PLACER MOSQUITO & VECTOR CONTROL DISTRICT **BOARD OF TRUSTEES**

2021 Opportunity Drive Roseville, CA 95678

REGULAR BOARD MEETING **AGENDA**

January 13, 2025, 4:30 PM www.placermosquito.org

This meeting will be conducted in person and via teleconference. Trustees may, as provided by law, participate remotely under some circumstances. The Board encourages the public to participate remotely by calling (408) 638-0968 and when prompted, enter the Meeting ID: 867 3769 0674 or https://us06web.zoom.us/j/86737690674

	Page				
Board of Trustees	_				
Sandy Bendorf City of Auburn		1	Call to Order		
•		2	Roll Call		
Will Stockwin City of Colfax		3	Pledge of Allegiance		
Peter Gilbert City of Lincoln		4	Agenda Review		
Russ Kelley Town of Loomis		5	Public Comment Members of the public shall be allowed to address the Board of Trustees on items which		
Merry L. Holliday- Hanson, Ph.D. <i>Placer County</i>			are of interest to public and which are within the jurisdiction of the Board, before or during the Board's consideration of the item; however, no action shall be taken on any item not appearing on the agenda unless otherwise authorized by the Board pursuant to Government Code Section 54954.2(b). It is requested that comments be limited to no		
Jill Gayaldo City of Rocklin			more than 5 minutes.		
Ross Hutchings City of Roseville General Manager	3-4 5-8 9	6	Consent Agenda – Action item A. Minutes of the December 16, 2024, Regular Board Meeting B. Financial Report: Fiscal Year to Date December 31st, 2024 C. Acknowledge Warrants Issued December 2024		
Joel Buettner	11	7	Board Review and Consideration of Election of Board Officers – Action item		
	13	8	Board Review and Consideration of Committees for 2025 – <i>Action item</i>		
	15-16	9	Board Review and Consideration of Advertising Contract with Brandstar for "The Balancing Act" TV Segment – Action item		
	17-23	10	Board Review and Consideration to Purchase Replacement Lab Equipment used for Disease Testing – Action item		
	25-26 27-28	11	 Staff Reports A. Eastern Placer Report – Angella Falco B. Public Information and Outreach Report – Meagan Luevano C. Field Operations and Surveillance Report – Jake Hartle D. General Manager's Report – Joel Buettner 		
			Page 1 of 28		

12 Board/Staff General Discussion

13 Announcements

- A. The District office will be closed February 12, 2025 in observance of the Lincoln's Birthday Holiday.
- B. The District office will be closed February 17, 2025 in observance of the President's Day Holiday.
- C. The next regular Board meeting will be held February 24, 2025, at 4:30 PM at 2021 Opportunity Drive., Roseville, CA 95678

14 Closed Session

A. Public employee performance evaluation: General Manager (pursuant to Government Code Section 54957).

Reconvene from Closed Session

15 Report from Closed Session

16 Adjournment

In compliance with the Americans with Disabilities 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 at (888) 768-2343, fax (916) 380-5455, and/or send e-mail to info@placermosquito.org. 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 PMVCD Board less than 72 hours prior to a meeting will be available for public inspection and copying at 2021 Opportunity Drive, Roseville, CA 95678.

Placer Mosquito & Vector Control District
Board of Trustees Regular Board Meeting – Minutes
December 16, 2024, 4:30 PM
Placer Mosquito & Vector Control District Office
2021 Opportunity Drive, Roseville, CA 95678

This meeting will be conducted in person and via teleconference. Trustees may, as provided by law, participate remotely under some circumstances. The Board encourages the public to participate remotely by calling (408) 638-0968 and when prompted, enter the Meeting ID: 830 6165 2783 or https://us06web.zoom.us/i/83061652783

- **1. Call to Order:** President Hutchings called the meeting to order at 4:32 PM.
- Roll Call: Trustees Sandy Bendorf, Jill Gayaldo, Peter Gilbert, Merry Holliday-Hanson, Ross Hutchings, Russ Kelley and Will Stockwin were present.
 District Employees Present: Manager Joel Buettner, Jake Hartle, Isabel Alvarez and Angella Falco
- 3. Pledge of Allegiance was led by Isabel Alvarez.
- 4. Agenda Review: The Board accepted the agenda as presented.
- **5. Public Comment:** There were none.
- 6. Consent Agenda
 - A. Minutes of the November 18, 2024, Regular Board Meeting
 - B. Financial Report: Fiscal Year to Date November 30th, 2024
 - C. Acknowledge Warrants Issued November 2024
 - D. Board Review and Consideration to Approve Meeting Schedule for 2025

A motion to approve the consent agenda was made by Trustee Gilbert seconded by Trustee Stockwin, unanimously approved no abstentions

Ayes: Trustees Bendorf, Gayaldo, Gilbert, Holliday-Hanson, Hutchings, Kelley and Stockwin Noes: Ø Abstain: Ø Absent: Ø

7. Board Review and Consideration to Contract with Enterprise Fleet Management

A motion to direct the General Manager to proceed with negotiating a contract with Enterprise Fleet Management to replace 13 district vehicles and enroll the fleet in Enterprise Fleet Management's maintenance program was made by Trustee Gilbert, seconded by Trustee Kelley, approved by roll call vote.

