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CAROLINE C. CHAVEZ
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MEMORANDUM

To: Honorable Board of Supervisors
From: Caroline C. Chavez, Public Services Director
Subject: 2014 Grand Jury Response
Date: August 25, 2014

The following response is provided to the Grand Jury's 2013-14 Report:

Museums Recommendations:

- R 1: Lake County Public Services Department develop a procedure for the museums to obtain printed brochures. (F4)
- R 2: The committee recommends that the museums and the Public Services Department submit funding requests for brochures to Administration for fiscal year 2014-15. (F4)
- R 3: The museums explore the extent of print media marketing needs and explore alternative interventions such as printing their own brochures and/or obtaining assistance from their dedicated non-profit organizations to produce brochures (F4).
- R 4: The Marketing Division response to the museums current submission of draft brochures for production. The Marketing Division respond to any subsequent requests in a timely manner. (F3)
- R 5: The Marketing Division recommend changes in marketing strategy only after consulting with impacted County departments: (F4)

The Public Services Director met with the Administrative Office to discuss the marketing needs of the Museums. In the example cited, the Museum had hired an specially qualified extra help employee who designed the counter card, and the Museum had funding to print it from its excess funds in that year's budget. A request was submitted to the Administrative Office for review and approval of printing the counter card. The Administrative Office originally had a goal of coordinating the museum marketing into a comprehensive marketing program for the County. However, staffing changes and funding availability for such an approach derailed this approach, and the Museum request was deferred indefinitely. The Administrative Office was unaware that funding for the printing was at risk when the excess available funds were lost at the end of the budget year. As a result the counter card was never produced, leaving the Museum without this simple and inexpensive marketing tool.

To rectify the situation, the Public Services Department requested that \$500 be budgeted in the 2014-15 Museum budget to allow for printing needs for the counter card this year. That request has been submitted by the Administrative office as part of the budget with the understanding that copy will be submitted for review and that multiple printing bids will be obtained and submitted as well. In light of the limited marketing staffing, the request will be deemed approved after two weeks if no response is received.

cc: Linda Lake, Museum Curator
Alan Flora, Administrative Office