



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: PAR 23-017

June 13, 2023

Introduced: 5/30/2023

Current Status: Agenda Ready

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Matter Type: Preliminary Analysis
Report

- a. Receive a status update on Board Referral 2021.05 (Alejo) - on fundraising campaign efforts for The County of Monterey COVID-19 Memorial Fund; and
- b. Support continued efforts needed to achieve campaign goals to raise funds for The County of Monterey COVID-19 Memorial Project.

RECOMMENDATION:

- a. Receive a status update on Board Referral 2021.05 (Alejo) - on fundraising campaign efforts for The County of Monterey COVID-19 Memorial Fund; and
- b. Support continued efforts needed to achieve campaign goals to raise funds for The County of Monterey COVID-19 Memorial Project.

SUMMARY/DISCUSSION:

Project Development and Initial Funding

On March 2, 2021, the Department of Public Works, Facilities and Parks (PWFP) received Board Referral No. 2021.05 to create a permanent memorial (Project) honoring the COVID-19 victims of Monterey County at the Monterey County Government Center Campus at 168 West Alisal Street, Salinas (Government Center). At the March 22, 2022 Board of Supervisors meeting, staff presented the preliminary referral response, including proposed locations and design concepts for consideration.

On June 10, 2022, staff presented to the Board of Supervisors, a revised COVID-19 Memorial concept (Attachment A) and budget with the location identified between the Administration Building and the North Wing Courthouse (where the announcement boards are located) with an estimated Project budget of \$300,000. On December 13, 2022, the Board adopted Resolution No. 22-492 authorizing the transfer of District 1 (Alejo) unspent Fiscal Year (FY) 2021-2022 General Funds in the amount of \$32,681, to Capital Project Fund 404 for the Project.

Fundraising Efforts to Date

PWFP and the County Administration Office (CAO) worked with Community Foundation for Monterey County (CFMC) to establish The County of Monterey COVID-19 Memorial Fund (Fund) donation website, as authorized by the Boards' adopted Resolution No. 22-354. CFMC is a community accredited foundation, with over 35 years of philanthropic fund-raising efforts in Monterey County.

CFMC launched a landing page on their website with Project information (Attachment B) and staff commenced campaign efforts.

To date, staff's campaign efforts included the following:

- Shared campaign flyer (Attachment C) as part of outreach to key community stakeholders
- CFMC included an article with details of the County's COVID-19 Memorial Project and Fund in their newsletter with link to the Fund website
- Added the "Consider Supporting the COVID-19 Memorial Fund" article in the County of Monterey CAO Rundown newsletter each month beginning in October 2022
- Shared a social media campaign graphics (Attachment D) throughout the County's social media pages
- Worked with KSBW on a to produce a :30 second community outreach campaign TV spot in English and Spanish to promote the Fund website and Project (Attachment E)

As a result of the campaign efforts, the Fund has received \$1,150 in donations. In addition, staff met with Taylor Farms, who has generously promised to commit \$100,000 to the Project.

Including the Taylor Farms donation and the transfer of \$32,681 FY 2021-2022 surplus funds from District 1 to Fund 404, the total Project funds raised as of this report will be \$133,831. These funds will allow staff to proceed with design development, return to the Board for final design approval (including Project plans and specifications), and authorization to advertise for construction.

Ongoing Fundraising Efforts

Staff's efforts to date have produced 44% of funds needed to implement the Project. However, continued support from the Board of Supervisors is critical to meet the Project goals. Staff requests the Board collaborate on identifying ways to promote the Project and encourage donations needed to complete the work.

OTHER AGENCY INVOLVEMENT:

Staff has worked with the County Administrative Office (CAO) - Budget & Analysis Division regarding the transfer of available funding from FY 2021-22 District 1, General Fund 001, Appropriations Unit BOA001

FINANCING:

The COVID-19 Memorial project budget is \$300,000 and potential funding sources include donations collected through the CFMC Project campaign or general fund contributions. Staff will return to the Board, through the Budget Committee, to request an increase in budget appropriations to start the design phase of the project.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This recommendation supports the Board of Supervisors' Administration and Infrastructure Strategic Initiatives. Fostering a spirit of cooperation with the local community by engagement and providing this COVID-19 Memorial reflects well on local government, while enhancing pride in the local community by honoring its members. This Memorial will provide a space for quiet contemplation for those families and loved ones directly impacted by loss, and the community overall to reflect and instill hope for the future.

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- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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Attachments:

Attachment A - Approved COVID-19 Memorial Concept

Attachment B - CFMC Capital Campaign Webpage

Attachment C - Community COVID-19 Memorial Campaign Flyers

Attachment D - COVID Memorial Fund Social Media Graphics

Attachment E - KSBW COVID-19 Memorial Campaign