Ayes: Trustees Bendorf, Gayaldo, Gilbert, Holliday-Hanson, Hutchings, Kelley, and Stockwin Noes: Ø Abstain: Ø Absent: Ø

8. Staff Reports

- A. Eastern Placer Report Jake Hartle gave a verbal update.
- B. Field Operations and Surveillance Report A written report was submitted. No additional items were reported.
- C. General Manager Report A written report was submitted. No additional items were reported.
- 9. Board/Staff General Discussion: There were none

PMVCD Minutes Regular Meeting of December 16, 2024 Page 2 of 2

10. Announcements

- A. The District office will be closed December 24, 25 & 26,2024 in observance of the Christmas Holiday.
- B. The District office will be closed December 31st and January 1, 2025 in observance of the New Year's Holiday.
- C. The District office will be closed January 20, 2025 in observance of the Martin Luther King Jr.'s Holiday.
- D. The next regular Board meeting will be held January 13, 2025, at 4:30 PM at 2021 Opportunity Drive., Roseville, CA 95678

11. Adjournment:

President Hutchings adjourned the meeting at 5:13 PM.
Minutes approved by the Board and dated, this 13 th day of December 2024 after passage.
Ross Hutchings, Board President:
Attest: Isabel Alvarez, Board Secretary:

Ledger Account / Spend Code	Budget	Actuals	Balance	% of Budget
40010:Taxes - Current Secured Property				
RC0010 Taxes - Current Secured Property (GL40010)	(67,618.95)	(67,700.17)	\$81.22	100.12%
40020:Taxes - Property Tax Impounds	(12.60)	0	(\$12.60)	0.00%
40040:Taxes - Railroad Unitary Property				
RC0040 Taxes - Railroad Unitary Property (GL40040)	(101.85)	(93.31)	(\$8.54)	91.62%
40050:Taxes - Unitary and Op Non-Unitary Property				
RC0050 Taxes - Unitary & Op Non-Unitary Property (GL40050)	(2,530.06)	(2,558.29)	\$28.23	101.12%
40060:Taxes - Current Unsecured Property				
RC0060 Taxes - Current Unsecured Property (GL40060)	(1,379.30)	(1,385.12)	\$5.82	100.42%
40070:Taxes - Delinquent Secured Property	(1.05)	0	(\$1.05)	0.00%
40090:Taxes - Delinquent Unsecured Property				
RC0090 Taxes - Delinquent Unsecured Property (GL40090)	(27.25)	(12.77)	(\$14.48)	46.86%
40100:Taxes - Current Supplemental Property				
RC0110 Taxes - Current Supplemental Property (GL40100)	(3,012.45)	(764.72)	(\$2,247.73)	25.39%
40110:Taxes - Delinquent Supplemental Property				
RC0120 Taxes - Delinquent Supplemental Property (GL40110)	(1.05)	(2.43)	\$1.38	231.43%
40180:Other Taxes				
RC0270 Parcel Taxes (GL40180)	(349,701.00)	(346,845.00)	(\$2,856.00)	99.18%
42005:Fair Market Value Adjustment				
RC0555 Fair Market Value Adjustments (GL42005)	0	(44,850.13)	\$44,850.13	0.00%
42010:Investment Income	(40,000.00)	(30,003.60)	(\$9,996.40)	75.01%
RC0560 Interest / Investment Income (GL42010)		(30,003.92)		0.00%
RC0561 5151 Interest (GL42010)		0.32		0.00%
42030:Short-Term Rents and Concessions	(6,000.00)	0	(\$6,000.00)	0.00%
44350:State Homeowners Property Tax Relief				
RC1440 Homeowners Property Tax Relief (GL44350)	(382.45)	(175.59)	(\$206.86)	45.91%
46030:Direct Charges				
RC1720 Direct Charges (GL46030)	(5,711,404.00)	(5,721,346.37)	\$9,942.37	100.17%
46420:Self Insurance Proceeds				
RC2900 Self Insurance Proceeds (GL46420)	0	(6,442.92)	\$6,442.92	0.00%
48030:Miscellaneous				
RC3080 Miscellaneous Other Revenue (GL48030)	(20,000.00)	(5,145.11)	(\$14,854.89)	25.73%
49030:Proceeds from Sale of Capital Assets				
RC3170 Proceeds from Sale of Capital Assets (GL49030)	(10,000.00)	(418.75)	(\$9,581.25)	4.19%
Total Revenue	(6,212,172.01)	(6,227,744.28)	\$15,572.27	100.25%
51010:Salaries and Wages				
SC1010 Salaries and Wages (GL51010)	2,482,991.50	1,103,981.89	\$1,379,009.61	44.46%
51030:Extra Help - Salaries and Wages				
