

# Community Services & Environment Commission

Wednesday, February 13, 2013 – 6:30 PM

City Hall Conference Room

**No. 1 The Plaza**



Commissioners: Christopher Petlock-Chairman, Anna Whitmore-Vice Chair, Kimberly Blattner, Harry Blum (Alternate), Lynn Clary, Melinda Kelley, Gabriel Lanusse, Carole Latorre, Ryan Wilbanks, Michael Thomas

## AGENDA

COMMENTS FROM THE PUBLIC: At this time, members of the public may comment on any item not appearing on the agenda that are within the subject matter jurisdiction of the commission.

1. MINUTES OF January 9, 2013
2. INTRODUCTION: ALTERNATE COMMISSIONER
3. CONSIDERATION OF A LETTER OF SUPPORT TO THE SONOMA COUNTY REGIONAL PARKS FOR THE SONOMA TO SANTA ROSA TRAIL (Associate Planner Atkins)
4. EVENT REVIEWS: **\*These applications begin review at 7:00 pm**
  - 4.1 Valley of the Moon Certified Farmers' Market
  - 4.2 International Film Festival
  - 4.3 Gran Fondo
5. REPORTS: SUB-COMMITTEE'S AND EXISTING IDEAS/INITIATIVES:  
Transportation: (Walking, Bicycling, Transit, and other vehicle use): Commissioners: Clary, Latorre, Thomas  
  
Natural Resources and Sustainability: (Grey Water Systems, Solar Programs, GHG Reduction, Resource Protection, Water Quality, Conservation and Recycling): Commissioners: Clary, Kelley, Petlock, Thomas. Sustainability Day; - Tree City USA Certification  
  
Community Health, Recreation and Open Space: (Open Space District, Personal Health, Parks, & Recreation). Commissioners: Clary, Lanusse, Latorre.  
  
The Tree Committee Meeting: (Participates on Tree Committee as voting member and review tree removal requests). Commissioners: Blattner, Lanusse, Whitmore.  
  
Farmers' Market and Special Event Concerns: Commissioners: Blattner, Petlock, Whitmore, Wilbanks
6. CLOSING COMMENTS & ACTION ITEMS:
  - Action Item: Redwood Tree Fifth Street West
  - Comments
7. ADJOURNMENT (Next regular meeting is Wednesday, March 13, 2013)

*Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are available for public inspection the Monday before each regularly scheduled meeting at City Hall, located at No. 1 The Plaza, Sonoma CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the City Council regarding any item on this agenda after the agenda has been distributed will be made available for inspection at City Hall, No. 1 The Plaza, Sonoma CA during regular business hours.*

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Debra Rogers, Management Analyst

In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk (707) 933-2216. Notification 48-hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



*City of Sonoma*  
**City Council**  
**Agenda Item Summary**

City Council Agenda Item: 5N

Meeting Date: 01/28/2013

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**Department**

Administration

**Staff Contact**

Gay Johann, City Clerk/Assistant to the City Manager

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**Agenda Item Title**

Approval and ratification of the appointment of Harry Blum to the Community Services and Environment Commission for a two-year term ending January 28, 2015.

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**Summary**

The Community Services and Environment Commission (CSEC) consists of nine members and one alternate who serve at the pleasure of the City Council. Of the nine members, one is designated as a representative of the youth in the community. Five of the members and the alternate must be City residents.

Mayor Brown and Councilmember Gallian recently interviewed three applicants and Mayor Brown has nominated Harry Blum for appointment as the CSEC Alternate member for an initial two-year term.

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**Recommended Council Action**

Ratification by the City Council.

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**Alternative Actions**

Council discretion.

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**Financial Impact**

N/A.

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**Environmental Review**

- Environmental Impact Report
- Negative Declaration
- Exempt
- Not Applicable

**Status**

- Approved/Certified
  - No Action Required
  - Action Requested
- 

**Attachments:**

Application of Harry Blum

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cc: Harry Blum, via email

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resident

RECEIVED

JUL 13 2012

CITY OF SONOMA



# CITY OF SONOMA

## COMMISSION APPLICATION

NAME: HARRY Blum  
ADDRESS: 34 N 1st St West Apt #5  
MAILING ADDRESS: SAME

CONTACT INFO (Please include daytime & evening phone numbers and email address):  
707-227-9450 Cell  
harryblum@gmail.com

COMMISSION OF INTEREST: Community Ser & Environment

HAVE YOU EVER ATTENDED A MEETING OF THIS COMMISSION? No HOW MANY? 0

If you are not selected for the commission listed above, would you be interested in serving on any of our other commissions? If so, please indicate which commission(s): \_\_\_\_\_

HOW MANY YEARS HAVE YOU RESIDED IN SONOMA? 1 yr 4 months  
PRESENT OCCUPATION: TV ENGINEER KSVU

### EDUCATION

SCHOOL	MAJOR	GRADUATION DATE & DEGREE
Old Dominion	Business	1 yr
Laguna College	BUSINESS	2 yrs 1974

### COMMUNITY SERVICE EXPERIENCE

ORGANIZATION	DATES SERVED	POSITION
Del Norte County	1995-2000	BOARD OF DIRECTORS
North Coast	1990-1993	BOARD OF DIRECTORS
Up With People	1965-1969	DIRECTOR

(Use additional paper if necessary)

OTHER RELEVANT EXPERIENCE OR EXPERTISE:

Managed Multi-million Dollar Business learned to utilize resources with regard to property protection

WHAT IS YOUR UNDERSTANDING OF THE ROLE AND RESPONSIBILITY OF THIS COMMISSION?

To Advise City Council as to use of preservation and enhancement of public space

WHICH ACTIVITIES OF THIS COMMISSION INTEREST YOU THE MOST?

Helping to protect our PLAZA & Open Spaces for optimum use and long term protection

WHICH ACTIVITIES INTEREST YOU THE LEAST?

NONE OF IT!  
I BELIEVE IT IS ALL very important

WHAT WOULD BE YOUR GOAL AS A COMMISSIONER?

To bring a new or different perspective to the commission

WHAT DO YOU FEEL YOU COULD CONTRIBUTE TO SEE THESE GOALS REALIZED?

I believe we must help ensure that these areas are preserved for the future

PLEASE LIST TWO LOCAL REFERENCES AND THEIR PHONE NUMBERS:

MAYOR PRO TEM  
KEN BROWN 938-8623 GARY MAGNANI 364-1984

SOME COMMISSION POSITIONS MUST BE FILLED BY A QUALIFIED ELECTOR OF THE CITY OF SONOMA. A QUALIFIED ELECTOR IS A PERSON WHO IS 1) A U.S. CITIZEN; 2) AT LEAST 18 YEARS OF AGE; AND 3) RESIDES WITHIN THE BOUNDARIES OF THE CITY OF SONOMA.

ARE YOU A QUALIFIED ELECTOR OF THE CITY OF SONOMA?

YES

NO

I DECLARE UNDER PENALTY OF PERJURY THE INFORMATION PROVIDED ON THIS APPLICATION IS TRUE AND CORRECT.

[Signature]  
Applicant Signature

July 12/2012  
Date

All submitted applications are available for public inspection.

Return completed form to:  
City Clerk  
City of Sonoma  
No. 1 The Plaza  
Sonoma CA 95476

**COMMUNITY SERVICES & ENVIRONMENT COMMISSION  
REGULAR MEETING**

City Hall  
# 1 The Plaza  
Sonoma, CA

January 9, 2013

Draft Minutes

**Commissioners Present:** Comms. Blattner, Clary, Lanusse, Latorre, Petlock, Thomas, Whitmore

**Commissioners Absent:** Comm. Kelley, Wilbanks

**Also Present:** Management Analyst Rogers

Chair Petlock called the meeting to order at 6:39 p.m.

**1. Comments from the Public**

Darryn Ponicsan, France Street, said the Leaf Blower Ordinance was not being enforced and cited locations where landscapers were not in compliance. Chair Petlock said the CSCE Subcommittee on Community Health and Recreation would look into the issue.

