



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

County Manager's Office

DATE: August 24, 2004

BOARD MEETING DATE: August 31, 2004

TO: Honorable Board of Supervisors
FROM: John Maltbie, County Manager
SUBJECT: Report on the San Mateo County 2004 Exhibit at the California State Fair

RECOMMENDATION:

Accept the Report on the 2004 San Mateo County Exhibit as the California State Fair

BACKGROUND:

The 151st California State Fair began last week with numerous special exhibits and awards program including the Counties Exhibit. Fairs generally entertain, educate and contribute to the local economy. According to the California Department of Agriculture (CDFA), the California Exposition and State Fair is an economic, social and cultural treasure. CDFA reports that annually the State Fair contributes more than \$250 million in economic impact to the Sacramento region, generating 2,120 jobs and more than \$3.8 million in local tax revenues. The California Exposition and State Fair draws more than one million visitors each year.

Since the 1870's the California State Fair has included a unique program to showcase the 58 counties. Counties produce exhibits that reflect their agricultural products, local art, history, lifestyle, commerce, heritage, recreation or tourism.

In previous years, the County of San Mateo has participated with exhibits that feature the County's diverse commerce, rich history and promote our community as

an idealic tourist destination.

RFQ

Last year, in partnership with ArtShare the County put out a Request for Qualification (RFQ) to develop a new State Capitol window display. For consistency, it was anticipated that the County's State Fair Exhibit would reflect the window design. Efforts to find an appropriate muralist or exhibit builder to produce the exhibit consistent with the window were however unsuccessful.

This year, a Redwood City resident and muralist painted beautiful panels truly reflective of San Mateo County's rich diverse history, economy and cultures and repeating the themes found in the County State Capitol Window display. The mural will serve as a permanent base for future fair exhibits and can be used at events throughout the County presenting a very positive image of San Mateo County.

DISCUSSION:

Supervisors Hill and Jacobs Gibson's office provided the leadership and vision for the 2004 San Mateo County State Fair Exhibit, working with the community and County department to develop the award winning exhibit.

In addition to the colorful mural, the 2004 San Mateo County State Fair Exhibit reflects the County's diverse economy, recreation, agriculture and inviting tourist attractions. Specifically, the exhibit features the County's intermodal mobility found on CalTrain, picturesque coastsides, and rich cultural diversity highlighting our most famous new County residents - Shrek, Princess Fiona and Donkey. To encourage the one million fairgoers to come and visit San Mateo County, packets of pumpkin seeds accompanied by an award winning recipe for Farmer John's Pumpkin Bread are provided along with the San Mateo County Visitor and Convention Bureau information and map.

Attached please find the 2004 San Mateo County State Fair Exhibit Statement of Purpose that presents the promise found on the Peninsula. I am very pleased to report to you that San Mateo County's exhibit was awarded a Bronze Award.

VISION ALIGNMENT:

Realize the potential of our diverse population: our diverse population works well together to build strong communities, effective government and a prosperous economy.

FISCAL IMPACT:

The total budget for the 2004 State Fair Exhibit was \$8,500: the General Fund contributed \$5,000 and SamTrans contributed \$3,500 towards the completed booth.

Board of Supervisors



COUNTY OF SAN MATEO

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STATEMENT OF PURPOSE

COUNTY OF SAN MATEO PROMISE OF THE PENINSULA

Nestled between the Pacific Ocean and the San Francisco Bay, the San Mateo County Peninsula boasts 54 miles of coastline, bluffs, and beaches with 74 percent of its land in agriculture, watershed, open space and parks. The exceptionally temperate weather attracts sports enthusiasts and nature lovers alike.

San Mateo County is proud to be one of the most ethnically diverse communities in the nation and is home to a variety of industries including biotech, computer technology, digital animation, transportation, agriculture and the arts.

Discover San Mateo County

www.co.sanmateo.ca.us



COUNTY OF SAN MATEO
Inter-Departmental Correspondence

County Manager's Office

DATE: August 25, 2004

BOARD MEETING DATE: August 31, 2004

TO: Honorable Board of Supervisors
FROM: John Maltbie, County Manager
SUBJECT: County Manager's Report #10

1. AB 2316 (Chan), Life and Annuity Consumer Protection Fund

Recommendation

Adopt a resolution in support of AB 2316 (Chan), Life and Annuity Consumer Protection Fund.

Background

Existing law regulates the sale and marketing of life insurance and annuities and requires the Insurance Commissioner to collect certain fees and assessments from insurers for regulatory purposes.

AB 2316 (Chan) would create the Life and Annuity Consumer Protection Fund as a special account with the Insurance Fund, and it would be funded with a \$1 fee paid by insurers on each individual life insurance and annuity product worth \$15,000 or more. The Insurance Commission shall distribute 50% of the fund for consumer protection functions related to life insurance and annuity products and 50% of the fund to district attorneys for investigating and prosecuting individual life insurance and annuity product financial abuse cases. The Commission will develop guidelines and issue regulations for implementing these regulations.