SC1030 Extra Help - Salaries and Wages (GL51030)	0	37,614.00	(\$37,614.00)	0.00%
51040:Overtime and Call Back				
SC1040 Overtime and Call Back (GL51040)	16,981.24	6,445.07	\$10,536.17	37.95%
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Ledger Account / Spend Code 51210:Retirement SC1210 CalPERS (GL51210) SC1852 CalPERS (GL51210)	Budget 336,091.86	Actuals 180,375.12 107,231.12 73,144.00	Balance \$155,716.74	% of Budget 53.67%
51220:Payroll Tax		,		
SC1220 FICA (GL51220)	47,898.23	19,624.28	\$28,273.95	40.97%
51240:Other Postemployment Benefits (OPEB)	,	-,-	, , , , , , , , , , , , , , , , , , , ,	
SC1858 Other Post Employment Benefits (OPEB) (GL51240)	175,702.00	14,452.75	\$161,249.25	8.23%
51350:Emp Benefits Other Agencies	, , ,	, -	, , , , ,	
SC1888 Employee Benefits Other Agencies (GL51350)	582,417.19	268,554.81	\$313,862.38	46.11%
51380:Other Benefits	, , , , , , , ,	,	75.5,55=.55	
SC1897 Other Benefits (GL51380)	908.00	226.98	\$681.02	25.00%
52020:Pesticides			700	
SC2030 Poisons, Pesticides and Chemicals - Agricultural and Industrial (GL52020)	624,663.00	243,681.66	\$380,981.34	39.01%
52030:Clothing and Personal	,	.,	, ,	
SC2040 Work Clothes (GL52030)	8,500.00	6,419.30	\$2,080.70	75.52%
52040:Communication Services Expense	76,043.69	24,593.18	\$51,450.51	32.34%
SC2085 Communication Services - Telephone (GL52040)	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	15,688.28	, , , , , , , , , , , , , , , , , , , ,	
SC2090 Media Services - 1099 Reportable (GL52040)		8,904.90		
52050:Food		,		
SC2110 Food and Water, All Types (GL52050)	800.00	398.32	\$401.68	49.79%
52060:Janitorial Supplies	1,592.34	0	\$1,592.34	0.00%
52080:Insurance	,		, , , , , ,	
SC2140 Insurance and Insurance Services (GL52080)	232,883.96	217,478.42	\$15,405.54	93.38%
52140:Parts	,	,	,	
SC2200 Automotive Accessories, Equipment and Parts (GL52140)	8,400.00	1,082.33	\$7,317.67	12.88%
52160:Maintenance	50,374.00	16,926.90	\$33,447.10	33.60%
SC2260 Equipment Maintenance & Repair Services for Vehicles & Aircraft (GL52160)	,	15,430.25	,	
SC2270 Equipment Maintenance & Repair Services for General Equipment (GL52160)		1,496.65		
52161:Maintenance - Building		,		
SC2861 Maintenance - Building - 1099 Reportable (GL52161)	48,640.00	19,074.95	\$29,565.05	39.22%
52170:Fuels & Lubricants	,	,	,	
SC2340 Gasoline, All Types (GL52170)	47,750.00	26,085.37	\$21,664.63	54.63%
52180:Materials - Buildings & Improvements	1,500.00	0	\$1,500.00	0.00%
52190:Maintenance - Janitorial	•		. ,	
SC2430 Janitorial Management Services - 1099 Reportable (GL52190)	6,780.00	2,825.00	\$3,955.00	41.67%
52210:Services				
SC2455 Airplane/Helicopter Services NOC - 1099 Reportable (GL52210)	356,430.00	290,392.25	\$66,037.75	81.47%
52220:Laboratory Supplies	65,500.00	21,157.51	\$44,342.49	32.30%
SC2480 Clinical Laboratory Reagents and Tests (GL52220)		7,751.34		
SC2500 Gases, Lab / Medical / Welding (GL52220)		4,213.55		
SC2521 Laboratory Supplies (GL52220)		9,192.62		
52240:Professional / Membership Dues				
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Ledger Account / Spend Code	Budget	Actuals	Balance	% of Budget
SC2550 Membership / Registration / Association / Warranties (GL52240)	61,230.00	26,278.00	\$34,952.00	42.92%
52245:Warranties	7,344.00	0	\$7,344.00	0.00%
52260:Misc Expense	0	10.250.46	(¢10.2E0.46)	0.00%
SC2570 Misc Expense (GL52260)	15,500.00	19,350.46 3,014.81	(\$19,350.46) \$12,485.19	19.45%
52330:Other Supplies	15,500.00	960.45	\$12,400.19	19.4570
SC2650 First Aid and Safety Equipment and Supplies (GL52330)		2,054.36		
SC2661 Office Supplies Excluding Paper Goods (GL52330)		2,004.30		
52340:Postage	275.00	212.05	\$61.95	77.47%
SC2790 Postage (GL52340)	275.00	213.05		
52360:Professional and Special Services - General	152,091.30	104,604.70	\$47,486.60	68.78%