**2. Minutes of December 12, 2012**

Comm. Whitmore moved to approve the minutes of December 12, 2012, as presented. Comm. Blattner seconded the motion. The motion carried unanimously.

**3. Event Review**

Wine Country Half Marathon/Wine & Music Festival (July 21, 2013)

Staff reported the City Council approved Destination Races temporary use permit of City streets for the Sonoma Wine Country Half Marathon at its meeting of January 7, 2013. Matt Dockstader, Destination Races, and Leslie Peterson, Hanna Boyes Center (HBC) was present to discuss restructuring of the event. The resubmitted application reflects HBC's participation and contributions made to HBC by Destination Races. The corrected budget reflects direct revenues and expenses for the Wine & Music Festival and related activities on the Plaza (the budget previously combined marathon fundraising with the events on the Plaza). Hanna Boys Center will receive approximately \$30K in contributions, an increase of \$10,000 from the previous year. In addition, the event raised \$2 million for national and regional charities.

CSEC discussed the budget; Comm. Blattner made two corrections: 1) Removing the charity contribution to Community Action Napa Valley which does not contribute to Sonoma Valley (the 40% contribution will still be met); and 2) Delete the \$2,200,000 charity fundraising by CCFA Team Challenge. She said the budget was clear and met the requirements of the Event Policy.

Chair Petlock reported a noise complaint based on last year's early morning amplification announcing runners at the finish line. Dockstader outlined what he would do to lower the decibel volume of the announcements. He said the runners are world class competing for the Olympic trials; they leave Napa at 7:00 a.m. and arrive in Sonoma at 7:55 a.m. with the last of the runners returning around 10:30 a.m. The band will start at 9:30 a.m. vs. 9:00 a.m. at Grinstead Amphitheater.

**It was moved by Comm. Blattner, seconded by Comm. Whitmore:** a) Approve the Wine Country Half Marathon/Wine & Music Festival application (Plan 2) with the resubmitted budget, subject to the SEC Conditions of Approval, and noise mitigation measures as follows:

- a) 40% minimum contribution from the Wine & Music Festival to local charities; b) Required noise reduction from the PA system announcing the return of the runners; c) Announcer will not start until the first runner arrives (typically at 7:55 a.m.); d) Volume on the PA will be turned down from last year (from level 8 to level 5) for the first runners, gradually increasing volume (if needed when crowds increase); e) They will start playing music at 9:30 a.m. instead of 9:00 a.m. in the Grinstead Amphitheater .

#### 4. Proposed Subcommittees and Commission Goals 2013

4.1 Subcommittee Groupings: Commissioner reviewed the proposed subcommittee changes for 2013, including topics and commissioners to serve. The following was agreed on:

Transportation: (Walking, Bicycling, Transit, and other vehicle use): Commissioners: Clary, Latorre, Thomas

Natural Resources and Sustainability: (Greywater Systems, Solar Programs, GHG Reduction, Resource Protection, Water Quality, Conservation and Recycling): Commissioners: Clary, Kelley, Petlock, Thomas

Community Health, Recreation and Open Space: (Open Space District, Personal Health, Parks, & Recreation). Commissioners: Clary, Lanusse, Latorre

The Tree Committee Meeting: (Participates on Tree Committee as voting member and review tree removal requests). Commissioners: Blattner, Lanusse, Whitmore

Farmers' Market and Special Event Concerns: Commissioners: Blattner, Petlock, Whitmore, Wilbanks

4.2 Commission-wide Goals: Organizing a Sustainability Day was agreed on and would be organized within the Natural Resources and Sustainability subcommittee. Comm. Kelley previously suggested outreach to Sonoma Community Center and Sonoma Ecology Center to coordinate possible summer event.

#### 5. Reports: Subcommittee Goals/Reports

The following subcommittee priorities/activities were identified.

Natural Resources/Sustainability/Greywater Systems: The subcommittee met and identified the following: Comm. Whitmore proposed researching the process of becoming a part of an organization called Tree City USA Certification. Comm. Lanusse elaborated that the Tree City USA is an annual recognition that requires a community to spend funds on maintaining and improving their urban forest; part of criteria is also having an Arbor Day that is recognized with a Proclamation. The subcommittee project would look at requirements to qualify. Other activities suggested: Water tour starting at the headwaters.

Comm. Clary asked about the tree on 5<sup>th</sup> Street West that is lifting the sidewalk. Action Item: Staff to update commission on status from Public Works Department.

Farmers' Market and Special Event Concerns: Chair Petlock said the event committee met. They looked at the recycling plan again and creating a spread sheet for a baseline of recycling for each event (date collected from last year's events). They also discussed red flags for events. The Farmers Market has some issues with security to work out (a requirement from the City Council approval).

Subcommittee members will continue to attend the event.

Community Health, Recreation and Open Space:

The subcommittee will discuss the Montini Open Space Preserve this year when trail construction begins. Commissioners reported that dogs are being seen on and off leash on the Overlook Trail; volunteers and citizens tell people approaching the trail that dogs are not allowed.

The Tree Committee Meeting:

Comm. Lanusse proposed annually to have an orientation with a city recognized arborist to give an overview of what to look for when reviewing tree applications for the Tree Committee (legitimate applications for tree removal).

Transportation:

The subcommittee exchanged emails with new members and will set the next date to meet. Ongoing goals would include supporting the annual Walk & Roll to school event and possibly organizing a bike route tour with Sonoma County Bicycle Coalition.

6. Nomination and Ratification of CSEC Chair

It was moved by Comm. Blattner, seconded by Comm. Latorre, to nominate Chris Petlock to serve as chair of the CSEC for another year. The motion passed unanimously.

7. Closing Comments

Management Analyst Rogers said dates for joint meetings of the City Council with City Commissions were being planned and would be announced by the City Manager.

The CSEC discussed the ongoing education of asking people at large events on the Plaza, to “take out what they bring in” regarding recycling, especially glass wine bottles that are hard to manage and overflow in the recycling bins. Chair Petlock reported on ABC policy when people leave the Plaza with partially consumed wine bottles. *Removal of open wine bottles depends on the source of the alcohol and the ABC license type.*

*“If people bring their own wine into the plaza (but don’t drink it all) they may leave with it. If they are transporting it home, they need to secure it in the trunk of their vehicle so they are not “driving with an open container”. If they obtain the bottle from a vendor at an event, they are not allowed to leave the “licensed premises” with alcohol unless the vendor has the proper ABC license type”.*

The matter will be discussed further through CSEC subcommittee on how best to educate recycling issues. Chair Petlock suggested emphasizing wine bottle recycling and procedures with event managers during CSEC event approval.

8. Adjournment

Chair Petlock adjourned the meeting at 8:06 p.m. The next regular meeting scheduled meeting is Wednesday, February 13, 2013 at 6:30 p.m.

Respectfully submitted,

\_\_\_\_\_  
Debra Rogers, Management Analyst

February 13, 2013

**M E M O**

**To:** Community Services and Environment Commission

**From:** Wendy Atkins, Associate Planner

**CC:**

**Re:** Proposed Support Letter for the Sonoma to Santa Rosa Trail Feasibility Study

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The Sonoma County Regional Parks Department is proposing to submit a Transportation Planning Grant application by April 2, 2013, for the Sonoma to Santa Rosa Trail Feasibility Study and has requested that the Community Services and Environment Commission submit a letter of support for the project. As such, a letter of support has been drafted for your review and approval.