Discussion

The fund is expected to generate \$1.5 to \$2 million annually. The share dedicated to district attorneys would be distributed through a grant process based on criteria established by the Insurance Commissioner where the criteria. Presumably, AB 2316 (Chan) would bring funds into the county, and help combat insurance and annuity fraud. This fund would sunset in January 2010.

The San Mateo County Commission on Aging unanimously supports this legislation. The Legislative Committee of the Board of Supervisors recommends support.

Vision Alignment

Support of AB 2316 (Chan) furthers the County's commitment to ensure basic health and safety for all and supports Goal #8 to help vulnerable people including those who are elderly or have disabilities and others achieve a better quality of life.

Fiscal Impact

There is no fiscal impact to the County. Potential source of grant funds.

2. ACR 154 (Matthews), May as "Elder and Dependent Adult Abuse Awareness Month."

Recommendation

Adopt a resolution in support of ACR 154 (Matthews) resolving May as "Elder and Dependent Adult Abuse Awareness Month."

Background

Every year for the past six years, the California Legislature has resolved May as "Elder Abuse Month." ACR 154 proclaims May as "Elder and Dependent Adult Abuse Awareness Month" every year instead of creating a new resolution each year. ACR 154 was originally proposed and supported by the California Senior Legislature. The month of May is celebrated as "Older Americans' Month", and any education regarding Elder and Dependent Adult Abuse education can be incorporated into any program that is already funded by the Federal government.

Discussion

This continual proclamation will assure increased awareness regarding elder and dependent adult abuse throughout the State. Senior Assemblyperson Helen Karr, from San Mateo County originally proposed this bill. The San Mateo County Commission on Aging unanimously supports this legislation. The Legislative Committee of the Board of Supervisors recommends support.

ACR has been held in Senate Rules and, as of this writing, will likely not pass through the Legislature by the close of the 2003-2004 Session. Despite the (likely) failure of this bill, Commission on Aging staff continues to recommend support with the intention of supporting efforts for similar legislation in the 2005-2006 Session.

Vision Alignment

Support of ACR 154 (Matthews) furthers the County's commitment to ensure basic health and safety for all and supports Goal #8 to help vulnerable people including those who are elderly or have disabilities and others achieve a better quality of life.

Fiscal Impact

There is no fiscal impact to the County.

3. H.R. 4585 (Hoyer), Full-Service Community Schools Act of 2004

Recommendation

Adopt a resolution in support with a request that our Congressional Delegation co-sponsor H.R. 4585.

Background

H.R. 4585 would establish a grant program in support of community-based efforts “to coordinate educational, developmental, family, health and other comprehensive services through community-based organizations and public and private partnerships.”

The Full-Service Community Schools Act, H.R. 4585, authorizes funding for full-service community schools, which are public elementary or secondary schools that coordinate multiple federal, state and/or local educational and social service programs through community-based organizations and public/private partnerships. The purpose of these schools is to improve the coordination, delivery, effectiveness, and efficiency of services provided to children and families. This bill authorizes a competitive grant program to communities. Local grantees must include a local educational agency and one or more community-based organizations, nonprofit organizations, or other public/private entities.

Eligible entities must be a consortium of a local educational agency and at least one community-based organization, nonprofit organization or other public or private entity. Qualified services include nutrition services, primary health and dental care, mental health prevention and treatment services and child care.

The grant award period would be five years with a minimum grant amount of \$75,000 per year. Sliding scale match requirements would not to exceed 1:1.

Discussion

The Human Services Agency provides several school-based family resources centers. Family Resource Centers provide prevention and early intervention social services at school sites throughout San Mateo County. Human Services Agency staff works in collaboration with several school districts, County and City government, and local non-profit agencies and foundations to increase parent involvement in their children’s education, with the hope of improving the health, safety, and academic, social, and emotional success of children from pre-Kindergarten to third grade.

Family Resource centers can be found at: George Washington Elementary School, Garfield Charter School, Hoover School, Cabrillo Unified School District, Half Moon Bay High School, Pescadero Elementary and Middle School, Pescadero High School.

Many of San Mateo County’s Family Resource Centers might be eligible for priority in receiving grants based on the priority criteria—demonstrated record of effectiveness in integrating at least three qualified services and serving more than one full-service community

school as part of a community or district-wide strategy.

H.R. 4585 would appropriate \$200 million for FY 2005 and "sums as may be necessary" through FY 2009. Seventy-five percent of the funding would be distributed by the Secretary of Education to eligible entities. Twenty percent of the funds would be dedicated to states.

Vision Alignment

Support of H.R. 4585 would further the County's commitment to ensure basic health and safety for all and would support Goals #5, 6 and 8 that residents, including children, have access to healthcare and safe neighborhoods and that vulnerable people achieve a better quality of life.

Fiscal Impact

Unknown. But would create the opportunity to secure grant funding.