SC2820 Personnel Services - 1099 Reportable (GL52360)		7,826.00		
SC2840 Collection Charges - 1099 Reportable (GL52360)		84,152.29		
SC2860 SB2557 Property Tax Admin Costs - 1099 Reportable (GL52360)		1,207.41		
SC2940 Consulting Services - 1099 Reportable (GL52360) SC2945 Uniform Rental and Laundry Services - 1099 Reportable (GL52360)		1,050.00 5,252.64		
		•		
SC3010 Alarm Services - 1099 Reportable (GL52360) 52370:Professional and Special Services - Legal		5,116.36		
SC3130 Legal Services - 1099 Reportable (GL52370)	15,000.00	6,667.25	\$8,332.75	44.45%
52380:Professional and Special Services - Technical, Engineering & Environmental	13,730.00	4,398.74	\$9,331.26	32.04%
SC3150 Grounds Maintenance Services - 1099 Reportable (GL52380)	13,730.00	2,400.00	ֆ 9,331.20	32.04%
SC3280 Security, Fire, Safety, and Emergency Services 1099 Reportable (GL52380)		494.00		
SC3220 Security, File, Safety, and Emergency Services 1099 Reportable (GE32360)		1,504.74		
52390:Professional and Special Services - County	16,330.67	1,504.74	\$16,330.67	0.00%
52400:Professional and Special Services - Information Technology	139,313.00	72,729.66	\$66,583.34	52.21%
SC3370 Data Processing, Computer, Programming, and Software Services (GL52400)	139,313.00	40,659.66	(\$40,659.66)	32.2170
SC3380 Computer Management Services - 1099 Reportable (GL52400)		32,070.00	(\$32,070.00)	
52440:Short-Term Rents and Leases - Equipment		32,070.00	(\$32,070.00)	
SC3460 Short-Term Equipment Rental or Lease Services - 1099 Reportable (GL52440)	22,750.00	1,171.82	\$21,578.18	5.15%
52450:Short-Term Rents and Leases - Buildings & Improvements	22,7 30.00	1,17 1.02	ΨΖ 1,37 0.10	3.1370
SC3480 Short-Term Real Property Rental or Lease - 1099 Reportable (GL52450)	0	15,743.70	(\$15,743.70)	0.00%
52460:Small Tools & Instruments	U	13,743.70	(\$15,745.70)	0.0070
SC3530 Hardware and Related Items (GL52460)	0	39,198.84	(\$39,198.84)	0.00%
52480:PC Acquisition	U	39,190.04	(\$55,150.04)	0.0070
SC3560 Computers, Handheld, Laptop, and Notebook (GL52480)	7,500.00	5,582.51	\$1,917.49	74.43%
52520:Trustee Meetings Compensation	8,400.00	0	\$8,400.00	0.00%
52560:Small Equipment	15,000.00	13,515.53	\$1,484.47	90.10%
SC3710 Electronic Equipment, Parts, and Accessories (GL52560)	13,000.00	179.53	φ1,404.47	30.1070
SC3881 Visual Education Supplies (GL52560)		13,336.00		
52570:Advertising	76,700.00	38,201.04	\$38,498.96	49.81%
SC3890 Marketing Services - 1099 Reportable (GL52570)	10,100.00	37,701.04	φου, 4 συ.συ	73.01/0
SC3895 Publications and Legal Notices (GL52570)		500.00		
52590:Tuition Reimbursement	5,000.00	0	\$5,000.00	0.00%
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Ledger Account / Spend Code	Budget	Actuals	Balance	% of Budget
52785:Training / Education				
SC4000 Educational/Training Services - 1099 Reportable (GL52785)	9,450.00	935.00	\$8,515.00	9.89%
52790:Transportation and Travel				
SC4280 Travel & Transportation (GL52790)	24,260.00	2,914.30	\$21,345.70	12.01%
52800:Utilities				
SC4340 Utilities (GL52800)	85,351.00	32,749.44	\$52,601.56	38.37%
53040:Lease Purchase Principal				
SC4720 Lease Purchase Principal (GL53040)	320,664.00	293,000.00	\$27,664.00	91.37%
53080:Lease Purchase Interest				
SC4760 Lease Purchase Interest (GL53080)	43,436.70	23,959.80	\$19,476.90	55.16%
Total Expenses (Non Capital Assets)	6,212,172.68	3,205,618.74	\$3,006,553.94	51.60%
54450:Equipment	0	43,313.35	(\$43,313.35)	0.00%
SC2520 CA Laboratory Equipment (GL54450)	0	17,722.72	(\$17,722.72)	0.00%
SC5210 CA Vehicles, All Types (GL54450)	0	25,590.63	(\$25,590.63)	0.00%
Total Capital Assets	0.00	43,313.35	(\$43,313.35)	0.00%
Total Expenses	6,212,172.68	3,248,932.09	\$2,963,240.59	52.30%

