

Resolution Number: 6207

A Resolution of the City Council of the City of Sebastopol  
Amending the "Locals Who Make a Difference" Recognition Program

WHEREAS, the idea of the "Locals Who Make a Difference" Recognition Program has been initiated as a way to acknowledge and thank outstanding members of the Sebastopol Community for their contributions to making Sebastopol a better place to live; and

WHEREAS, displaying the name and image of outstanding local citizens will demonstrate community and civic pride and appreciation; and

WHEREAS, displaying the name and image of outstanding local citizens as part of the City streetscape may encourage visitors and residents to congregate and converse in the vicinity of the banners, promote connections, and create a more friendly, inviting, and vibrant downtown area.

WHEREAS, displaying the name and image of outstanding local citizens may drive traffic to the City website to learn more about each honoree; and

WHEREAS, such recognition may inspire others in the community to undertake positive actions for the common good.

NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Sebastopol adopts the amendments to the "Locals Who Make a Difference" Recognition Program as outlined in the attached document labeled "Exhibit A" and rescinds Resolution 6179; and

BE IT FURTHER RESOLVED, that:

- The Public Works Department shall be responsible for installation and removal of banners.
- The "Locals Who Make a Difference" Subcommittee shall oversee the program with the Department of Public Works as lead department.

IN COUNCIL DULY PASSED this 7th day of August 2018.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by the City of Sebastopol City Council by the following vote:

VOTE:

Ayes: Councilmembers Carnacchi, Glass, Gurney, Vice Mayor Hinton and Mayor Slayter  
Noes: None  
Abstain: None  
Absent: None

APPROVED: PKSL  
Mayor Patrick Slayter

ATTEST: Mary C. Gourley  
Mary Gourley, Assistant City Manager/City Clerk, MMC

APPROVED AS TO FORM: [Signature]  
Larry McLaughlin, City Attorney

**“LOCALS WHO MAKE A DIFFERENCE”  
RECOGNITION PROGRAM**

**PURPOSE:**

The Locals Who Make a Difference Recognition Program (LWMAD) acknowledges and thanks members of the Sebastopol community for their contributions in helping to make Sebastopol a better place to live.

**ELIGIBILITY:**

- Nominees must be living.
- Nominees must reside in Sebastopol or identify Sebastopol as their home community.
- Accomplishments and contributions to the Sebastopol community for which nominees are being recognized must not be their primary source of income.

**NOMINATION/AWARD PROCESS:**

- Nominees not selected for a particular year will be kept in the pool **for that year** and considered for subsequent periods in order to honor as many deserving people as possible.
- Anyone may submit a nomination application.
- Nominators fill out an application (available at City Hall and on the City website) identifying the nominee and describing why they think their candidate should be selected.
- **Please note that all information received is subject to Public Records Act Requests.**

Applications to be submitted as follows:

City of Sebastopol  
Public Works Department  
714 Johnson Street  
Sebastopol, CA 95472

Or email: [citypw@cityofsebastopol.org](mailto:citypw@cityofsebastopol.org)

Nominations for honorees will be submitted by the following dates for consideration:

<u>Banner Period</u>	<u>Application Deadline</u>
October-January	First Monday in August
February-May	First Monday in December
June-September	First Monday in April

The following should be outlined in the supporting information on the application and will be used by the LWMAD Subcommittee during the selection process:

- Specific examples of how the actions and contributions of the individual/group/organization have inspired the nominator and/or the community
- Approximate number of hours contributed
- Achievements and contributions to the community
- Impact on the community — who and how many benefit from the actions or services of the individual/group/organization
- Barriers and difficulties the individual/group/organization may have faced and how they have been overcome
- Providing guidance and advice (above the normal call of duty) to those in need within the community
- Trust, fairness, respect and diversity within the community
- Significant impacts on the community through civic involvement

**RECIPIENT:**

The LWMAD Subcommittee, comprised of the Vice Mayor, a City Council member, and the Public Works Superintendent as voting members, with the City Manager as an alternate, reviews applications and presents top candidate(s) to the City Council for approval. A perpetual Locals Who Make a Difference Award recipient plaque will be maintained at City Hall, and each Locals Who Make a Difference honoree will receive a commemorative gift congratulating them on their selection as the current Locals Who Make a Difference award recipient.

