

CITY OF SEBASTOPOL



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SEBASTOPOL
Local Flavors. Global Vision.

MAYOR
Sarah Glade Gurney

CITY COUNCIL
Linda Kelley, Vice Mayor
Larry Robinson
Kathleen Shaffer
Guy Wilson

MINUTES OF THE SEBASTOPOL COMMUNITY DEVELOPMENT AGENCY MEETING OF October 6, 2009

As approved by the Community Development Agency at their meeting of November 3, 2009

**CITY OF SEBASTOPOL
COMMUNITY DEVELOPMENT AGENCY
MINUTES OF MEETING OF October 6, 2009
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 October 1, 2009.

6:00 pm - CONVENE COMMUNITY DEVELOPMENT AGENCY MEETING

CALL TO ORDER: Chair Gurney called the meeting to order at 6:09 pm.

ROLL CALL

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

APPROVAL OF MINUTES OF: September 15, 2009

Councilmember Shaffer moved and Councilmember Wilson seconded the motion to approve the minutes of September 15, 2009 as submitted.

VOTE:

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

INFORMATIONAL REPORT(s): None
CONSENT CALENDAR ITEM(s): None
DISCUSSION AND ACTION ITEM(s):

5. Web Portal Committee Update (Vice Chair Fernandez and Director Shaffer)

Vice Chair Fernandez and Councilmember Shaffer reported on the web portal activities and requested the Agency accept the report and direct staff to proceed as recommended.

Director Shaffer stated the committee's objective was to create an on line town plaza and promote Sebastopol. However, due to various issues, the committee determined it would be more feasible to upgrade the City Web site.

Vice Chair Fernandez stated the intent was to create a web portal which would be the first step to the community; however, the web portal brought up many other issues. He stated the committee supported upgrading the City web site.

Jim Goodenough and Connie King presented a visual presentation of what an upgraded City web site could look like.

Director Wilson questioned if there was any information on the concept of selling advertising space to local businesses.

Executive Director Griffin stated that issue was discussed, but staff is not recommending that at this time. He stated that the businesses from the City's business list will be listed on the web site, but the City has not drafted a policy that would be legally defensible on advertising on the City web site.

Director Wilson stated that this is CDA funding which stimulates and promotes the local economy and stated he would like to see commercial exploitation on the site as a possible economic resource for the City.

Executive Director Griffin discussed funding from the CDA and that staff would be returning with a revised funding plan as the City would partner with the CDA for the upgrade to the City web site.

Director Wilson suggested there are other models in other cities that could be reviewed for paid advertising on City web sites.

Director Shaffer stated that was an item that was discussed and will be reviewed for the future. In the mean time, the area in the center of the web site would be for organizations that want to submit articles or events for the site.

Mayor Gurney questioned if the City web site was upgraded, would the City need to look at different hardware, software, etc.

Executive Director Griffin stated the City would work through an outside vendor for storage, but that the City has the software and staff would update the web site, but that it might create a time issue for staff.

Mayor Gurney questioned if this upgrade would allow for future expansion to the City web site.

Executive Director Griffin stated yes, and that the CDA would be a funding partner with the City.

Mayor Gurney stated she would like to see one place where someone can go to find out what is happening in Sebastopol and have a broad reach of information with one entry point. She suggested the web site design have a broad based capability.

Vice Chair Fernandez stated it was not the intention to fund the civic portion of the City web site, but to fund what would make the most impact on the economic side. He stated the advertising, links, maintenance issues, etc, were all discussed and this is the best result.

Director Wilson complimented the work of the committee and stated it is inherent in the City web site to have links to several sites and that this could maximize the economic return to the City.

Mayor Gurney questioned if this web site would be competing with other web sites such as the Chamber. Executive Director Griffin stated no, that this web site would be complimentary to other web sites.

Director Shaffer stated that this is public money and the objective is to promote the City. The website will link to other community websites.

Mayor Gurney opened for public comment.

Helen Shane, Art Workshop of Western Sonoma County stated they would like to have a link and the City could be linked onto their web site.

Linda Galletta, Sebastopol Center for the Arts, complimented the committee and stated this is clean, concise and suggested referencing the County on the web site. She stated if a web site tries to be everything to everyone, it is ominous to look at.

Una Glass, member of the committee, stated businesses should be more accessible through the City web site and that it would promote buy locally and make it easier to find local businesses and providers. She stated that this upgrade addresses the needs well and keeps with the buy local campaign.

Councilmember Shaffer stated the next step is to create an RFP for the web design.

The Community Development Agency was in consensus to accept the report of the committee and have the committee proceed as recommended in the staff report.

Community Development Agency Action: Accepted the report and direct staff to proceed as recommended.

Minute Order Number: 202-09

ADJOURNMENT: Chair Gurney adjourned the Community Development Agency Meeting at 6:45 pm.

Respectfully Submitted,


Mary Gourley
City Clerk