

# CITY OF SEBASTOPOL

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**SEBASTOPOL**  
Local Flavor. Global Vision.

CITY MANAGER  
Jack Griffin

CHAIR  
Evert Fernandez

CITY CLERK/PROGRAM MANAGER  
Mary Gourley

AGENCY  
Guy Wilson, Vice Chair  
Sarah Glade Gurney  
Linda Kelley  
Kathleen Shaffer

## MINUTES OF THE SEBASTOPOL COMMUNITY DEVELOPMENT AGENCY MEETING OF January 5, 2010

*As approved by the Community Development Agency at their meeting of March 2, 2010*

CITY OF SEBASTOPOL  
COMMUNITY DEVELOPMENT AGENCY MEETING  
MINUTES OF MEETING OF January 5, 2010  
SEBASTOPOL YOUTH ANNEX, 425 Morris Street, Sebastopol, CA 95472

The Notice of the Meeting was posted on the City Hall Bulletin Board by the City Clerk on December 30, 2009.

### 6:00 pm CONVENE COMMUNITY DEVELOPMENT AGENCY MEETING

**CALL TO ORDER:** Chair Fernandez called the meeting to order at 6:05 pm.

#### **ROLL CALL**

Present: Directors Shaffer, Kelley, Gurney, Vice Chair Wilson and Chair Fernandez.  
Absent: None  
Staff: Executive Director Griffin, Agency Secretary Gourley, Agency Attorney McLaughlin,  
Engineering Director Kelly, and Planning Director Webster

**SALUTE TO THE FLAG:** Chair Fernandez led the salute to the flag.

**APPROVAL OF MINUTES OF:** December 1, 2009

Chair Fernandez moved and Director Shaffer seconded the motion to approve the December 1, 2009 Community Development Agency minutes as submitted.

#### **VOTE:**

Ayes: Directors Gurney, Shaffer, Kelley, Vice Chair Wilson and Chair Fernandez  
Noes: None  
Absent: None  
Abstain: None

**CONSENT CALENDAR ITEM(s):** None

#### **INFORMATIONAL REPORT(s):**

1. Report on Resolution of State Loan with Respect to the Hollyhock Development (Executive Director)

Executive Director Griffin presented the staff report providing information on the CalHFA State Loan for Hollyhock Development.

Vice Chair Wilson questioned the timing for construction to begin for Hollyhock. Executive Director Griffin stated that construction is expected to begin after the rainy season. Engineering Director Kelly stated that an interim grading permit has been issued for this project.

Director Kelley asked staff to clarify the location of the signal.

Engineering Director Kelly stated the location of the signal.

There was no further discussion.

Community Development Agency Action: None required. Informational Only.

Reference Order Number: 2010-001

**PRESENTATION(S):** None

**PUBLIC HEARING(s):** None

**DISCUSSION AND ACTION ITEM(s):**

2. Request from Chamber of Commerce for \$3000 for Interactive Map (Executive Director)

Executive Director Griffin presented the staff report recommending that the Agency approve the request from the Sebastopol Area Chamber of Commerce for Marketing Matching Funds in the amount of \$3000.00.

Teresa Ramondo, Executive Director, Sebastopol Area Chamber of Commerce, provided information on the request with the following highlights:

- Address is [visitsebastopol.org](http://visitsebastopol.org)
- Purpose is to promote Sebastopol world wide
- Assist visitors and make people aware of the types of businesses and products available
- Encourage partnerships
- Provide on line calendar
- Promotion of other brand implementations such as Sebastopol Dollars, Shop Local, etc.
- Funding will go towards initial set up of the site; designing of the map; annual web addresses and maintenance; administrative/contract costs to sell ads; printing costs for copies of the map; monthly maintenance; annual ongoing communications and PR information and ads

Director Shaffer questioned if businesses had been contacted and what was their reaction and level of interest.

Ms. Ramondo stated that a number of businesses were contacted and were encouraged with the idea of a web site presence.

Director Shaffer questioned if this would go out to bid. Ms. Ramondo stated there are a number of people in the Chamber who do this type of work and Request for Proposals will be issued. She stated people will be provided the opportunity to provide bids.

Director Shaffer stated this is a pay to play site. She stated she is concerned with the Agency's funds being at risk and stated she would prefer to see this as a loan with generous repayment terms rather than a grant so that the City can recoup the funds. She stated this is the first time the Agency has granted funding for cooperative advertising.

Director Gurney questioned if the Agency hadn't already earmarked funds and that applications received for these funds will be used for this purpose.

Executive Director Griffin stated the funding has been allocated in the budget.

Director Shaffer stated she would like to change the terms so that it is a loan and not a grant.

Vice Chair Wilson questioned if there is a way to know the total expenditure and to know what the \$3000 represents.

Ms. Ramondo stated it would depend on what is done with the site, but she anticipates it is at least \$3000 a year to maintain the site.