Warrants December 2024

Payment Date	Payment Type	Payee	Payment Amount
12/3/2024	Check	CITY OF ROSEVILLE - Remit-To: PO BOX 619136	2,599.03
12/3/2024	Check	CITY OF ROSEVILLE - Remit-To: PO BOX 619136	62.09
12/4/2024	Check	HUNT & SONS LLC - Remit-To: PO BOX 101630	1,675.96
12/4/2024	Check	JOHNSON CONTROLS SECURITY SOLUTIONS LLC	2,062.67
12/4/2024	Check	THE REGENTS OF THE UNIVERSITY OF CALIFORNIA DAVIS	729.60
12/4/2024	Check	CITY OF ROSEVILLE - Remit-To: PO BOX 619136	762.82
12/11/2024	Check	LIBERTY UTILITIES CO - Remit-To: P.O. BOX 60144	543.93
12/11/2024	Check	DELTEK INC - Remit-To: PO BOX 931804	448.41
12/11/2024	Check	PRINCIPAL LIFE INSURANCE COMPANY	4,570.24
12/11/2024	Check	PACIFIC GAS & ELECTRIC COMPANY	237.28
12/11/2024	Check	INFINITY TECHNOLOGIES	7,303.25
12/11/2024	Check	HARRIS INDUSTRIAL GASES	267.56
12/11/2024	Check	VERIZON WIRELESS - Remit-To: PO. BOX 660108	1,424.45
12/11/2024	Check	VERIZON WIRELESS - Remit-To: PO. BOX 660108	72.92
12/11/2024	Check	VESTIS GROUP INC - Remit-To: Po Box 101179	217.91
12/11/2024	Check	VESTIS GROUP INC - Remit-To: Po Box 101179	157.95
12/11/2024	Check	BURCHAM, KAREN LYNNE	954.90
12/11/2024	Check	OPTIMUM - Remit-To: PO BOX 4019	161.28
12/11/2024	Check	Home Depot Credit Services	133.05
12/11/2024	Check	HAURY, RITA E	528.16
12/11/2024	Check	ARNAUDO BROS LP	2,249.10
12/12/2024	Automatic Wire Payment	CALPERS - Remit-To: B OF A SAC MAIN/CERBT-OPEB	35,474.53
12/13/2024	Check	O'REILLY AUTO ENTERPRISES LLC	373.78
12/13/2024	Check	US BANCORP	15,451.88
12/13/2024	Check	CONSOLIDATED COMMUNICATIONS OF CALIFORNIA COMPANY	677.61
12/13/2024	Check	CONSOLIDATED COMMUNICATIONS OF CALIFORNIA COMPANY	181.09
12/13/2024	Check	SOUTHWEST GAS CORP - Remit-To: PO BOX 24531	41.38
12/13/2024	Check	HUNT & SONS LLC - Remit-To: PO BOX 101630	772.34
12/13/2024	Check	VESTIS GROUP INC - Remit-To: Po Box 101179	224.48
12/13/2024	Check	BATTERIES PLUS BULBS	86.79
12/13/2024	Check	JOHN WALKER HEATING AND COOLING	1,136.64
12/13/2024	Check	JOHN WALKER HEATING AND COOLING	323.62
12/13/2024	Check	FUTURE FORD INC	164.66
12/13/2024	EFT Child Support	CASDU - California State Disbursement Unit (SDU)	736.61
12/17/2024	Check	PATRICK CLARK CONSULTING	1,500.00
12/18/2024	Check	VESTIS GROUP INC - Remit-To: Po Box 101179	164.46
12/18/2024	Check	US BANK NA - Remit-To: US BANK EQUIPMENT FINANCE	186.87
12/18/2024	Check	TEXAS LIFE INSURANCE COMPANY - Remit-To: PO BOX 2209	148.50
12/18/2024	Check	DELTEK INC - Remit-To: PO BOX 931804	448.41
12/27/2024	EFT Child Support	CASDU - California State Disbursement Unit (SDU)	736.61

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Board Review and Consideration of Election of Board Officers

Background:

The Board of Trustees bylaws (Resolution 2009-16), state that at "the regular meeting in the month of January, the Board shall elect one of its members as President and one of its members as Vice President and shall appoint a District employee as Secretary. The term of office for President, Vice President and Secretary shall be for one year from February 1 to January 31..."

The current officers are as follows: President: Trustee Ross Hutchings Vice President: Trustee Will Stockwin

Secretary: Isabel Alvarez

Past practice has been to nominate the sitting vice president as president in the subsequent year and reappoint the District Secretary to the Board Secretary position.

Staff Recommendation:

Staff recommends the Board elect a president and vice president and re-appoint the District Administrative Assistant to the Board Secretary position for the 2025 term.

