

February 24, 1999

To: Board of Directors (Executive Committee--Action)

From: General Manager _____

Submitted by: Chief of Communications _____

Subject: **Authorize the increase of \$700 from \$2,800 to \$3,500 (25% increase) in membership dues payable to the Valley Industry and Commerce Association (VICA).**

RECOMMENDATION

It is recommended that the Board approve a dues increase of \$700 for membership in the VICA.

EXECUTIVE SUMMARY

The 1999 dues for membership in VICA have been increased \$700 or (25%) from \$2,800 to \$3,500. Per Section 11202 of the Administrative Code, Board approval is required whenever dues exceed 10 percent of the previous annual dues or \$3,000, whichever is less.

DETAILED REPORT

VICA is a business advocacy group comprised of over 350 organizations whose mission is to encourage the economic vitality and growth of the Greater San Fernando Valley region and to define, promote, and advocate the agenda of the area's business community. The District has been a member of VICA since 1985. The last increase in dues was in 1987. The District is represented on VICA's board, Executive Committee, and Environment and Infrastructure Committee by a Board Member and its Senior Government Relations Representative for the San Fernando Valley.

Since its inception over 50 years ago, VICA has been at the forefront in efforts to obtain adequate water resources and fair rates, responsible toxic control measures and to support recycling efforts. More recently, VICA has taken positions that supported funding for studies of MTBE and perchlorate; changes to Federal Endangered Species Act (which included provisions for "No Surprises" and Multiples Species Habitat Conservation Programs); and principles for ensuring a safe, reliable, low cost supply of water for the Southland. VICA has been instrumental in advocating these positions to legislators via letters, faxes, press releases, individual meetings, legislator's dinners and lobbying trips to Washington, D.C.

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The District's 1998-1999 fiscal-year Communications' budget has sufficient funds to cover these costs. The budget's approval was coupled with the finding of necessity pertaining to dissemination of information as required by Section 126 of the Metropolitan Water District Act and approved by two-thirds vote of the Board. The recommendation made in this letter may be approved by a majority vote of the Board.

JM:pa