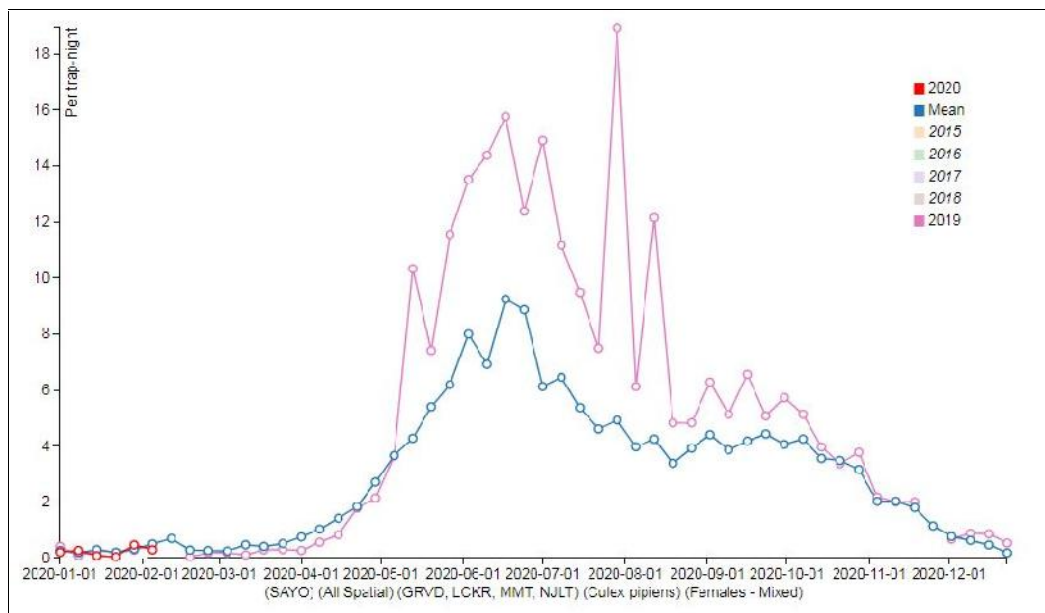
#### Insectary:

Colonies maintained: *Culex tarsalis* Kern National Wildlife (susceptible)  
*Culex tarsalis* Conaway Ranch – wild (resistant)  
*Culex quinquefasciatus* Cq1 (susceptible)  
*Culex pipiens* Woodland (resistant)  
*Culex pipiens* f. *molestus* - wild - Sacramento County  
*Aedes sierrensis* wild - Marin - Sonoma County (in egg form)

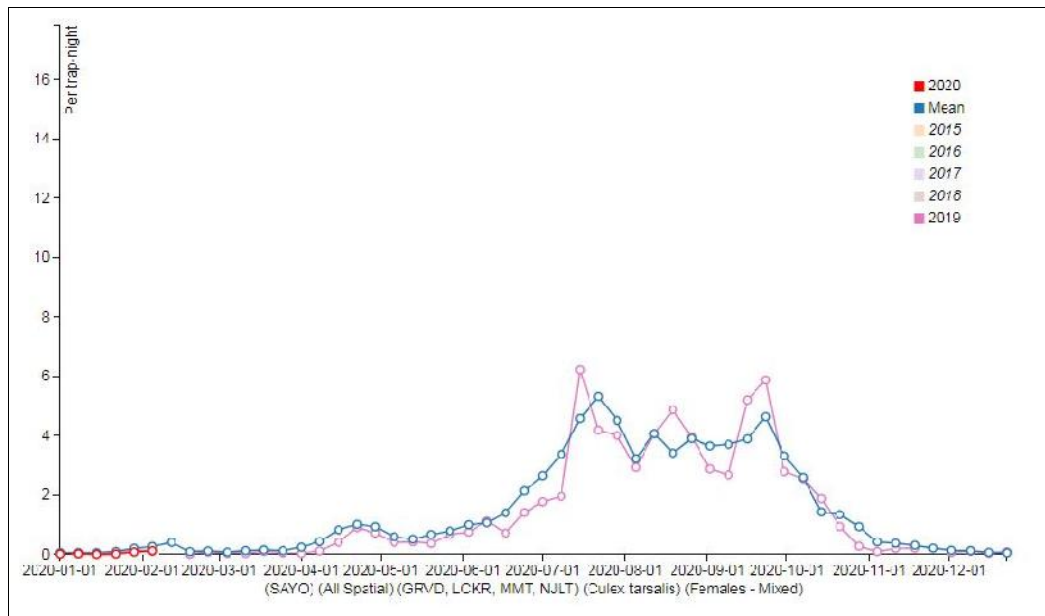
#### Surveillance:

- **Weekly collections** – New Jersey Light traps (NJLTs), Locker CO<sub>2</sub> Traps (LCKRs) and Gravid traps (GTs) results are presented in the graphs below. Abundance is low as is usual for the winter months. A graph is included for our *Anopheles freeborni* to show the winter/spring peak we usually see in either February or March when the weather warms for a few days. Service requests tend to rise when this occurs.

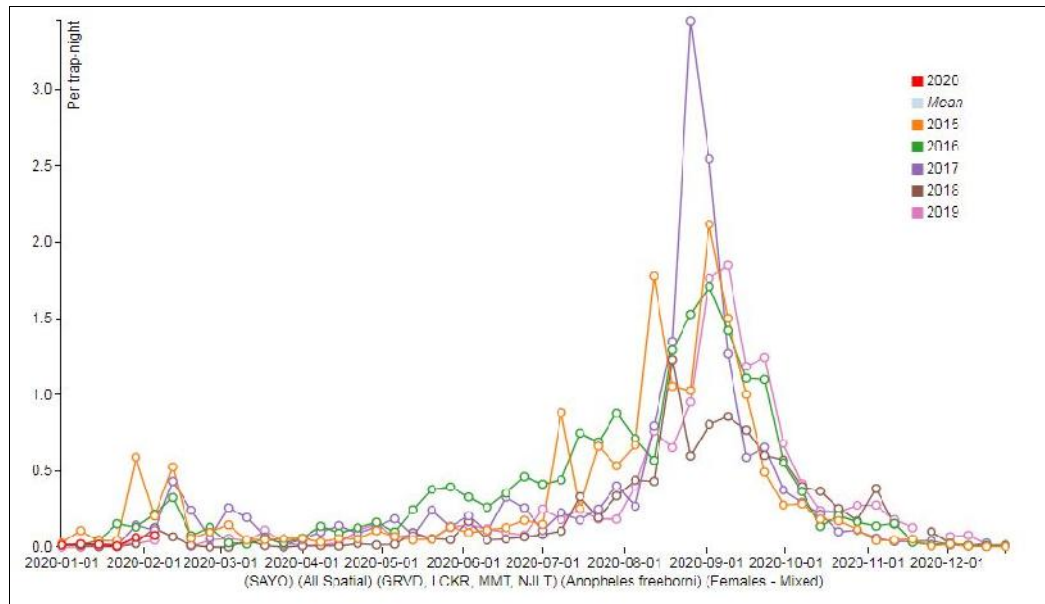
*Culex pipiens* in abundance traps (NJLT, LCKR, GT):



*Culex tarsalis* in abundance traps (NJLT, LCKR, GT):



*Anopheles freeborni* in abundance traps (NJLT, LCKR, GT):



**Encephalitis virus surveillance (EVS) – Mosquitoes** – We have readied all EVS equipment for the upcoming season. We are considering adding BG Sweet-lures to our CO<sub>2</sub> and gravid traps used for EVS surveillance to increase their potential attractiveness for invasive *Aedes* mosquitoes.



**Encephalitis virus surveillance (EVS) – Sentinel Chickens** – We are planning on having chicken coops in the same locations for the upcoming season as last season: Knights Landing, Dunnigan, Isleton, Rancho Murieta and Gibson Ranch. Chickens will be picked up on April 23<sup>rd</sup> in Modesto. We will perform baseline bleeds and then deliver them to our various flock sites.

**Encephalitis virus surveillance (EVS) – Dead Birds** – We are looking forward to the dead bird hotline opening in the spring and will again be picking up and testing dead birds as they are reported by the public.

**Invasive *Aedes* spp. Surveillance** – We are continuing our monitoring of our *Aedes aegypti* populations in Citrus Heights with BG Sentinel traps. The last detection of one of these mosquitoes was on November 16<sup>th</sup>. We check these traps weekly.