Attachments

1. Proposed Letter of Support
2. Sonoma to Santa Rosa Trail project Location Map

February 13, 2013

Caryl Hart, Director  
Sonoma County Regional Parks  
2300 County Center Drive, Suite 120A  
Santa Rosa, California 95403

Dear Ms. Hart,

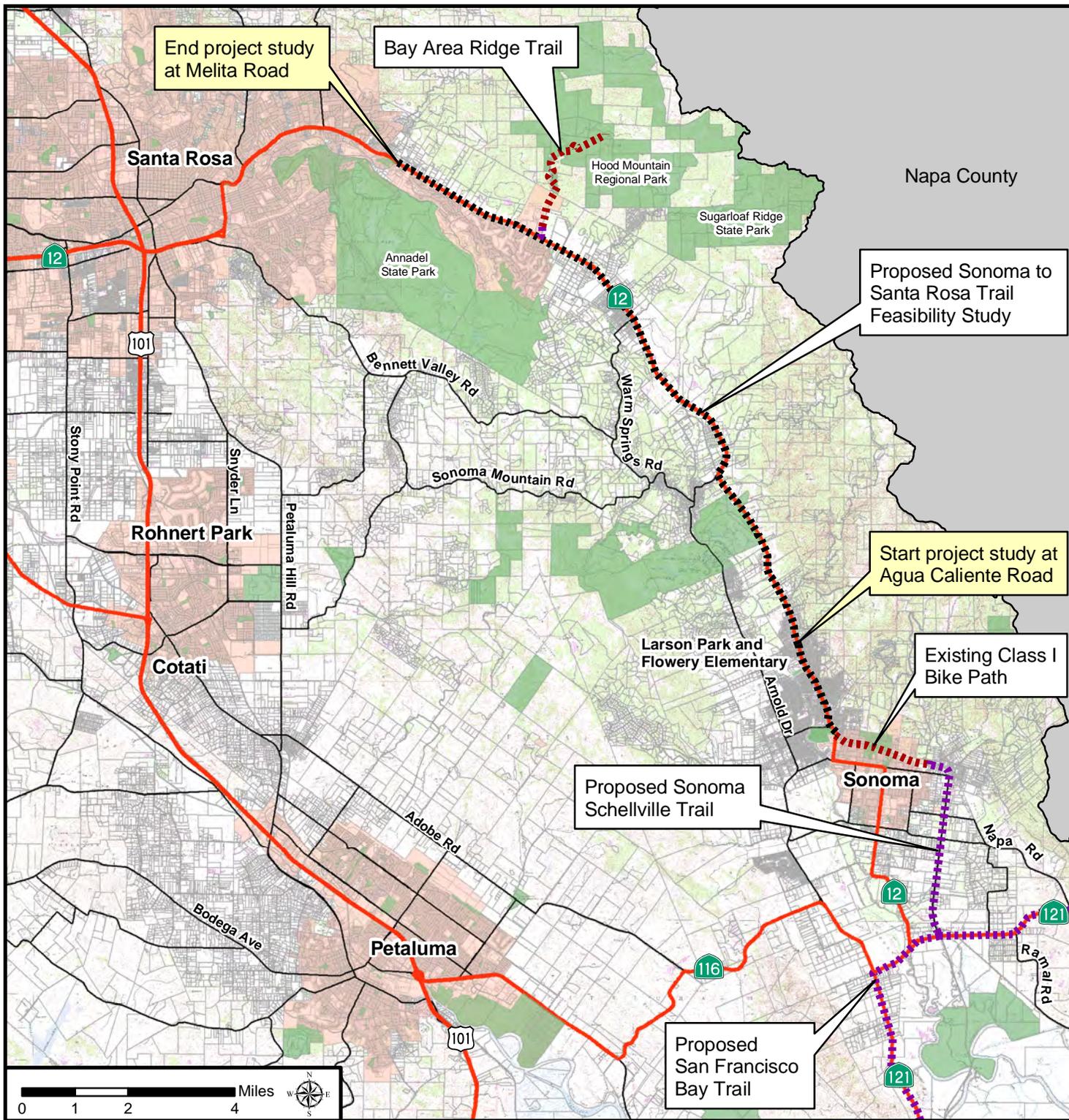
On behalf of the City of Sonoma Community Services and Environment Commission, please note that we are in favor of the undertaking of a planning study for a Class 1 Bike and Pedestrian route parallel to Highway 12 through the Sonoma Valley to the outskirts of Santa Rosa. We support Regional Parks in seeking funding for the Sonoma to Santa Rosa Trail from the California Department of Transportation's (Caltrans) Community-Based Transportation Planning grant program.

The City of Sonoma believes that a Class 1 Bike Route parallel to Highway 12 would be of great benefit to the motoring, walking, and cycling public. The Highway 12 corridor is a high traffic, high speed roadway and finding ways to separate the motorized and non-motorized users in this corridor is a very worthwhile endeavor.

Sincerely,

Chris Petlock  
Community Services and Environment Commission Chair

cc: Elizabeth Tyree, Regional Parks



# Sonoma to Santa Rosa Trail Project Location Map

Sonoma County Regional Parks



Data Source: Sonoma County ISD 3-20-12



## MEMO

To: Community Services and Environment Commission  
Staff: Debra Rogers, Management Analyst  
Meeting Date: February 13, 2013  
Agenda Item: Plaza Park Use Application

### Valley of the Moon Certified Farmers' Market

Sponsor: Valley of the Moon Certified Farmers' Market Board  
Date of use: **May 1, through October 29, 2013; Tuesdays**  
Area(s) of use: Horseshoe Pavement, Back Parking Lot, Amphitheater on occasion. In addition, the applicant is requesting the use of a restricted area of the Plaza; the Horseshoe Lawn

### **Discussion**

On November 19, 2012, the City Council granted the Tuesday Night, Valley of the Moon Certified Farmers' Market (VOMCFM) an additional two year permit to operate the Tuesday Night Farmers' Market located at the Plaza. Public Works Director Bates said in her report to the Council that the community had welcomed the market management and based on the fact that they met the conditions established by the Council, staff was recommending that they be awarded an additional two-year permit. Motion followed:

*"The public comment period was opened and closed with none received. It was moved by Clm. Rouse, seconded by Clm. Brown, to approve the two-year permit subject to a revocation clause, the standard Plaza use permit process and compliance with security arrangements as requested by the Sonoma Police Department. The motion carried unanimously.*

The Special Event Committee considered the event application on November 29, 2012.

#### Conditions of Approval:

- The application requests the use of a restricted area of the Plaza - the Horseshoe Lawn.
  - The applicant will request an exception from the CSEC.  
(The applicant stated that they will not use the lawn during the wet season, May, 2013).

*\*Refer to the City of Sonoma Special Events Policy, Appendix A, Section 1, Article b (Horseshoe Lawn use).*

- Police:
  - Must contract with police for additional law enforcement presence. Final details will be worked out with the Sonoma Police Department prior to 2013 Community Services and Environment Commission.
- Public Works:
  - Continue to meet the conditions in staff's report dated October 26, 2012.
  - Meet Parks Supervisor two weeks prior to the event for pre-event meeting.
  - Meet with Parks staff the afternoon after each event.
  - Provide a vendor list; all vendors are required to have a business license.
  - Notify Sonoma County Transit of Horseshoe closure.
  - Attend mid-year review.
- Fire:
  - Fire safety requirements regarding food booths. Fire Department to conduct walk through horseshoe portion prior to event.
  - Maintain 20' emergency vehicle access around entire horseshoe.
  - All tents need the State Fire Marshall Seal.
  - Discussion with fire Captain regarding cooking in tents.
  - Type K extinguishers for deep fryer; propane tanks secured.
  - Barricades monitored, accessory vehicles removed after set-up.
  - Pre event inspection to verify all safety and emergency vehicle access.

\*The City of Sonoma Special Events Policy, Appendix A, Section 1, Article b. states the following:

*The Plaza Horseshoe Lawn shall not be available for active use, such as, but not limited to, tents booths, Jumping Jacks, etc. during special events. This restriction is intended to allow an unobstructed view of City Hall a National Historic Landmark and to minimize damage to the lawn. With the Approval of the CSEC, an exception may be granted for limited active use of the Plaza Horseshoe Lawn.*

**Plaza Use Committee Members:** Public Works Parks and Street Department Supervisors, Police Chief, Fire Chief, Event Coordinator. Committee recommendation: approve the Plaza Park Use Application contingent on the conditions of approval.