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Board Review and Consideration of Committees for 2025

Background:

The Board of Trustees may review and appoint trustees to serve on committees. The 2024 committee assignments and standing meeting dates are provided below for reference.

2024 Standing Committees

Finance Committee: Trustees Kelley, Gilbert and Stockwin.
Personnel Committee: Trustees Holliday-Hanson and Hutchings.

Standing Committees are to meet on a regular basis and Ad Hoc Committees may meet as needed for as long as needed to address a specific project or issue.

Following are the Standing Committees' current meeting schedule:

Finance Committee: Meets on the 1st Tuesday in the month of May; time: TBD

Personnel Committee: Meets on the 4th Monday of April at 3:30 PM

Staff Recommendation:

Committee assignments are at the pleasure of the Board.

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Board Review and Consideration of Advertising Contract with Brandstar for "The Balancing Act" TV Segment

Background:

The District was approached by Brandstar, the parent company of the TV show, The Balancing Act, to be featured as an expert in a 3-5-minute segment on "Vector Control Heroes: What You Need to Know to Stay Safe Year-Round" covering the Sacramento/ Stockton/ Modesto Market.

The Balancing Act is an award-winning daily morning show that brings more than a decade of valuable solutions for today's on-the-go, modern woman to help balance and enrich her life every day. Energetic co-hosts Montel Williams and Olga Villaverde jump start your day with entertaining, informative segments featuring expert guests discussing the hottest topics relevant to women today. You'll discover everything from delicious recipes, style makeovers and dream vacation getaways to parenting tips and the latest news in health and wealth.

The Balancing Act is a "by invitation only" TV program. The District would be featured in a 3-5-minute feature segment as part of a 30-minute episode. Each Balancing Act episode will air two (2) times on any or all of the following TV Network Affiliates: ABC Affiliates, NBC Affiliates, CBS Affiliates, FOX Affiliates, UPN Affiliates, CW Affiliates, and Independent Affiliates in the Sacramento/ Stockton/ Modesto Market to a potential reach of 1.5 million households. The segment will be streaming on a dedicated landing page at www.thebalancingact.com to allow the viewer to pursue the story. The Balancing Act will provide a digital version of the segment with full licensing rights and no restrictions on reproduction upon completion of the production which the District can choose to upload to its designated YouTube page and website to maximize visibility. The Balancing Act marketing team will promote the segment with crossmarketing initiatives including but not limited to Social Media and PR efforts.

Fiscal Impact:

The Balancing Act is responsible for covering all production, media, marketing, and promotional expenses associated with the program. Placer Mosquito and Vector Control District will be responsible for paying a one-time pre-production scheduling fee of \$14,700. This fee covers a portion of the overall cost of producing the segment. A financial commitment also ensures that participants are vested in the program and schedules and deadlines are not compromised.

The \$14,700 one-time fee would be sufficiently funded through the District's FY 2024-25 advertising budget line within the public information budget in lieu of pole banner advertising in 2025.

Staff Recommendation:

Staff recommends the Board direct the Public Information Officer to proceed with entering into a contract with Brandstar/The Balancing Act for 2025.

Board Review and Consideration to Purchase Replacement Lab Equipment used for Disease Testing

Background

The District's vector-borne disease testing lab is a critical component to our integrated vector management program. Mosquitoes and ticks that are collected from the field are routinely tested with a process that detects the genetic material of a pathogen like West Nile Virus or Lyme Disease in the sample. This process is called quantitative RT-PCR, and requires several steps. The first step is to grind the mosquito or tick samples into a slurry, then separate the target genetic material from the slurry in a process called extraction.

Since late 2020, the District has been using a robot (OPENTRONS OT-2) to separate genetic material from the slurry with good success. At that time, the OT-2 was available at a fraction of the cost of a standard extraction machine, and allowed customization and flexibility. Unfortunately, the OT-2 had electronic failures and is no longer supported by the manufacturer. Newer OPENTRONS models are substantially more expensive and have fewer desirable features compared to the original model. The benefit of the OPENTRONS system was the ability to customize the extraction process at approximately a quarter of the cost of the industry standard system (Kingfisher). Currently our OPENTRONS is inoperative, and we are unable to do any testing until it is replaced.

We are not recommending replacing the OPENTRONS with a new version because of a significant price increase and lack of previously favorable features. Instead, we would like to purchase a <u>Kingfisher Flex</u> system only available through Thermofisher. The Kingfisher Flex is the industry standard for mosquito and vector control disease testing, and no other systems readily available meet our specific requirements. With the Kingfisher, we will lose some of the flexibility that we had in the OPENTRONS, but will gain dependability and the ability to get testing back in service very quickly.

The attached quote is for a refurbished Kingfisher Flex that includes the standard four-year manufacturer's warranty for \$30,000, plus applicable tax and shipping. A new Kingfisher Flex is \$50,000.

