#101 3-21-06 (R-2006-727)

RESOLUTION NUMBER R- 301306

DATE OF FINAL PASSAGE MAR 2 4 2006

WHEREAS, urban runoff originating within or flowing through the City of San Diego is regulated by San Diego Regional Water Quality Control Board Order No. 2001-01 [Municipal Storm Water Permit];

WHEREAS, the City of San Diego one of 18 jurisdictions jointly responsible for implementing the Municipal Storm Water Permit, including the requirement for educational activities;

WHEREAS, the City of San Diego has, since 1999, successfully conducted the "Think Blue" educational campaign as part of City's obligation to conduct the educational activities required by the Municipal Storm Water Permit;

WHEREAS, the production and distribution of public service announcements regarding the deleterious effects of urban runoff qualifies as an educational activity for the purposes of the Municipal Storm Water Permit;

WHEREAS, the Port of San Diego is also regulated by the Municipal Storm Water

Permit and wishes to contribute to the "Think Blue" campaign to partially fulfill its educational obligations;

AND WHEREAS, the City of San Diego issued and officially advertised a Request for Proposal soliciting proposal from production companies, and American Dream Cinema was selected by the interview panel to produce two public service announcements;

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor, or designee, is hereby authorized and empowered to execute, for and on behalf of said City, an agreement with the Port of San Diego for storm water education and outreach services.

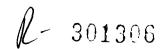
BE IT FURTHER RESOLVED, that the Mayor, or designee, is hereby authorized to enter into a contract with American Dream Cinema to produce two Public Service Announcements for education and outreach in the amount not to exceed \$90,000.

BE IT FURTHER RESOLVED, that the Mayor, or designee, is hereby authorized to accept funds from the Port of San Diego to the Think Blue Education Fund No. 105081 in the amount of \$25,000 upon receipt of fully executed agreements.

BE IT FURTHER RESOLVED, that the City Auditor and Comptroller is authorized to appropriate and expend an amount not to exceed \$90,000 from the Think Blue Education Fund No. 105081, for the production of two (2) Public Service Announcements upon receipt of a fully executed contract with American Dream Cinema.

Agreement between the City and the Port of San Diego is on file in the Office of the City Clerk as Document No. RR-301306-1.

Agreement between the City and American Dream Cinema is on file in the Office of the City Clerk as Document No. RR-301306-2.



BE IT FURTHER RESOLVED, that the Council of the City of San Diego finds that this activity is not a project and is therefore not subject to from the California Environmental Quality Act [CEQA] pursuant to State CEQA Guidelines Section 15060(c)(2).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

Timothy J. Miller Deputy City Attorney

TMJ:js 02/21/2006

Or.Dept: MWWD R-2006-727

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of MAR 2 1 2006.

ELIZABETH S. MALAND City Clerk

By Mauril E. Ketelian.
Deputy City Clerk

Approved: 3 - 24 - 06 (date)

JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_(date)

JERRY SANDERS, Mayor

R- 301306

## The City of San Diego CERTIFICATE OF CITY AUDITOR AND COMPTROLLER

## **CERTIFICATE OF UNALLOTTED BALANCE**

AC	2600607				
DEPT.					
NO ·	105081				

mount	: .	\$65,000.00					Fund:		10508	31
urpose	-	Authorizing the expenditures of funds from Think Blue Education Fund, Fund 105081, for a production of two Public Service Announcements								
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					AC	COUNTING DATA				
ACCTG. LINE 001	CY PY	FUND 105081	DEPT	ORG.	ACCOUNT 9544	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT \$65,000.00
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R-301306

MAR 2 1 2006

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Passed by the Council of The City of San Diego			o on			, by the following vote:		
Council Members	Yeas		Nays	Not Pres	ent	Ineligible	-	
Scott Peters	<b>\sqrt{1}</b>							
Kevin Faulconer	1							
Toni Atkins	<b>~</b>							
Anthony Young	V							
Brian Maienschein								
Donna Frye								
Jim Madaffer								
Ben Hueso								
Date of final passage	MAR 2 4 2006	•						
				JERR`	Y SANE	DERS		
AUTHENTICATED	BY:		Mayor			iego, California.		
(Seal)			City Cle	ELIZABE		<u>IALAND</u> Diego, Californi	a.	
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