

South Bay Cities Council of Governments

February 10, 2020

TO: SBCCOG Steering Committee

FROM: Kim Fuentes, Deputy Executive Director
Jacki Bacharach, Executive Director

SUBJECT: 2020 General Assembly Update

Adherence to Strategic Plan:

Goal C: Member Networking and Communications. Sustain and strengthen Board and member commitment to SBCCOG and its initiatives.

UPDATE

SBCCOG's 21st Annual General Assembly will be held on Thursday, March 19, 2020 at the Juanita Millender-McDonald Carson Community Center located at 801 East Carson St., Carson, CA 90745. Registration and exhibits open at 8:30 a.m. and the program starts at 9:00 a.m.

ATTENDEES

RSVP – This year, SBCCOG is using Eventbrite to collect RSVPs. Everyone needs to register at sb-intersections.eventbrite.com by March 12, 2020. In addition, Jacki has sent out sample letters to SBCCOG Board members to invite commissioners and others to attend. RSVPs as of January 28, 2020 are **150** - tracking higher than the same time last year.

SPONSORSHIPS

As of 2/3/20 SBCCOG has a total sponsorship contributions of \$64,250 cash and \$6,166.60 in-kind. Sponsors include:

GOLDEN CIRCLE \$10,000 - Southern California Edison

BENEFACTORS \$5,000

- **American Dark Fiber**
- **California State University, Dominguez Hills**
- **Chevron**
- **Continental Development Corporation | Mar Ventures**
- **Port of Los Angeles**

SPONSORS \$2,500

- **Beach Cities Health Districts**
- **California Water Service**
- **Daily Breeze/Beach Reporter/PV News**
- **Econolite**
- **Kosmont Companies**
- **Los Angeles Rams**
- **Metropolitan Water District of Southern California**
- **Northrop Grumman**
- **South Coast Air Quality Management District**
- **Water Replenishment District of Southern Ca.**
- **Watson Land Company**
- **West Basin Municipal Water District**
- **Ygrene**

FRIENDS OF THE COG

- **South Bay Work Investment Board**

City of Carson for hosting the event.

PROGRAM

- *Theme* – This year’s theme is Intersections: Finding Tomorrow’s Solutions for Today’s Issues
- *Confirmed Speakers* – Presentations will be in a panel and TED Talk style. Confirmed speakers include:
 - **Liam Dillon**, Journalist at Los Angeles Times
 - **Kevin Hirai**, Chief Operating Officer at Fly Away Homes
 - **Keith Kauffman**, Police Chief for Redondo Beach
 - **John Keisler**, Economic Development Director for Long Beach
 - **Lila Omura**, Harbor Interfaith
 - **Kristen Pawling**, Los Angeles County Office of Sustainability
 - **Tom O’Brien**, Center for International Trade and Transportation
 - **Selwyn Hollins**, Interim Director, LA County Internal Services Dept.
 - **Dave Daigle**, President of American Dark Fiber
 - **Kate Gordon**, Executive Director, Governor’s Office of Planning and Research
 - **Megan Prichard**, Uber Air
 - **And more to be announced**
- *Exhibits* – will include GIS with city representatives, sponsors, SBCCOG programs, County of Los Angeles Story Map on Innovative Telecommute Program, and Distant Medicine. Staff is coordinating on other potential exhibits.
- *Audio Visual* – to accommodate presentations, staff has been working with one of the Carson recommended vendors, Don’s Audio-Visual Services. An initial quote of \$6,330 for providing AV services was received; however, there may be additional costs for skype/video which are yet to be determine.
- *Menu Selection* – The SBCCOG Board and Steering Committee have been testing the various menus provided by the Carson required food vendor. Top selections include – Barbeque and Pasta.
- *Attendee Gifts* – SBCCOG staff has collected 3 bids. SBCCOG staff will be working with current pen vendor which was a competitive quote. The layout for the pen GA style has been provided and approved.

MARKETING

- Newspapers – ads will run in the Daily Breeze, Beach Reporter, and PV news.
- Social Media – promotion will continue to go out in the SBCCOG social media channels
- SBCCOG Newsletter & E-newsletters will all include promotion
- Board Member Invite – As stated above, SBCCOG Board members are encouraged to send personal invites to commissioners and other they believe will be interested in attending.