**Tick and Lyme disease surveillance** – We have begun our tick surveillance program for this winter. There are 20 locations which are monitored for the presence of *Ixodes pacificus* ticks. Pools (samples) of these ticks will be tested for *Borrelia burgdorferi*. We have currently found three positive pools from two sites. The pools were all from the American River corridor, near Folsom.

**BG Counter Traps** – We have cleaned and stored these traps to be ready for next season's deployment. The shop is constructing four more of the protective cages for use with these traps.

**Mosquito Resistance Testing** – We are developing our plans for testing wild mosquito populations against various active ingredients as well as against formulated products this season.

**Non-WNV Disease Response Surveillance** – In the month of January, we were notified of one imported non-locally acquired dengue human disease case as well as one presumptive Zika case. The dengue case was located in Elk Grove while the Zika case was in the city of Sacramento. We responded with BG sentinel traps and did not find any invasive *Aedes* mosquitoes in these traps.

#### **District Studies –**

**LVL (Low Volume Larvicide) studies** – We are anticipating utilizing this application method for our invasive *Aedes* response this season and are developing plans for evaluating its efficacy.

**Adulticide Product Trials** – Results were presented at the MVCAC annual meeting for several trials in our rice habitat. Some of these trials were comparing adulticide products while others were used for comparison to benchtop bottle bioassay results. We will be conducting trials again this season.

## **Collaborations –**

**Catch Basin Residue and Resistance study** – Dr Gan's lab presented preliminary data from this multi-District study at the annual MVCAC meeting last month. We hope to perform a second phase of this study this season. We will be meeting with Dr. Gan at the Pac-Vec Meeting in February and will discuss possibilities for a study this year.

**Biogents Pro trap** – We presented the data from this new modular trap at the MVCAC annual meeting in January. We may do additional evaluations this season.

**Sugar Bait Project** – The results of this seasons work on this new surveillance tool will be presented at the AMCA annual meeting. We are also determining how we will utilize these sugar baits next season as an integral part of our early spring surveillance program.

**Additional Projects** – As mentioned previously, we will be attending the Pac-Vec Center of Excellence meeting on February 19<sup>th</sup> and 20<sup>th</sup> at UC Riverside, and will be discussing other opportunities for collaborations.

**2020 California Arbovirus Surveillance Bulletin updates will begin again in the spring**

## **ECOLOGICAL MANAGEMENT DEPARTMENT**

### **Monthly Report for February 2020 Board Meeting**

#### **Storm Water / Drainages / Planning Program**

Waters of the US (WOTUS): Staff will be attending a workshop hosted by the US Army Corps of Engineers, Sacramento District to learn about current definitions of WOTUS and how the new rules may affect District operations.

#### **Unmanned Aerial Systems (UAS) Program**

CalTrans UAS Workshop: Staff attended a one day UAS workshop hosted by CalTrans and the US Department of Transportation (DOT) at the Sacramento Headquarters office. The workshop focused on interactive high end mapping and field level UAS applications. The District was invited to attend this DOT event and interact with the speakers from across the US. The workshop provided a forum for the District to discuss current operational and workflow challenges with other State Agencies.

Pesticide Regulatory Education Program (PREP): UC Davis is coordinating the PREP events for the Federal Environmental Protection Agency (EPA) and has requested a tour of the District's facilities and Integrated Pest Management (IPM) program along with a detailed demonstration of UAS application units on March 26<sup>th</sup>.

Staff has been working on utilizing new and existing software platforms to verify the most efficient and accurate methods of modeling treatment areas and Best Management Practice (BMP) projects using existing UAS platforms.



**Wetland Program**

California Central Valley Wetland Managers Meeting: Brian Olson of the California Department of Fish and Wildlife (CDFW) along with Bart McDermott of Stone Lakes National Wildlife Refuge requested the District participate in the Managers Meeting on March 4<sup>th</sup> to present “Using Drones for Mosquito Control” to the general audience.

**MVCAC Conference**

Staff attended the 88<sup>th</sup> Annual Conference and presented the challenges and innovations with using UAS application units.