**Recommended CSEC Action:**

Recommend approval of the Plaza Park two-year use permit (2013-2014) for Tuesday Night Valley of the Moon Certified Farmers' Market contingent upon the conditions of approval required by the City Council and The Special Events Committee (SEC).

**Attachments:**

- City Council Agenda report, November 19, 2012
- 2013 Balanced Budget Proposal
- 2013 Security Plan November 29, 2012
- CSEC Memorandum, October 26, 2012
- 2012 Market Weekly Attendance & Income
- Plaza Park Use Application



*City of Sonoma*  
**City Council**  
**Agenda Item Summary**

**City Council Agenda Item:**  
**Meeting Date: 11/19/2012**

**Department**

Public Works

**Staff Contact**

Milenka Bates, Public Works

**Agenda Item Title**

Presentation of the Tuesday Night Valley of the Moon Certified Farmers Market for 2012 and Request for Two Year Permit

**Summary**

At the CSEC November 14, 2012 meeting, the Commissioners will conduct a post event review of the Tuesday Night Valley of the Moon Certified Farmers Market (VOMCFM). Attached for informational purpose is a report from Staff and CSEC Farmers Market Sub-committee in regards to the VOMCFM 2012 Season. It is the consensus of the Commissioners, that in general the VOMCFM has heeded to the direction of City Council, responded to issues, developed policies and acted in a transparent manner. The Commissioners and staff do have concerns in regards to the size of the Farmers Market especially during the summer months of June, July and August and during the City Party and Jazz Night. Currently the Plaza Use Policy restricts Large Scale Events on the Plaza to 25 per year. In 2012, there were 23 Large scale events which included 12 of the Farmers Markets. VOMCFM Board President and Market Manager Chris Welch will be present at the City Council meeting to answer any questions.

**Recommended Council Action**

Grant the Valley of the Moon Certified Farmers' Market an additional two year permit to operate the Tuesday Night Farmers' Market and work out security arrangements with the Sonoma Police Department prior to 2013 Special Event Committee review.

**Alternative Actions**

Council discretion

**Financial Impact**

N/A

**Environmental Review**

- Environmental Impact Report
- Negative Declaration
- Exempt
- Not Applicable

**Status**

- Approved/Certified
- No Action Required
- Action Requested

**Attachments:**

Memorandum dated 10-26-12

cc: Bill Dardon, VOMCFM Board President, Chris Welch, VOMCFM Manager

# Valley of the Moon Certified Farmers' Market Balanced Budget Proposal

**2013 Season**

**Income**

Application Fees	\$3750
Donations	1500
EBT	800
Stall Fees	41000

**Total Income** **\$47050**

**Operational Expenses**

Advertising/Marketing	\$1200
Fees & Licenses	350
Insurance	600
Operations Wages	18500
Meetings	750
Miscellaneous	250
Sanitation	7000
Transportation	425
Plaza Use Fees	4100
Musicians	2600
Rentals	200

**Total Operational Expenses** **\$35975**

**Overhead Expenses**

Bookkeeping	\$600
Entertainment/Meals	1500
Miscellaneous	750
Office Supplies	350
Rent	1200
Legal Accounting	500

**Total Overhead Expenses** **4900**

**Other Expenses**

Garbage/Recycling Cans	\$750
Website Redesign	750

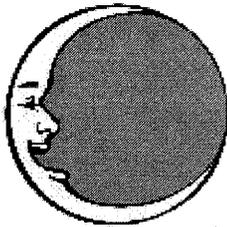
**Total Other Expenses** **1500**

**Total Expenses** **42375**

**Net Income** **\$4675**

Scholarships -\$4675

<b>Profit (Loss)</b>	<b>\$0</b>
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Valley of the Moon Certified Farmers' Market  
34 West Spain Street, Sonoma, CA 95476

707-694-3611

**2013 Proposed Security Plan**

[To be discussed and finalized in coordination with Sonoma Police, prior to Market opening, May 7, 2013]

**ALREADY IN PLACE:**

<b>Personnel:</b>	Every Market, three VOMCFM Personnel are in attendance (VOMCFM Board President Bill Dardon, VOMCFM Executive Administrator Emily Fitzpatrick, VOMCFM Market Manager Chris Welch), walking the Market, connected by walkie-talkies.
<b>Signage:</b>	City-provided a-frame signs are posted at two corners of the lawn near Napa St., advising patrons that no dogs are allowed on the Plaza.
<b>Information:</b>	VOMCFM Board President Bill Dardon announces to the patrons at least once per Market reminders about dog policy, trash & recycling containers. Market Manager Chris Welch staff a Market Table on the west side of City Hall, where patrons can ask questions and get printed information.
<b>Advertising:</b>	The weekly Sonoma Sun VOMCFM ad has a "Market Notes" section where regular reminders of dog and other policies are disseminated.

**PROPOSED ADDITIONS:**

<b>Personnel:</b>	Negotiations are underway with two non-profit community groups to provide additional Market patrols and presence, utilizing their volunteer members. <u>Native Sons of the Golden West</u> has agreed to patrol the Plaza in distinctive vests. They will also be connected to each other and Market personnel via walkie-talkie. California Martial Arts Institute is also being talked to to provide the same services. Each group will alternate two weeks on, two weeks off. <u>Involvement of the Martial Arts Institute will also help involve some</u> community youth in this important weekly community event. Both groups have a personal, community interest in patrolling the Market and helping to maintain order and avert any potential incidents.
<b>Signage:</b>	Proposed to add an a-frame sign, to be posted in front of the palm tree, alerting patrons that no alcohol is allowed in the Plaza after dark. Since this may be used for other events in the Plaza, we propose that the City provide a sign that they design and approve. Two additional a-frame signs, provided by VOMCFM, will direct patrons to the Manager's table for questions and information.
<b>Information:</b>	VOMCFM Board President Bill Dardon will add announcements at the beginning of each Market, reminding patrons of the dog and alcohol policies and directing them to the Manager's table if they have any questions or problems.
<b>Advertising:</b>	Additional and regular "Market Notes" to also include mention of the alcohol policy in addition to the dog policy.

# MEMORANDUM

TO: Community Services Environment Commission  
FROM: Milenka Bates, Public Works Director  
DATE: October 26, 2012  
SUBJECT: Valley of the Moon Certified Farmers' Market

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The Tuesday Night Farmers' Market managed by the Valley of the Moon Certified Farmers Market (VOMCFM) 2012 season is rapidly coming to a close. The VOMCFM Board (Board) has requested an additional two year permit, and wants to post the 2013 vendor applications as soon as possible. This document is prepared with input from City Staff and Community Services Environment Commissioners (CSEC) Farmers' Market Subcommittee members as a review for the CSEC who will be meeting with the Board November 14th and for the City Council meeting scheduled for November 19, 2012.

## **General Comments:**

The Board has been diligent in meeting conditions established by City Council at the December 15, 2010 Council meeting. The issues experienced by the previous management regarding fairness, transparency, trash management, and vendor mix have been eliminated. City staff received one complaint in 2011 and that was dealt with by the Board immediately. Staff has not received complaints in 2012. The Market Board has established a website [www.vomcfm.com](http://www.vomcfm.com) that is maintained and routinely updated. Rules, policy, procedures and vendor guidelines are posted. Board meetings are open to the public and the dates and the meeting place is available on the website. The community has welcomed this market management and comments received are positive. The VOMCFM has met conditions established by Council and has established an ideal amenity for the residents and visitors of Sonoma Valley.