All nominees not selected during each banner period will be listed by name in a report to the City Council, and a letter will be sent to each individual/group/organization to recognize their outstanding contributions to the Sebastopol community. An annual recognition event will be held in May to acknowledge all nominees during the ongoing program with a new cycle of nominations starting each June.

Nominees will be chosen by the LWMAD Subcommittee and submitted to the City Council for approval as follows:

<u>Banner Period</u>	<u>Subcommittee Recommendation Meeting</u>	<u>Council Approval Meeting</u>
October-January	Mid-August	September
February-May	Mid-December	January
June-September	Mid-April	May

- Nominator and honoree are notified of selection.
- Honoree must sign a permission form for photo and name to be placed on banner.
- Professional photo is taken of honoree for banners.
- Banners bearing honoree name and likeness are produced and hung on poles throughout Sebastopol for approximately four (4) months.
- Pole locations to be determined by the LWMAD Subcommittee.
- Honorees are recognized with a City proclamation and commemorative gift at a City Council meeting.
- Selection of honoree is advertised in the local press and posted on the City website and Facebook page.
- Honoree’s photo and biography/story are posted on the City website.

**FUNDING SOURCE:**

General Fund Streets

**BANNER ROTATION SCHEDULE:**

Banners will be rotated three (3) times per year with a new honoree.

**ATTACHMENT:**

LWMAD Nomination Application

**DO YOU KNOW SOMEONE WHO HAS GONE ABOVE AND BEYOND  
TO HELP MAKE SEBASTOPOL A BETTER PLACE TO LIVE?**

# **LOCALS WHO MAKE A DIFFERENCE**

The "Locals Who Make a Difference" (LWMAD) Recognition Program sponsored by the City of Sebastopol acknowledges and thanks these members of the Sebastopol Community for their contributions.

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## **NOMINATION/AWARD PROCESS**

- ✦ Nominations are ongoing and will be held for future consideration.
- ✦ Anyone may submit a nomination application.
- ✦ Nominators fill out an application (available at City Hall, Public Works, and online on the City website) identifying nominee and describing why they think their candidate should be selected.
- ✦ LWMAD Subcommittee reviews applications and presents top candidate(s) to City Council for approval.
- ✦ Nominator and Honoree are notified of selection.
- ✦ Honoree must sign a permission form.
- ✦ Professional photo is taken of Honoree for banners.
- ✦ A single Honoree will be chosen three times annually.
- ✦ Banners bearing Honoree name and likeness are produced and hung on poles throughout Sebastopol for approximately 4 months.
- ✦ Honorees are recognized with a City proclamation at a City Council meeting.
- ✦ Selection of Honoree is advertised in the local press and posted on the City website and Facebook page.
- ✦ Honoree's photo and biography/story is posted on the City website.
- ✦ Eligible entries are kept on file for future consideration.

# LOCALS WHO MAKE A DIFFERENCE

Mail or drop off printed application to:  
City of Sebastopol  
Department of Public Works  
714 Johnson Street  
Sebastopol, CA 95472  
Or scan and email to: [citypw@cityofsebastopol.org](mailto:citypw@cityofsebastopol.org)

## NOMINEE ELIGIBILITY

Nominees must be living.

Nominees must reside in Sebastopol or identify Sebastopol as their home community.

The accomplishment or contribution to the Sebastopol community for which the nominee is being recognized must not be their primary source of income.

## NOMINATOR

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

## HONOREE

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

**Please let us know, in 200 words or less, why your nominee is a "Local Who Makes a Difference."**

If chosen, Honoree will be recognized with a proclamation at a City Council Meeting and Honoree story will be published on the City of Sebastopol website ([www.CityOfSebastopol.org](http://www.CityOfSebastopol.org)). LWMAD Subcommittee has the right to amend the story. The story will be sent to you and the nominee for final review and approval prior to publishing.