## BIOLOGICAL CONTROL

### Monthly Report for February 2020 Board Meeting

In the month of January the Fisheries Department focused on preparing for this upcoming season. The department will be involved in many projects this season including monitoring dissolved oxygen levels, crayfish trapping, ideal stocking rates and the use of mosquitofish pheromones to repel mosquito egg laying. January has been relatively dry and unseasonably warm requiring the use of herbicides to control weeds around our fish rearing ponds and the Bond road facility. We have continued to run our deep well system as needed to keep water levels at desired depths and to add clean water to ponds. Annual training and continuing education remains a priority this time of year as mosquito activity is relatively slow. Daily activities such as tank cleaning were also performed to maintain the high quality of our fish population. Fisheries Supervisor Tony Hedley attended and presented a talk on the importance of Dissolved Oxygen in earthen ponds at the annual Mosquito and Vector Control Association of California (MVCAC) meeting in San Diego.

#### Log of Treatment Applied for December

<u>Material</u>	<u>AMT</u>	<u>Area Treated</u>	<u>Rate</u>	<u>Treatments</u>
Mosquitofish	0	0 Acres	0	0

#### Log of Treatment Applied for the year 2020

<u>Material</u>	<u>AMT</u>	<u>Area Treated</u>	<u>Rate</u>	<u>Treatments</u>
Mosquitofish	0 lbs.	0 Acres	0	0

#### Fish checked out by Crew

Fisheries- lbs., North Sac-lbs., South Sac-lbs., Yolo- lbs.

#### Fisheries Budget

<u>Total</u>	<u>Spent</u>	<u>Remaining</u>	<u>% Spent</u>
27,000.00	18,228.31	8,771.69	68%

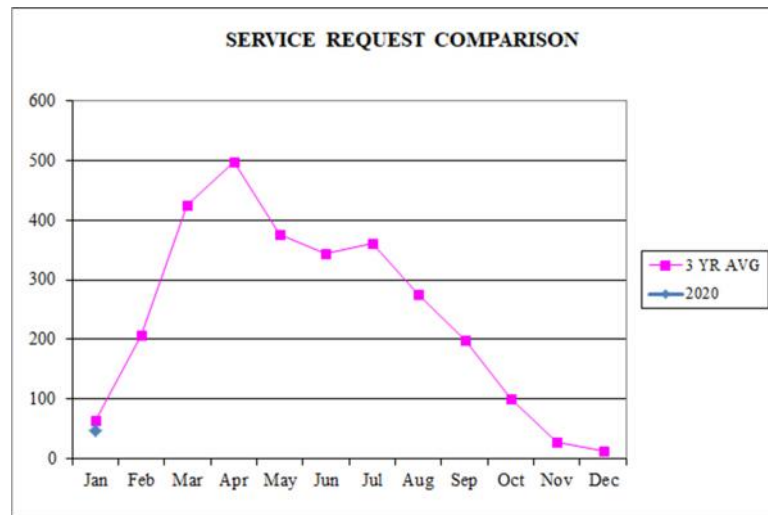
Fisheries Supervisor Tony Hedley presented to almost a packed room at this year's MVCAC annual conference.



## CONTROL OPERATIONS

### Monthly Report for February 2020 Board Meeting

Control operations staff has continued working on projects such as setting up the new library pictured below. Vehicle equipment updates and inspection/calibrations are being performed as well. Catch Basin crews are updating maps and making Water Soluble Packets (WSP) to service the Downtown Sacramento area. Service requests numbers are normal for this time of year and lower than 2019 by half which was a very high service request year. Training and tech manual updates continue and the District's annual pesticide training is scheduled for March. Seasonal positions have been posted and applications are being received. Interviews will be scheduled in the upcoming months.



New Library



Vehicle Inspections

<b>Larvicide Applications thru January 31<sup>st</sup></b>				
	<u>2020</u>		<u>2019</u>	
<u>Locations/Roles</u>	<u>Treatments</u>	<u>Acres</u>	<u>Treatments</u>	<u>Acres</u>
Sacramento County	14	0.2	49	8.3
Sac County Aerial	Orders 0	0	Orders 0	0
Yolo County	0	0.0	1	0.4
Yolo County Aerial	0 Orders	0	0 Orders	0
CB Treated	0	--	0	--
CB Inspected -not treated	0	--	0	--

<b>Aerial Adulticide Summary thru January 31<sup>st</sup></b>				
	<u>2020</u>		<u>2019</u>	
<u>County</u>	<u># Applications</u>	<u>Acres</u>	<u># Applications</u>	<u>Acres</u>
Sacramento Ag	0	0	0	0
Sacramento Urban	0	0	0	0
Yolo Ag	0	0	0	0
Yolo Urban	0	0	0	0
Totals		0		0

**VDCI Summary through January 31<sup>st</sup>, 2020** **compared to: 2019**

Contract Acres (our portion) =	530,000	530,000
Acres used =	0	0
Acres remaining =	(530,000)	(530,000)
% Acres used =	0%	0%
% Acres remaining =	100%	100 %

San Joaquin County MVCD has used 0 acres of their 190,000 acre contract commitment.  
 Placer MVCD has used 0 acres of their 100,000 acre commitment.  
 Turlock MAD has used 0 acres of their 180,000 acre commitment.