## **Market Attendance:**

There are 26 Market days. The Market begins the First Tuesday in May and runs through the last Tuesday in October. The peak months are mid-May through August which

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draws an estimated crowd of 1,500 to 2,000 attendees. The VOMCFM has favorably utilized the North parking lot and has balanced local prepared food vendors with produce vendors and artists. The entertainment includes weekly music under the Palm tree, occasional music in the amphitheater and a busking area in the North parking lot. The Jazz Association participates once a month during May, June, July and August, and those evenings see an especially large crowd. ***To protect the Plaza ecosystem, it is critical that the CSEC and City Council continue to support the rotational closure of quadrants and limit new events from taking place during the summer months.***

### **Trash Management:**



Bill Dardon, the current Board president has ensured that trash management is a top priority during the Tuesday Night Market. Bill and Market Manager Chris Welch have been open to new ideas and have continually worked with City staff, CSEC and Sonoma Garbage to try ideas, and to implement a program that will work.

The current bins, which are shown above are working. The bins are labeled for trash, recyclables and compost. Currently during the market a set of three bins are placed in five locations, if approved for the 2013 season, the locations will increase throughout the Plaza to nine.

### **City Party:**

The 2011 City Party was located in the North parking lot with the Farmers' Market Vendors relocated to the South East Quadrant. In 2012 the City Party was held in the street and the Vendors were allowed to participate in the North Parking lot. Feedback on the event was positive. Staff received no negative comments about the street closure of the relocation of the event. The Farmers' Market Vendors reported that out of 25 vendors who participated in the survey 18 reported that sales were the same or better than the previous years. When asked "My City Party sales, compared to a "typical" Market Night" 35 out of 45 vendors reported sales were the same or better, (See attached survey).

### **Security:**

The Sonoma Police department requests that the following conditions be discussed as part of a new permit.

- VOMCFM contract for up to one sergeant position from 1700-2100 during peak season (May through August).
- Consider hiring private security for the entire season
- Make Announcement from stage about dogs, bikes and alcohol hours.
- Include “No Dog” info (except for service dogs) and “No Alcohol after sunset” information in any printed material about the Farmers’ Market as part of educating the public about these regulations.

In speaking with the Board about these suggestions, the Board requests that they meet with the Chief Sacket and Sergeant Thompson prior to conditions being imposed. The Board has suggestions that they will discuss with the Police Department.

### **Summary:**

The VOMCFM has complied with City Councils request to be transparent, to initiate written guidelines and processes. They have reached out to the Latino community by working with Sister Cities, adding vendors and have incorporated a booth for the Teen Center. A full page Spanish advertisement was placed in the Sun inviting the Latino community to attend the market. EBT has been added for ease of use. Board members patrol the market and communicate via radios. They approach people who bring in dogs and explain the No Dogs in Plaza law. No reports of the use of Styrofoam were reported this year. Communication with City Staff and the CSEC Farmers’ Market sub-committee has been excellent.

### **Recommendation:**

It is staff’s recommendation to grant the Valley of the Moon Certified Farmers’ Market an additional two year permit to operate the Tuesday Night Farmers Market located at the Plaza and work out security arrangements with the Sonoma Police Department prior to Special Event Committee review.



## 2012 City Party Vendor Survey Results

Question 1: My City Party sales, compared to a "typical" Market night, were:				
Much Worse	Worse	Same	Better	Much Better
Ortiz	Paul's	Neufeld	Oak Hill	
Byerbri	Country Rhodes	French Garden	Jesus Hernandez	
	Mt. Moriah	Fruit Outlet	Spring Hill	
	Aztec Dahlias	Triple T		
		Hector's Honey		
		Schletewitz		
		The Bejkr	Hot Box	Rancho Viejo
			Ultra Crepes	Farmer's Wife
			Taste of Louisian	Cochon Volant
			Primavera	
			Chai's Gourmet	
			599 Thai	
			Harvey's	
	Epicurean Conn.	Kettle Korn	Java Wagon	Frozen Art
		Hummus Guy		Redel's
		Olive & Vine		Short & Sweet
	Tonia Lach	Tye 1 On	Jessica Rogers	Fun In The Sand
	Badly Scattered	Moon Valley	Hot Headz	PoPo
	Jungle Maiden			Ernesto a Mano
2 Farmers	4 Farmers	6 Farmers	3 Farmers	
		1 RTE Food	8 RTE Food	3 RTE Food
	1 Pkg. Food	3 Pkg. Food	1 Pkg. Food	3 Pkg. Food
	3 Artisan	2 Artisan	2 Artisan	3 Artisan
<b>2</b>	<b>8</b>	<b>12</b>	<b>14</b>	<b>9</b>

One comment from Arrowsmith: "I do not come to the Market on either "City Party" night or many of the Jazz nights because my sales are ALWAYS so much lower on those nights. It's a FARMER'S MARKET...GIVE FARMERS A CHANCE!"





**CITY OF SONOMA**  
**PUBLIC WORKS DEPARTMENT**

# 1 The Plaza  
 Sonoma, CA 95476  
 Phone: (707) 933-2229 or 938-3332  
 Fax: (707) 938-3240  
[www.sonomacity.org](http://www.sonomacity.org), Email to:  
 debrar@sonomacity.org

**PLAZA PARK**  
**EVENT APPLICATION 2013**

Date of Application: <u>Nov. 26, 2012</u>	Locations Requested: (See Map & Fees Pages 7 & 8)
Organization: <u>Valley of The Moon Certified Farmers Market</u>	Contact Person: <u>Emily Fitzpatrick</u>
Address: <u>34 N. Spain St. Market</u>	Day Phone: <u>707-939-1515</u> Eve. Phone: <u>707-939-1515</u>
City/Zip: <u>SONOMA, CA 95476</u>	Cell Phone: <u>304-2165</u> Fax: <u>939-1515</u>
Type of Production: <u>Farmers' market</u>	Email: <u>Emily C. Cottage Home Delor. net</u>
Are you a Sonoma-based (within the Sonoma Unified School District boundaries) not for profit organization: <input checked="" type="radio"/> YES <input type="radio"/> NO	Federal Non-profit Tax ID Number: <u>45-4911817</u>

Event Dates	Arrival/Prep Time	Event Time	Clean-up/ End Time	Total Hours
<u>May 1 - Oct 31</u>	<u>4:15</u>	<u>5:30</u>	<u>10:00</u>	<u>5.75</u>

Describe Activity Fully: (Add pages if needed)

Farmers' market

**APPLICATION FOR SPECIAL EVENT – PLAZA PARK**  
 3 Month lead-time is required  
 Event Definition and Fees

Circle the answers that apply.

1.	How many hours will the event be using city facilities, including set-up, breakdown, & clean up?
	Under 8 hours Small scale event Yes –
	Over 8 hours – major event Yes –
2.	Will anyone be preparing and serving food during the event?
	No – <input checked="" type="radio"/> Yes – <u>Vendors</u>
3.	Will the event have amplified music and/or require electricity?
	No – <input checked="" type="radio"/> Yes – <u>Music on The lawn, under The Palm Tree, sometime Amphitheatre</u>
4.	Will the event require the closure of streets and/or parking spaces?
	No – <input checked="" type="radio"/> Yes – <u>Parking spaces behind City Hall</u>

Approved: MLB

Milanka Burtos  
City of Sonoma

10/31/13  
Date

Event Summary

ADDITIONAL PERMITS REQUIRED:

- City Alcohol Permit (Approved by City Manager)
- City Street Use Permit (Approved by City Council)
- City Encroachment Permit
- Other \_\_\_\_\_
- ABC Alcohol License
- Caltrans Encroachment Permit
- City Business License

Post Event CSEC Meeting Date: \_\_\_\_\_ (no more than 90 days after the event)

STAFF COMMENTS OR CONDITIONS:

- Applicant must arrange and attend a pre-event site inspection with Parks Supervisor (707)-933-2239
- Applicant must arrange and attend a post-event site inspection with Parks Supervisor (707)-933-2239
- Applicant must provide a copy of the organization's tax exempt status letter
- Applicant must provide a current budget and previous year financial statement

Public Works Comments: See attached security requirements

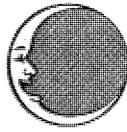
Police Department: COMMENTS TO FOLLOW

Fire Department: Maintain 20' emergency vehicle access, tanks or cooking or smoking, fire extinguishers ea. cooking tent, Type K extinguishers for deep fryers, propane tanks secured, barricades monitored, accessory vehicles removed after set up. Pre event inspection to verify fire safety and emergency vehicle access.

