

# CITY OF SEBASTOPOL



**SEBASTOPOL**  
Local Flavor. Global Vision.

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CITY MANAGER  
Jack Griffin

MAYOR  
Sarah Glade Gurney

CITY CLERK/PROGRAM MANAGER  
Mary Gourley

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

## MINUTES OF THE SEBASTOPOL CITY COUNCIL AND COMMUNITY DEVELOPMENT AGENCY JOINT MEETING OF December 1, 2009

*As Approved by the Community Development Agency and City Council at their meeting of January 5, 2010*

**CITY OF SEBASTOPOL  
CITY COUNCIL/COMMUNITY DEVELOPMENT AGENCY  
MINUTES OF JOINT MEETING OF December 1, 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 November 24, 2009.

### CONVENE JOINT CITY COUNCIL AND COMMUNITY DEVELOPMENT AGENCY MEETING

CALL TO ORDER: Chair Fernandez called the Community Development Agency to order at 6:55 pm.

Mayor Gurney called the City Council to order at 6:56 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

Present: Councilmembers Robinson, Shaffer, Kelley, Vice Mayor Wilson and Mayor Gurney  
Absent: None  
Staff: City Manager Griffin, City Clerk Gourley, City Attorney McLaughlin, Engineering Director Kelly, and Planning Director Webster

APPROVAL OF JOINT MINUTES OF: None

#### INFORMATIONAL REPORT(S):

2. Informational Report on Letter Submitted to CalHFA on RDLP Loan 031607-02, for Hollyhock Self Help Loans, City of Sebastopol, Community Development Agency (Executive Director)

Executive Director Griffin presented an informational report to the Community Development Agency and City Council.

Chaney Delaire, Burbank Housing Development Corporation, provided an update to the situation and stated that if the State fails to reimburse Burbank, Burbank does have contingency plans in place for private construction loan. She stated that all financing has been secured except for \$180,000.

Vice Mayor/Vice Chair Wilson questioned if this development is located at the south end of town, at the former Cancun Restaurant, and questioned the estimate when the project will be back on track for construction.

Ms. Delaire stated that preliminary site work should be completed within the new couple of months and that the entire site work should be completed by July. She stated there will be a drawing of names this week for the homes and that the homes should be completed in 2011.

Vice Mayor/Vice Chair Wilson questioned if the amount the State has suspended is \$1.4 million. He questioned if the City would be asked for additional funding.

Ms. Delaire stated it is a little over a million dollars and that Burbank will not be asking the City for additional funding.

Councilmember/Director Shaffer questioned if Burbank needs \$180,000 to get the project moving again.

Ms. Delaire stated that Burbank has applied for money for grants through a federal program, but that if this is not received, there are other options that are feasible.

Chair Fernandez opened for public comment. There were none.

CDA/CC Action: None – Informational Only.

Reference Order Number: 239-09

CONSENT CALENDAR ITEM(s): None

PUBLIC HEARING(s): None

DISCUSSION AND ACTION ITEM(s):

3. Report on Sebastopol Economic Summit (Planning Director/Executive Director)

Planning Director Webster presented the staff report recommending the City Council and Community Development Agency receive the information and provide comments on potential follow-up process.

Councilmember/Director Shaffer stated she has attended committee meetings and stated progress has been made. She suggested the business group convene in January and suggested a facilitator for this meeting. She stated the group includes herself, Heidi, Chris and Matt Stevens. She stated she would like to see the BOC revisit the plan, get more focused, and refocus their strategies.

Vice Mayor/Vice Chair Wilson questioned if there were metrics to quantify business progress and know what new businesses have started in Sebastopol. He stated he would like to see a measure of what's going on financially in local economics.

Staff suggested tracking business licenses, sales tax revenue income quarterly reports from the Economic Development position.

Councilmember/Director Shaffer stated the Council is receiving reports on newly opened businesses from staff. She also stated the economic newsletter has been well received. She suggested adding a line on the business license application for email addresses.

Councilmember/Director Gurney suggested that the breakout groups come together at a meeting to discuss economic issues. She stated that it sounds like the groups are interested in continuing to meet and suggested that it would be good to include them. She suggested that the topics and tasks that these groups are addressing should fit the assignment of the City Council and Community Development Agency's intentions.

Councilmember/Director Shaffer stated it would be a good idea to bring everyone together for a meeting and then break back into groups.

Chair Fernandez suggested that the volunteers on these groups are informed of the outcome of the City and Agency's direction, the proposed next steps, and continue solicitation of volunteers.

Chair Fernandez opened for public comment.

Heidi Noh-Kuhn stated that her group has been very positive, focused, and created a process of collaboration and cohesion. She suggested involving other groups and having a meeting to invite everyone. She stated her group meets every two weeks and the two BOC members are a good liaison for the City. She stated that the group also receives presentations.

Teresa Ramondo, Chamber of Commerce, thanked staff and stated that the groups need to be clear on what the City's agenda is and what the groups are doing. She stated that it would be better to have groups rather than to throw them all into one place. She stated the process needs to be clear and what is meant by moving forward.