**PUBLIC INFORMATION AND EDUCATION**  
**Monthly Report for February 2020 Board Meeting**

**Fight the Bite Contest**

The 2020 annual Fight the Bite Contest has begun. In preparing for the contest, the flier was updated and sent to all school districts for approval. Once the districts approved the flier, our vendor delivered hard copies of the flier to the participating schools. The contest is being promoted on social media, at school assemblies and also by emailing past teachers who have submitted entries as well as contacting schools that participate every year.

**School Program**

The school assembly project in conjunction with Red Shoe Productions is ready to be rolled out. All the artwork for the stage banners and props have been finalized and materials that will be given to each student have also been received. The first assembly is scheduled for February 18<sup>th</sup> at Leimbach Elementary in Sacramento. Currently, two other assemblies have been scheduled:

February 19: Shirley Rominger Intermediate in Winters

February 20: Parkway Elementary in Sacramento

**Advertising**

As part our 2020 Fight the Bite advertising campaign we will once again use our consultant Luken/ Benjamin to assist in placing the media buys. We've met with some account executives and media vendors to discuss new creative strategies and ideas that will be implemented this season. We have put together a draft plan that includes a wide mix of advertising outlets and will launch during Mosquito Awareness Week in April and run through October.

**Events:**

Over the past few weeks we've been receiving vendor applications and information to return as sponsors for the community events that we attended in the past. We've been gathering information and putting together the list of outreach events that we'll be attending during the 2020 season. On February 1<sup>st</sup> we attended the Galt Bird Festival where we engaged guests and discussed the West Nile virus infection cycle as it relates to birds. Later in the month we will set up our booth and participate at the Duck Days event at the Vic Fazio Wetlands.

**Repellent Distribution**

Repellent requests have started to come in for the season and earlier this month we delivered 6 boxes of repellent to Heritage Park, a retirement community in Natomas.



# **Sacramento-Yolo Mosquito and Vector Control District**

## **February 18, 2020 Board Meeting**

### **4. Board Review and Consideration of \$280,000 to Fund the Public Outreach Advertising Plan for the 2020 Mosquito Season**

#### **Staff Report:**

The District's Public Information and Education Department strives to raise awareness of mosquitoes, prevention of mosquito transmitted diseases as well as District services and activities. We also seek to spread this messaging as effectively and efficiently to as many residents of Sacramento and Yolo Counties. We purposely seek to increase messaging to homeowners, adults with children Ages 0-17, and to seniors 55 years old and above. This is achieved by utilizing various tools including a paid advertising campaign, digital media, social media, numerous special events, on-air interviews and public service announcements, media relations, government affairs, as well as ongoing general public outreach and community involvement.

#### **Campaign Goals:**

- Educate and inform the community about mosquitoes, prevention of West Nile virus and other vector-borne diseases, paying careful attention this year to invasive mosquitoes
- Highlight and continue to emphasize the District messaging by stressing the advantages of draining standing water, using personal protection, and "enlisting" community support as to the overall importance of how "mosquito control matters to all of us, and all of us can help"
- Increase public awareness of how residents can participate to prevent mosquito breeding sites around the home
- Enhance and influence public awareness/behavior – and especially enhance the awareness of the extraordinary benefits that the District provides for our community
- Inform the public about the District and the services available
- Build public trust and enhance our brand by advancing awareness that we are a reliable and responsive resource in the community
- Increase public recognition of the Fight the Bite campaign, website, information, and the District's 7 D's

#### **2020 Advertising Plan:**

***Data Analysis/Research:*** For the past several years we continue to embrace the use of economic, media, demographic, and psychographic consumer behavior data to help us enhance targeting of our media expenditures and media partners.

This year we will further enhance this effort with the latest data made available to us through our consultants. This extensive analysis includes the most relevant and current

views – both quantitatively and qualitatively of homeowners, homeowners with children, and seniors residing in the counties that we serve.