Date CSEC Approved: \_\_\_\_\_

CSEC Post Event Meeting Comments:





## 2012 Market Weekly Attendance & Income

Market Date	Attending Vendors	Vendor Income	EBT Income	Poster Income
May 1	49	\$1,510	\$0	\$0
May 8	55	1,650	20	60
May 15	55	1,695	85	7
May 22	53	1,630	9	68
May 29	58	1,790	0	64
June 5	55	1,780	20	73
June 12	57	1,795	90	10
June 19	55	1,730	0	68
June 26	54	1,670	60	0
July 10	55	1,710	75	25
July 17	51	1,670	78	55
July 24	55	1,750	10	50
July 31	54	1,760	6	0
August 7	56	1,790	0	0
August 14	56	1,780	60	21
August 21	57	1,820	30	43
August 28	55	1,740	43	0
Sept 4	56	1,775	10	50
Sept 11	48	1,560	71	132
Sept 18	45	1,275	5	94
Sept 25	49	1,545	0	15
Oct 2	46	1,425	0	43
Oct 9	41	1,385	10	65
Oct 16	40	1,310	55	64
Oct 23	26	820	10	0
Oct 30	37	1,030	25	39
	1318	\$41,395.00	\$772.00	\$1046.00

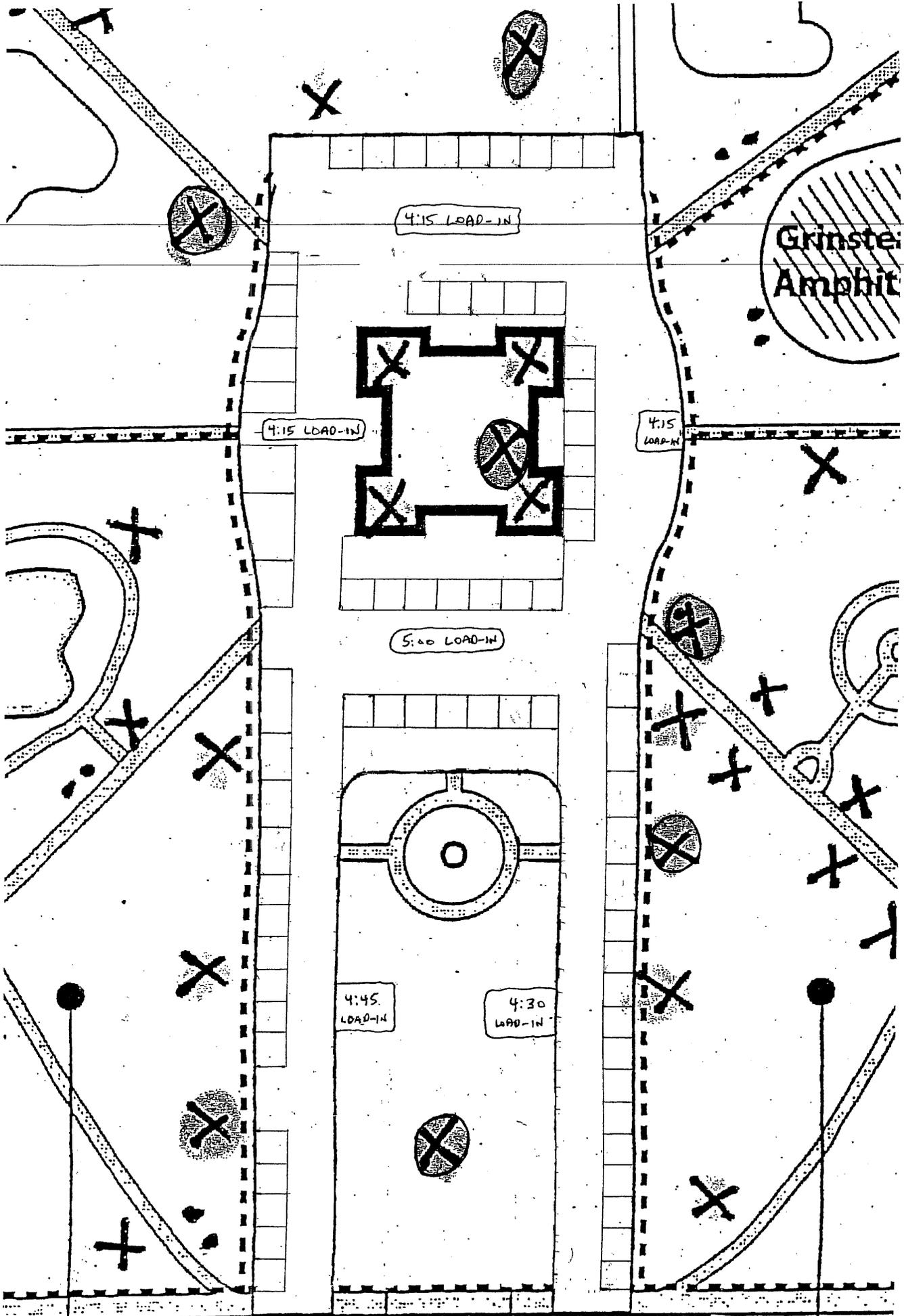
### Averages as of 11/01/12:

**Average vendor attendance: 50.69** (1318/26 markets)

**Average income: \$1,592.12** (\$41,395/26 markets)

**Average EBT: \$29.69** (\$772.00/26 markets)

**Average Poster Income: \$40.23** (\$1,046.00/26 markets)



X = 110  
 ⊗ = 110 & 220

**City of Sonoma Special Events Waste Minimization and Recycling Plan – 2013**

2013

Tuesday Night <sup>Required for all special events</sup>

Farmers' Market

Name of Event: Farmers Market Event Organizers Name: Valley of The Moon Certified

Phone #: 707/938-1999 Recycling Monitor(s): Bill Dardon, Chris Welch, David Jato

Please read the attached sustainable event guidelines and information. Included is a step-by-step guide, great ideas and many resources to ensure that yours will be a sustainable event!

*Thank you for supporting a more sustainable Sonoma! Our goal is to divert waste from the landfill*

Please complete the form below and outline your waste minimization and recycling plan. Your plan should include ways to address the following challenges that are inherent with special events:

- Large amounts of waste generated in short period of time
- Variation in type of waste
- Waste tends to be afterthought
- Diverse attendees
- Large amounts of single use items
- High level of food discards
- Contamination prevention

**Remember, no Styrofoam!**

1. What is the estimated amount and types of waste anticipated from this event?

- a. **Garbage** (landfill) 4-6 50 Gal cans
- b. **Recycling** (indicate type e.g. glass, cans, plastic, aluminum, paper. Totals can be combined for blue cans)
- Type: Mixed (Blue) Gal (50) 4-6
- Type: \_\_\_\_\_ Gal (50) \_\_\_\_\_
- Type: \_\_\_\_\_ Gal (50) \_\_\_\_\_
- Type: \_\_\_\_\_ Gal (50) \_\_\_\_\_
- c. **Composting**: \_\_\_\_\_ Gal (50) 2-4
- d. **Other** (describe) \_\_\_\_\_ Gal (50) \_\_\_\_\_

(32 Gal  
Invented  
4 on each  
side  
Plaza.)

2. What actions will you be taking to reduce the amount of waste generated at this event? Describe plan and outline steps.

New easy-to-understand garbage & recycling containers  
Make it easier for patrons to recycle. Constant monitoring  
of program, looking for ways to improve

3. What arrangements will be made for separation, collection and diversion from landfills of reusable and recyclable (list specific types) materials?