Vice Chair Wilson questioned if the \$3000 would pay for the first year of the site.

Ms. Ramondo stated it would pay for start up costs as discussed previously.

Vice Chair Wilson questioned if the Chamber would report back in three to six months on the ROI, hits, so that the City will know what they are getting.

Ms. Ramondo stated this will also help the businesses to see what they are getting in return.

Director Kelly questioned if the web site can contain a list of all businesses also. She stated that the web site proposed looks too busy and that it would be nice to have a list of names of businesses easily accessible.

Ms. Ramondo stated the City's web site will contain a list of businesses but that she will take this into consideration.

Director Gurney clarified that the request is for the site to contain a directory of the businesses listed on the map.

Ms. Ramondo stated she will review how this can be done.

Director Gurney questioned if this would replace the Chamber's on line calendar. Ms. Ramondo stated no.

Chair Fernandez questioned if non profits would be included on the map. Ms. Ramondo, that the map would contain landmark destinations and be an interactive town.

Chair Fernandez questioned what is the criteria for businesses to submit events. Ms. Ramondo stated it would depend on the responses received, but that the Chamber is looking to include major events and activities.

Chair Fernandez questioned if aerials (such as google maps) could be included. Ms. Ramondo stated she would look into it.

Executive Director Griffin stated the City is in the process of creating digital maps and may provide a base map for this project.

Chair Fernandez opened for public comment.

Diane Shoneburg stated she has concerns that this project is too vague; a more specific idea is required; this should have been discussed with the businesses already; a timeline should be set; and stated that .com and .net should also be purchased.

Director Shaffer questioned if Agency funds could be used if this site contains businesses that are not within the CDA area. Executive Director Griffin stated yes.

Director Shaffer stated she would like to see the RFP go to local businesses.

Director Kelly moved and Vice Chair Wilson seconded the motion to approve the request from the Sebastopol Chamber of Commerce for funding in the amount of \$3000 for the interactive map project.

Discussion:

Vice Chair Wilson stated the points made by the public is interesting and that the map should be adaptable and doable and not vague. He clarified that it is the City's policy to give preference to local contractors.

Chair Fernandez questioned if the Request for Proposals would be limited to the Chamber members. Ms. Ramondo stated no.

Director Kelly clarified she would like the motion to contain language that the Chamber report back to the Agency on this project.

Chair Fernandez stated he is concerned with this proposal and would like to see a more in-depth presentation or a live web presentation. He is concerned with spending CDA money on development of a project or research of a project to see if it is viable. He would like to see which businesses support this project, if other funding is available to continue this project; and if this project is viable. He stated the Agency will be conducting their Goals and Priority Setting Meeting on January 19<sup>th</sup> and would like to see how other projects may fit into this area. He suggested deferring this request until after that meeting and obtaining an in-depth presentation.

Vice Chair Wilson stated he likes that approach. He stated that other inter-related matters will also be discussed and that it would be wise to defer this item.

Director Gurney stated she feels confident with the Chamber and that the funds have been committed to a shared marketing grant. She stated that this is in relationship to working on the web portal which the City is conducting and that this is a smaller companion piece. She stated the Chamber is committed to the City's economic vitality and that the businesses also need to step up and do marketing. She stated she would not like to add delay to this project.

Director Shaffer requested a presentation be made at the Goals and Priority Setting meeting with a demonstration of how the project will work but that she would support this request. She stated she would prefer to see this as a loan.

Chair Fernandez stated he would support this as a loan that could be forgiven down the road if needed.

Director Gurney requested clarification of the motion and asked the timeline for the Chamber to return to the Agency with a report.

Vice Chair Wilson suggested three months.

Chair Fernandez stated he is concerned with spending for the sake of spending and stated he would like to wait and have a presentation.

Executive Griffin suggested the Chamber report on a quarterly basis.

Vice Chair Wilson stated he would like to have a report in person.

Director Kelly amended the motion and Vice Chair Wilson seconded the amended motion to approve the request from the Sebastopol Chamber of Commerce for funding in the amount of \$3000 for the interactive map project and that the Chamber report back to the Agency within three months on an update of the project.

**VOTE:**

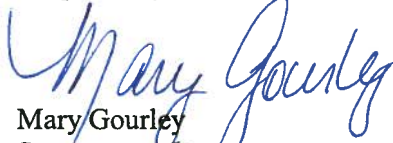
Ayes: Directors Shaffer, Kelly, Gurney, and Vice Chair Wilson  
Noes: Chair Fernandez  
Abstain: None  
Absent: None

**Community Development Agency Action:** Approved the request from the Chamber of Commerce and Authorized \$3000 for the Interactive Map and requested the Chamber Report Back to the Agency Within three months on the status of the project.

**Minute Order Number:** 2010-002

**ADJOURNMENT:** Chair Fernandez adjourned the Community Development Agency Meeting at 6:48 p.m.

Respectfully Submitted,



Mary Gourley  
Secretary to the Agency