This data also enables us to increase the value of all media expenditures and provides the roadmap for building even greater partnerships with our local media partners. We carefully track market data each year as we seek to gain the most efficient media use and choose the most effective partners.

**Media:** Paid advertising campaign utilizing a mix of elements including:

- Television commercials
- Radio commercials
- Cable TV
- Over the Top (OTT) TV
- Traffic and weather radio sponsorships
- Social media outreach via Facebook, Twitter, Instagram
- Outdoor billboard and/or transit (bus /light rail)
- Digital web ads served by zip code
- Print ads – including specially targeted print to specific ethnic communities

**Creative:** This year we will update and use the new creative messaging that was built in 2019

**Advertising Strategy:**

The 2020 Advertising Campaign will incorporate a mix of several media elements including Television (Broadcast TV, Cable TV, and OTT), Radio, Print, Social Media, and Digital Media that will include the use of “longer format Native-like” Digital to disseminate a depth of messaging objectives. Messages will focus on the importance of controlling mosquitoes, personal protection and awareness of West Nile virus. We will also include messaging relating to invasive mosquito species and the importance of being prepared or on the lookout for these types of mosquitoes.

**TELEVISION** - Television, both traditional and cable, along with an increased use of OTT TV, will be a strong foundation of the advertising campaign and provide the audio and visual aspect of the messaging strategy.

**RADIO** - Radio ads will also be a significant element of the campaign and will again include traffic and weather sponsorships, other value-added sponsorships, on-air appearances and interviews, and public service type announcements. Our negotiation with radio stations also includes a significant amount of bonus commercials.

The TV and radio spots will be in English, Spanish, Russian, and be distributed on a variety of radio stations within the market

**DIGITAL Media** – Because of increasing consumer utility of digital media – especially for news and entertainment - we will continue to implement and expand our social media campaign - utilizing Facebook, Twitter and Instagram. We will focus on increasing the

number of fans by using Facebook Ads, as we post timely, relevant, interesting, and shareable content. This will increase our exposure to the online community giving the District even higher visibility.

**TIMING:** We will debut the advertising campaign during Mosquito Awareness Week in April to kick off the season – as we especially seek as much value-added support from our media partners during this time. The primary campaign will then build and more heavily launch at end May as we lead into the Memorial Day holiday. As we know, Memorial Day is recognized as the season’s first major outdoor weekend when people are enjoying the outdoors and messages will especially focus on the use of repellent for personal protection and that this is the time to be most cognizant of mosquito prevention.

Beginning in June when the weather starts to get warm and we begin to see virus activity, the advertising weight will be increased to obtain more public awareness. TV and Radio commercial schedules will be peak with increased reach and frequency during this time to ensure our messages are received by a wide audience.

July and August are the hottest months and when West Nile virus activity peaks. These will be the heaviest advertising months with our messages airing consistently across all platforms to ensure that key messages will reach the communities we serve especially around the Fourth of July holiday, National Night Out and through Labor Day.

As mentioned earlier, as part of our paid advertising negotiations, we obtain a high amount of “free” public service announcements and bonus coverage that also includes the opportunity to appear in various public affairs shows. These shows are hosted by several different stations and we use these shows to disseminate more of entire messaging objectives as described herein. Media partners also distribute our materials and repellent at many of their station’s promotional events and community appearances.

The paid advertising buy will also be supported by press releases and the free news coverage they help us to generate.

The 2020 Plan is \$20,000 more than the 2019 Plan due to the anticipated higher cost due to the fact that it is an election year.

**Recommendation:**

Approve the 2020 Advertising Plan not to exceed \$280,000

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# **Sacramento-Yolo Mosquito and Vector Control District**

## **February 18, 2020 Board Meeting**

### **5. Board Review and Consideration of Repellent Purchase not to exceed \$70,000**

The Public Information and Education Department is seeking Board approval for the purchase of mosquito repellent wipes. One of the main Fight the Bite messages constantly being promoted by the District is the importance of personal protection against mosquito bites by always wearing a good mosquito repellent while spending time outdoors. Repellent wipes are distributed at all presentations and the many outreach events we attend throughout the year. The repellent wipes are a great tool to draw people to our booth so we can further educate them on mosquito prevention and discuss our District services and current activities.