New easier to understand labels on containers.  
City & ROMCFM will add new can sets in high-traffic  
areas. (Costs will be split between city & ROMCFM for  
cans & labor.)

4. Did you have a pre-event meeting with hauler and/or park staff (or review their criteria)?

*Will be done prior to Market start in May 2013.*

---

**FINAL REPORT (POST EVENT)  
TO BE COMPLETED AFTER EVENT & SENT TO CITY HALL  
FOR CSEC REVIEW:**

5. Post Event report:

- a. Name and location of event;
- b. Description of event;
- c. **Description of types of waste generated;**
- d. **Types and amounts of waste disposed and diverted;**
- e. **Description of solid waste reduction, reuse, and recycling programs; and**
- f. **If no programs were implemented, a description of why no programs have been identified or implemented.**
- g. **Was the amount of waste generated/recycled different from your pre-event anticipated in your plan?**

# City of Sonoma Special Events Waste Minimization and Recycling Plan

Required for all special events

Please read the attached sustainable event guidelines and information. Included is a step-by-step guide, great ideas and many resources to ensure that yours will be a sustainable event!

*Thank you for supporting a more sustainable Sonoma! Our goal is to divert waste from the landfill*

Please complete the form below and outline your waste minimization and recycling plan. Your plan should include ways to address the following challenges that are inherent with special events:

- Large amounts of waste generated in short period of time
- Variation in type of waste
- Waste tends to be afterthought
- Diverse attendees
- Large amounts of single use items
- High level of food discards
- Contamination prevention

**Remember, no Styrofoam!**

1. What is the estimated amount and types of waste anticipated from this event?

- a. Garbage (landfill) 2-4 50 Gal cans
- b. Recycling (indicate type e.g. glass, cans, plastic, aluminum, paper). Totals can be combined for blue cans
- Type: 2-4 Gal (50) Blue
- Type: \_\_\_\_\_ Gal (50) \_\_\_\_\_
- Type: \_\_\_\_\_ Gal (50) \_\_\_\_\_
- Type: \_\_\_\_\_ Gal (50) \_\_\_\_\_
- c. Other (describe) \_\_\_\_\_ Gal (50) \_\_\_\_\_

\* 2. What actions will you be taking to reduce the amount of waste generated at this event? Describe plan and outline steps.

\* Please see attached

\* 3. What arrangements will be made for separation, collection and diversion from landfills of reusable and recyclable (list specific types) materials?

\* 4. Did you have a pre-event meeting with hauler and/or park staff (or review their criteria)?

## VOMCFM

#2 To reduce the amount of waste we will have clear user friendly signage on the cans we provide to make recycling and composting easier and plan to partner with Sonoma Compost. We will have handouts available to inform the community what it takes to be green. Bathrooms will be stocked with 100% post consumer sourced bathroom tissue.

#3 VOMCFM will provide 4 set of cans that will be clearly identified by their signage to what should go in each of them. They will periodical checked and when possible we will have volunteers to help the community with what goes where. Our waste management coordinator will be Bill Dardon and David our maintenance person.

#4 we have yet to have a pre-event meeting with Park staff, but will be done before the event commences.



STATE OF CALIFORNIA  
 FRANCHISE TAX BOARD  
 PO BOX 942857  
 SACRAMENTO CA 94257-0500

# ADDRESS VERIFICATION NOTICE

DATE: 06/08/11  
 ENTITY ID:  
 CORP 3381374

NOTICE NUMBER: 3250084110602 1  
 VALLEY OF THE MOON CERTIFIED FARMERS MARKET  
 ROBERT H AICHER  
 710 W NAPA ST STE 3  
 SONOMA CA 95476-6408

We have been advised that the above business entity will be receiving returns or other documents from the Franchise Tax Board. Our records indicate that the mailing address shown above is current. If the address is incorrect, please provide the correct information below and mail this form to: Franchise Tax Board, PO Box 942857, Sacramento CA 94257-0500. If applicable, please provide any additional identification numbers.

Valley of the Moon Certified Farmers Market 553-68-6081  
 CARE OF NAME (If Applicable) Federal Employer Identification Number

34 W Spain St  
 STREET Employment Development Department Account Number

Sonoma CA 95476  
 CITY STATE ZIP Board of Equalization Account Number

### NOTICE TO INCORPORATING ATTORNEY

If you are the incorporating attorney, please provide us with the current address for the above business entity. If you no longer represent the business entity, please forward this request. If we cannot establish and maintain contact with the business entity, it may be subject to penalties for failing to comply with the law.

### TAXPAYER SERVICES

#### Internet and Telephone Assistance

Website: [ftb.ca.gov](http://ftb.ca.gov)  
 Telephone: 800.852.5711 from within the United States  
 916.845.6500 from outside the United States  
 TTY/TDD: 800.822.6268 for persons with hearing or speech impairments

## MEMO

To: Community Services and Environment Commission

Staff: Debra Rogers, Management Analyst

Meeting Date: February 13, 2013

Agenda Item: Plaza Park Use Application

### **2013 Sonoma International Film Festival**

Sponsor: Sonoma Valley Film Society

Date of use: **April 10-14, 2013**

Area(s) of use: Plaza – North Parking Lot, East & West Areas of City Hall;  
Horseshoe Lawn for Sonomawood Sign

### **Discussion**

The Special Event Committee (SEC) considered the event application on January 30, 2013. This is the fourth year in the Plaza for this event. City Hall personnel will not have use of the staff parking area Thursday and Friday.

- 2013 - Requesting approval of the Box Office being operational on Wednesday (one day earlier to accommodate guest picking up tickets for events held Wednesday).
  - Set-up requested on the East side of City Hall (first choice over using the Amphitheater). City Building Official recommended use of the alcove Wednesday morning on the East side, tenting the following day so as not to impede City Hall Business or traffic around City Hall on Wednesday.
    - Event managers proposed: On Wednesday at 5:30 p.m., begin setting up the rear parking lot venue with tented structures as well as enclose the Box Office (versus set-up on Thursday morning).

The SEC supported this plan, which will provide a smoother set-up and required inspections by the Parks and Fire Departments prior to the beginning of the event.

- Review signage of Sonomawood proposed for the Horseshoe Lawn (used in 2012).
  - CSEC to review the signage proposed for the Horseshoe lawn, and make a recommendation for the City Council’s review in March, 2013.

Special Event Policy, Banners

*With approval of the Sonoma City Council, a banner may be displayed on the Plaza to advertise Special Events held at the Plaza or at other locations in the City. Banners advertising a community-wide event of general interest and sponsored by a noncommercial community group shall not exceed six square feet, nor shall they be displayed for longer than 3 consecutive days; allowable display time commencing one day prior to the event. Appearance and content of the banner are subject to Council review and approval. Banners shall not be displayed in the Plaza horseshoe lawn. Methods of supporting the banner and location in the Plaza are subject to review and approval by the Public Works Administrator or his or her designee.*

Items Discussed and Conditions of Approval:

- Public Works:
  - During set-up, the Parks Supervisor requires a designated Event Staff person, to be present throughout set-up (on site) and exchange phone communication as needed; last year there were safety issues and set-up issues that could not be resolved during the set-up.
  - Arrange for pre-event meeting with Parks Supervisor two weeks prior to the event. Mandatory post event meeting 8:00 a.m. first working day subsequent to the event.
  - Event shall not impede use of City Hall during normal business hours, including traffic around City Hall when the Box Office is set-up and patrons arrive.
  - Contact Sonoma Garbage Collectors for additional Recycle Bins if needed.
  - Three Porta-potties required, avoiding issues when main restrooms are closed for cleaning or repairs.
  - For profit vendors to donate 40% profit to non-profit.
  - SIFF to monitor restrooms.
  