Chair Fernandez stated it was an excellent summit and appreciates everyone's efforts.

CDA/CC Action: No action Required. Received Report.

Minute Order Number: 240-09

4. Update on Local Economic Stimulus Initiatives (Planning Director)

Planning Director Webster presented the staff report recommending the City Council and Community Development Agency receive the information, provide an opportunity for public comment, and address future initiatives in the proposed economic development goals-setting process.

Chair Fernandez questioned what items were waiting to be addressed.

Staff gave examples of projects that are waiting to begin such:

Item #2 – stated that this is a general idea and no work has been done to coordinate with other entities and questioned what this means and how is it to be done.

Item #18 – stated Rebuilding Together conducts volunteer days but the City has not.

Item #17 – this item has limited funding.

Councilmember/Director Shaffer questioned if the web based marketing would happen before the holidays. Staff stated no. City Manager Griffin stated that this item would be on the CDA agenda in January.

Councilmember/Director Gurney stated this report is remarkable and reminds the Council and CDA what they have accomplished. She also discussed dedicating funds for consultant fees.

CDA/CC Action: None taken.

Minute Order Number: 241-09

5. Authorization for Staff to Solicit Requests for Proposals for Website Upgrade for City of Sebastopol Website (Executive Director)

Executive Director/City Manager Griffin presented the staff report recommending that the City Council and Community Development Agency approve the request for proposal and authorize staff to proceed forward with the consultant selection process and that the Existing Agency Subcommittee be modified as a Joint Subcommittee.

Chair Fernandez questioned if the RFP will be available on the web. Executive Director Griffin stated yes.

Chair Fernandez questioned the timeline. Executive Director Griffin stated the RFPs will be done in February 2010; review of applications March 2010; interviews and award of contract and then expected to go on line August 2010.

Councilmember/Director Shaffer stated she has reviewed other City web site and stated the original proposal by the committee looked great. She questioned if the RFP includes creating a site where businesses are listed by alphabetical order or type of business.

Executive Director Griffin stated the RFP does not go into the specifics, but will be included in the content.

Councilmember/Director Shaffer questioned if the City will be reviewing use of government emails. Executive Director stated this item will be explored.

Mayor/Director Gurney stated the first priority is to get the web site and secondly she would like to ensure that this remains a municipal web site. She stated she does not see this web site as competing with other web sites such as the Chamber of Commerce.

Councilmember/Director Kelley questioned if the ordinances could be posted on line. Executive Director/City Manger Griffin stated the ordinances are posted in the municipal code on line and stated the search capabilities will be reviewed for easier retrieval.

Chair Fernandez questioned if alternate language will be used such as Spanish.

Executive Director/City Manager Griffin stated this can be discussed during the scope of the project.

Councilmember/Director Shaffer requested that emergency information be bilingual.

Councilmember/Director Shaffer moved and Mayor/Director Gurney seconded the motion to approve the request for proposal and authorize staff to proceed forward with the consultant selection process.

**VOTE:**

Ayes: Councilmember Robinson, Chair Fernandez, Councilmember/Director Shaffer,  
Councilmember/Vice Chair Wilson, Mayor/Director Gurney  
Noes: None  
Absent: None  
Abstain: None

Mayor/Director Gurney moved and Councilmember/Vice Chair Wilson seconded the motion to approve staff's recommendation that the Existing Agency Subcommittee be modified as a Joint Subcommittee.

Ayes: Councilmember Robinson, Chair Fernandez, Councilmember/Director Shaffer,  
Councilmember/Vice Chair Wilson, Mayor/Director Gurney  
Noes: None  
Absent: None  
Abstain: None

**CDA/CC Action:** Approved the request for proposal and authorize staff to proceed forward with the consultant selection process and approved staff's recommendation that the Existing Agency Subcommittee be modified as a Joint Subcommittee  
**Minute Order Number:** 242-09

6. Setting Date for Joint City Council and Community Development Agency for Setting Goals and Priority Setting Meeting (City Manager)

Executive Director/City Manager Griffin presented the staff report recommending that the City Council and Community Development Agency set dates in January 2010 for a Goals Setting Meeting.

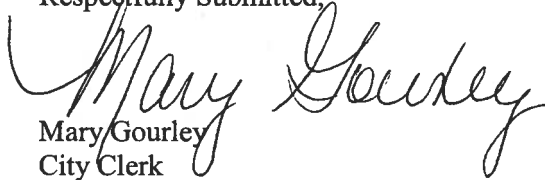
The Council and Agency were in concurrence to email available dates to the Executive Director/City Manager.

**CDA/CC Action:** None taken. Emails to be sent to the City Manager.

**Minute Order Number:** 243-09

ADJOURNMENT: Chair Fernandez adjourned the Joint City Council/Community Development Agency Meeting at 7:55 pm.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Mary Gourley". The signature is written in black ink and is positioned to the right of the typed name and title.

Mary Gourley  
City Clerk