In addition, the repellent wipes are popular and very well received among residents and community groups. Our Public Information and Education Department will continue to aggressively distribute repellent at all upcoming events as well as make it available to agencies serving the homeless, senior centers, parks and recreation departments, community groups and neighborhood associations. Repellent will also be distributed widely during National Night Out, concerts in the park and other outdoor summer events sponsored by various cities and community organizations.

The District has received quotes from SC Johnson for the Deep Woods OFF repellent wipes and Adventure Medical Kits for the Ben Deet wipes. The District anticipates needing approximately 240,000 wipes for the season as we still have some left over from last year. A summary is below and the quotes are attached.

SC Johnson	One Box=144 wipes @ \$57.42 or \$0.399 per wipe
Ben Deet	One Box=144 wipes @ \$38.88 or \$0.249 per wipe

The cost per wipe cited above does not include shipping or tax. Purchasing Ben Deet wipes saves ~ \$0.15 per wipe.

#### **Recommendation:**

**Approve the purchase of Ben Deet repellent wipes not to exceed \$70,000.**

**Adventure Medical Kits**  
1141 Harbor Bay Parkway, Suite 103  
Alameda, CA 94502



10/31/19

**Ben's 30 Deet Insect Repellent Wipe Quote**  
**Sacramento-Yolo Mosquito & Vector Control District**

0006-7085 Ben's 30 Deet Wipes

**Total individual wipes 238,320 ea.**

Wipes **\$59,381.40** (1,655 cases = 19,860 inner boxes/12 ea.)

Price per individual wipe: \$0.27274253

CA Sales Tax: **\$4,602.06**

FedEx Ground Freight: **\$1,016.54**

**Total: \$65,000.00**

**Notes:**

Shipping FOB to 8631 Bond Road Elk Grove, CA 95624

Sincerely,

**Jonathan Greer**

Vice President of Sales Western US | Adventure Medical Kits | Tender Corporation

1141 Harbor Bay Parkway, Suite 103 Alameda, CA 94502

Direct Line: 603-837-0271 | Direct fax: 603-259-7371

Email: [jgreer@tendercorp.com](mailto:jgreer@tendercorp.com)

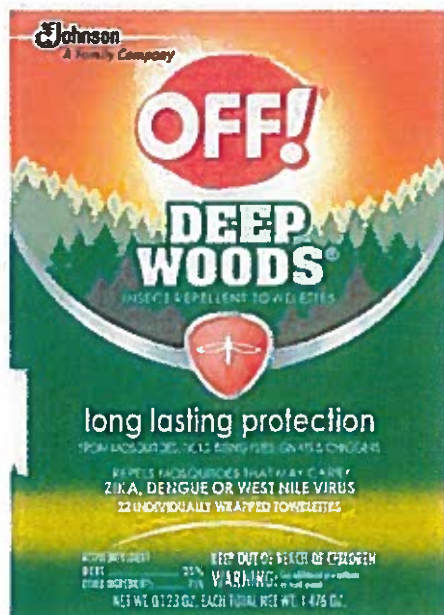
October 23, 2019

Luz Maria Robles  
Public Information Officer  
Sacramento-Yolo Mosquito & Vector Control District  
8631 Bond Rd.  
Elk Grove, Ca. 95624

Hello Ms Robles,

Product Information for the Deep Woods OFF! Towelettes 12 ct is listed below. Price per case is \$57.42. In order to meet our minimum order of 2,500 lbs., you would need to order 1,033 cases for a total cost of \$59,314.86

UPC Case Code	Material Code	UPC Unit Code	Description	Cases	Pack Size	Case Cnt	Case Wgt	Case Dim LxWxH	UNIT/SET-UP DIM HxWxD	# ON LTR	Total Pallet	STANDARD ~ (2,500-13,000 lb or 157-733 cu)
100-4850054996-7	811072	000-4850054996-0	OFF! DEEP WOODS® TOWELETTES 12 CT -	12	12 CT	0.279	2.422	9.30 x 8.632 x 5.945	5.438 x 3.938 x 1.375	20	140	\$7.42



Please let me know If there is anything additional you may need.

Thanks.

Missy Schlack  
SC Johnson  
800-891-9140 ext 87591

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# **Sacramento-Yolo Mosquito and Vector Control District**

## **February 18, 2020 Board Meeting**

- 6. Closed Session-Public Employment (Government Code Section 54957) – Field Technician**

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