Fiscal Impact

This equipment replacement was not anticipated, and will be funded from the Contingency designation. If the purchase is approved, we will present a budget amendment to appropriate funds from the contingency designation to the operating budget at the February Board Meeting.

Staff Recommendation:

Staff recommends purchasing the refurbished Kingfisher Flex from Thermofisher as presented, not to exceed \$36,000.

January 08, 2025

To place an order from this quote, sign in to your account at thermofisher.com

Alternatively, you can email your order to NAInstrumentOrders@thermofisher.com or Fax it to 877-680-2537.

To ensure you receive your discount pricing, please clearly reference your quotation number on your purchase order. Please issue your Purchase Order to: Life Technologies Corporation.

We now offer highly competitive financing options with low monthly payments. Please contact your local sales representative, or click here for more information on how we can meet your financing needs.

Life Technologies Corporation 5781 Van Allen Way

Carlsbad, CA 92008

Fax No.: 1-800-331-2286 USA To Order: 1-800-955-6288 USA

www.thermofisher.com

Valid From : 01/08/2025

Valid To : 03/26/2025

Freight Terms : FOB FACTORY - FRT

QUOTED

Payment Terms : Net 30 PLACER MOSQUITO & VECTOR CONTROL DIST

RECEIVING BLDG RM 2021 OPPORTUNITY DR

ROSEVILLE, CA 95678 US

ATTN:

WE ARE PLEASED TO QUOTE ON YOUR REQUIREMENT AS FOLLOWS

Item No	SKU	Description	Min Qty	Net Price	Extended Price
1	5400630R	KF FLEX-96DW REFURB 1 UNIT	1	\$29,995.00	\$29,995.00
2	TRN00340	SMARTSTART KINGFISHER, 1DAY EA EACH	1	\$0.00	\$0.00
5	97002540	KF 96 KF PLATE (200 UL), 48/CS CASE OF 48	1	\$0.00	\$0.00
6	95040450	DEEP WELL 96 PLATE, 50 PCS Case of 50	1	\$0.00	\$0.00
7	97002534	KF 96 TIP COMB FOR DW MAGNETS 10X10 PCSBOX	1	\$0.00	\$0.00

January 08, 2025

Estimated Shipping & Handling : \$187.50

Estimated Tax: \$2,339.14

Total: \$32,521.64



January 08, 2025

Optional Items:

Item No	SKU	Description	Min Qty	Net Price	Extended Price
3	ZG11SCKF 96DW	AB ASSURANCE,KINGFISHER 96DW PC	1	\$8,307.00	\$8,307.00
4	ZG11SCKF 96DW	AB ASSURANCE,KINGFISHER 96DW PC	3	\$6,184.10	\$18,552.30



Quotation: S5711259 January 08, 2025

This quotation, and Life Technologies' **GENERAL TERMS AND CONDITIONS OF SALE** (which are incorporated by reference into this quotation and any resulting contract), set out the terms on which Life Technologies is offering to sell the product(s) or service(s) listed in this quotation. By issuing a purchase order or otherwise ordering or accepting product(s) or services, you expressly confirm that you intend to be bound by and agree to the terms of this quotation and Life Technologies' General Terms and Conditions of Sale to the exclusion of all other terms not expressly agreed to in writing by an authorized representative of Life Technologies, and that the purchase and sale transaction between you and Life Technologies is subject to and will be governed by this quotation and Life Technologies' General Terms and Conditions of Sale.

Customers may be required to evaluate as a discount, for cost-reporting purposes, the value of any Product listed as \$0.00 on any invoice. The Product listed as \$0.00 represents an in-kind discount and is included in the total fair market value price for the instrument product.

Life Technologies' General Terms and Conditions of Sale can be found on Life Technologies' website at http://www.thermofisher.com/termsandconditions under the "terms and conditions" link at the bottom of the webpage.



January 08, 2025

NOTE: Customer MUST reference quotation number when ordering to receive discounts

ADDITIONAL TERMS AND CONDITIONS OF QUOTATION

- 1. This quotation shall apply only to direct order purchases. In order to receive quoted prices, the quotation number must be referenced at time of order. Credits will not be issued for orders not referencing quotation numbers.
- 2. The effective dates of this quotation appear on the first page unless otherwise noted.
- 3. Percentage discounts in this quotation will be calculated from our current price for the applicable product. Discounts will be calculated from single unit catalog price. We reserve the right to change our prices at any time. Any increase or decrease to the price of a product would result in a change to your discounted price. Certain discounts are based on categories of products (e.g., "Pricing Product Line" or "PPL" discounts) that might change over time. We reserve the right to re-align products within a category or add or remove products to or from a specific category at any time. Such realignment, addition or removal may result in a change to your discounted price for a particular product.
- 4. We may terminate this quotation upon written notice.
- 5. This quotation contains our confidential pricing information which if disclosed to third parties could cause competitive harm to us. Subject to overriding obligations to third party funding agencies or governmental entities, the customer agrees to keep all pricing information contained herein confidential.

Devan Lee devan.lee@thermofisher.com Sales Representative



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PUBLIC INFORMATION AND OUTREACH REPORT

Reporting period: December 2024

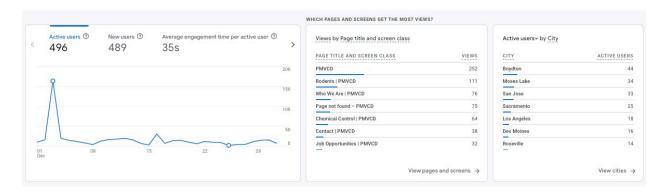
Prepared by: Meagan Luevano, Public Information Officer

SERVICE REQUESTS

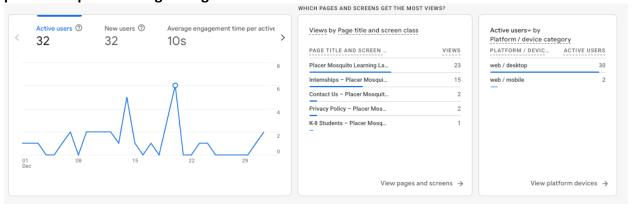
In December 2024, a total of 5 service requests were submitted.



WEBSITE ANALYTICS placermosquito.org



placermosquitolearninglab.org



CITY COUNCIL PRESENTATIONS

To be scheduled spring 2025.



COMMUNITY EVENTS

To be scheduled spring 2025.

SCHOOL OUTREACH

Planning 2025/2026 school outreach assemblies with Red Shoe Productions.

STAKEHOLDER OUTREACH

Planning 2025 drone demonstration day event in Lincoln.

SOCIAL MEDIA

Social Media Analytics

Profiles Review your aggregate profile and page metrics from the selected time period.							%
↑ Ascending by Profile							
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	3,974	1,288	0	1,031	9	0.9%	625
Dec 1, 2024 - Dec 31, 2024	≥ 0.1%	⊅ 11,809.1%	≥ 100%	≥ 81%	≥ 94%	≥ 68.3%	⊅ 24%
Compare to	3,976	-11	39	5,440	150	2.8%	504
Nov 1, 2024 - Nov 30, 2024							
	1,212	-2	0	55	0	0%	0
No Placer Mosquito	100	1,291	0	619	4	0.6%	619
Name of the Placer Mosquito & Ve	1,860	-1	0	263	0	0%	6
Placer Mosquito and	155	2	0	5	1	20%	0
o placermosquito	647	-2	0	89	4	4.5%	0

ADVERTISING

Preparing 2024 advertising report. Planning for 2025 tick and summer advertising campaigns.

PROFESSIONAL DEVELOPMENT EVENTS/CONFERENCES

- 2025 Annual MVCAC Conference in Oakland January 25-27
- 2025 CAPIO Annual Conference in Napa April 1-4



Field Operations and Surveillance Report Prepared January 7, 2025

Assistant Manager: Jake Hartle

Mosquito and Surveillance

Adult Mosquito Abundance:

- The current weather forecast projects daily temperature highs of 60°F or higher. These increased temperatures are expected to result in higher adult mosquito activity, particularly *Anopheles freeborni*.
- O Anopheles freeborni typically emerge as adults during the summer and fall but shelter in structures such as attics and garages during colder months. On warm days, they leave these shelters in search of a blood meal, often leading to an increase in online service requests and phone calls to the district.

Field Operations

Source Work:

- Field technicians continue to monitor mosquito sources and respond to service requests within their assigned zones.
- Recent precipitation and warmer weather have increased the likelihood of larval production for *Culiseta inornata* and *Culiseta incidens*. These species primarily develop in low-lying areas such as roadside ditches and retention ponds.
- Vector control technicians (VCTs) are prioritizing these types of sources during their daily activities.

General Updates

MVCAC Integrated Vector Management (IVM) Committee:

- In 2020, I assumed the role of IVM Committee Chair. With the recommended term limit of three years, I have decided to step down as Chair at the end of 2024.
- Beginning in 2025, I will continue to serve as Vice Chair. In this role, I will assist with the leadership transition, offer guidance and insight, and work directly on committee charges.
 I have a strong working relationship with the incoming Chair and look forward to remaining an integral part of the committee.



- Over the past 5 years, the committee has achieved significant milestones, including:
 - Developing Pollinators Best Management Practices (BMPs).
 - Creating USFWS BMPs for endangered species avoidance areas.
 - Producing mosquito adult and larval pesticide resistance toolkits and guidance.
 - Establishing technical guidelines for invasive Aedes control.
 - Identifying emerging technologies, such as 3D printing, and hosting a dedicated symposium at MVCAC.
 - Overseeing a Biological Control Subcommittee that developed workshops, symposiums, and educational presentations.
 - These accomplishments and much more reflect not only the committee's but my dedication to advancing the integrated vector management practices and fostering innovation in the field.