- Fire: (Refer to hand out for complete details)
  - Maintain 20’ Emergency vehicle access around entire horseshoe.
  - Pre-inspection **MANDATORY**, call 996-2102.
    - 2012 the Fire Department was not contacted for the pre-inspection.
  - Refer to Sonoma Valley Fire Rescue Tents & Canopies Specifications (attached).

- Police:
  - Obey traffic laws and parking regulations.
  - Notify Police of special security needs.
  - Staff must be assigned at each venue to monitor alcohol sales (wrist bands being used; event is open to 21 years old and over).
  - Must obtain ABC permit and City Alcohol Permit.
  - No alcohol allowed from venue to venue.

**Plaza Use Committee Members:** Public Works Director, Police Chief, Fire Chief, Parks Department Supervisor. **Committee recommendation:** Approve the Plaza Use Permit.

**Recommended CSEC Commission Action:**

1. Recommend approval of the Plaza Park Use Permit for the 2013 Sonoma International Film Festival subject to the Conditions of Approval.
2. Review and make a recommendation for the City Council's review of the Sonomawood sign proposal.

**Attachments:**

Description of Event: Sonoma International Film Festival

Sonomawood sign specifications

Plaza Permit Application

2013 Waste Management Plan

2012 Post Event Evaluation

Sonoma Valley Fire Rescue Tents & Canopies Specifications



## **2013 Sonoma International Film Festival's Plaza Permit Application Addendum**

### **Event Dates**

#### Rear Parking Lot of City Hall

- Wednesday, April 10, 2013
  - Set-up of Festival Box Office in the alcove begins @ 10am
  - Box Office opens @ noon
  - Set-up of the Box Office tent begins after 5:30pm
  - Set-up of Backlot tent & Storage tent begins after 5:30pm
  - Box Office to close by 9:30pm
  
- Thursday, April 11, 2013
  - Box Office tent opens @ 9am
  - The Backlot tent opens @ 6pm for a VIP dinner, closes @ 10:30pm
  
- Friday, April 12, 2013
  - Box Office tent opens @ 9am
  - The Backlot tent opens @ 9am, closes @ 10:30pm
  
- Saturday, April 13, 2013
  - Box Office tent opens @ 9am
  - The Backlot tent opens @ 9am, closes @ 10:30pm
  
- Sunday, April 14, 2013
  - Box Office tent opens @ 9am
  - The Backlot tent opens @ 9am, closes @ 10:30pm
  - Break-down of tents begin 10:30pm, concludes approximately 4am

### **Description of the Event**

The 16th annual Sonoma International Film Festival begins on Wednesday, April 10 and concludes Sunday, April 14. Each day of the Festival films play from approximately 9:30am until 11pm in more than seven venues (most within walking distance of the Sonoma Plaza). The rear parking lot, as well as the paved areas on the East & West sides of City Hall will be used as the social hub of the Festival. A series of tents (hospitality, Box Office, storage, volunteer central & sponsor sampling) will be erected for the extended weekend.

The design developed over the past 3 years will be followed with minor modifications. The largest tent constructed to be a 40' x 90' rectangular structure on the rear parking lot called the Backlot. that will have a small stage for musicians & presentations. The stage is used for the distribution of awards during the Closing Night Award Show. Wine will be sampled inside the large tent throughout the weekend and sponsors will have an opportunity to promote their products (sponsor locations are denoted on interior diagram as food vendors). A VIP dinner (up to 200 guests) will be held in the tent on Thursday night. The tent will be divided into 2 zones, one being VIP and the other for any level passholder. The Backlot is the Hospitality headquarters where pass holders relax and discover festival information.

A 10' x 20' tent secured with water barrels instead of stakes on the East side of City Hall will act as the Box Office of the festival where festival goers pick-up, or purchase their pass. Individual film tickets will also be for sale at the Box Office tent. Sponsors and filmmakers will pick-up their passes at the Maysonave House on First Street East. Prior to the construction of the tent, SIFF will set-up a temporary box office in the alcove on the East side of City Hall. An a-frame chalkboard sign (placement subject to Parks & Rec approval) will direct Festival goers to the box office tucked into the alcove of the building.

Porta potties, mandated by the SEC, will be positioned between the Box Office and the Backlot tent behind decorative screens.

A 10' x 10' tent will likely be erected by the New Belgium Brewing Company trailer (with beer taps) acting as a sampling tent for festival goers and passers by.

A 20' x 30' storage will be erected on the West side of City Hall providing a location for glassware and other Festival essentials. This is also the location where caterers will prep any food served in the Backlot tent. (no open flames inside the tent)

Primarily chalkboards will be used for signage. Other signage will be created for the 2013 Festival in addition to the reusable signage from previous festivals. The Festival signage will be placed near or on the tent structures on the North & East sides of City Hall. No Festival Parking signs will be installed to inform Festival guests not to park in City parking spaces during City hall business hours. No vendors will be allowed to place signage on Plaza property.

### **Security Plan**

Volunteers will be stationed at the door of the tent to act as door monitors to prohibit glassware from leaving the tent. Each volunteer will have a phone with emergency numbers in case a health or safety incident occurs. The Sonoma Film Society will contract with an overnight security guard to prohibit vandalism and or theft of property.

Overnight security of the area will be provided by a contracted member of the Native Sons of the Golden West. The Native Sons will have a camper trailer (parked on Wednesday evening) to be stationed on the West side of City Hall acting as the hub for transportation drivers & security.

### **Accessibility Plan**

All tent structures erected around City Hall will be ground level (no stairs) with doorways & walking paths at least 3 feet wide to accommodate wheelchairs and people with walkers.

## **Recycling Plan**

A small trash dumpster, a cardboard dumpster & seven (7) blue bins will be ordered from Sonoma Garbage Collectors to accommodate all garbage produced. Volunteers at the Backlot tent will be given the charge of separating recyclables from land-fill bound trash produced at The Backlot & Box Office tents.

All caterers serving food within the tent or on the Plaza will be required to use reusable or compostable serving ware. In addition to selling souvenir wine glasses (GoVinos), we will have reusable rented glassware. In 2012 wine was served directly from a barrel reducing the number of wine bottles recycled / waste. We are seeking another winery with a barrel of wine for 2013.

To reduce the number of disposable plastic water bottles, we will have a water filtration system in the tent along with souvenir water bottles for sale, plus when inside the tent, guest can use reusable glasses for water.

---

## **Encroachment / Parking spaces to be reserved**

SIFF would like to reserve the 7 spaces in front of the Sebastiani Theater for guest pick-up & drop off.

If SIFF uses a Trolley or shuttle, additional spaces will be requested providing safe locations for guest pick-up and drop-off.

---

## **SONOMAWOOD sign**

In 2012 the art students at Creekside High School, lead by Walt Williams, proposed erecting a temporary art installation during the Festival on the lawn in front of City Hall. Mr Williams and a SIFF representative spoke to the City Council on requesting permission for the art installation. Permission was granted.

The art installation is 10' tall and 50' wide and is composed of lumber spelling out "sonomawood." (see attached). The letters are secured by 3 foot stakes driven into the ground, and 2 by 4's were used to prevent the letters from leaning. This art installation was a source of pride for the art students at Creekside. The students had studied environmental artists, like Christo & Andrew Goldsworthy, who installed magnificent outdoor art for a limited exhibition. The SONOMAWOOD art installation involves young people who might otherwise not be engaged in the Festival (and may feel marginalized as students at the alternative high school) to feel pride for their art and for their community.

When asked what we could do to make the installation more "secure" for 2013, Mr Willaims replied: "Two ways to better secure the sign would be longer construction stakes (4' or 6') or wooden angled supports on the back of each letter (which might be deemed unsightly-I could use pretty wood). The lean from last year was from the wind and the weight of the letters pushing on the stakes which compromised the earth below. Luckily I had Frank monitoring the letters from his office so I was able to stabilize them with supports when they began to lean. I plan to monitor the letters throughout the festival and repair as needed."

The day the art installation was installed in 2012 (taken from car passenger window).



Photo pulled from google images, to show support of the letters



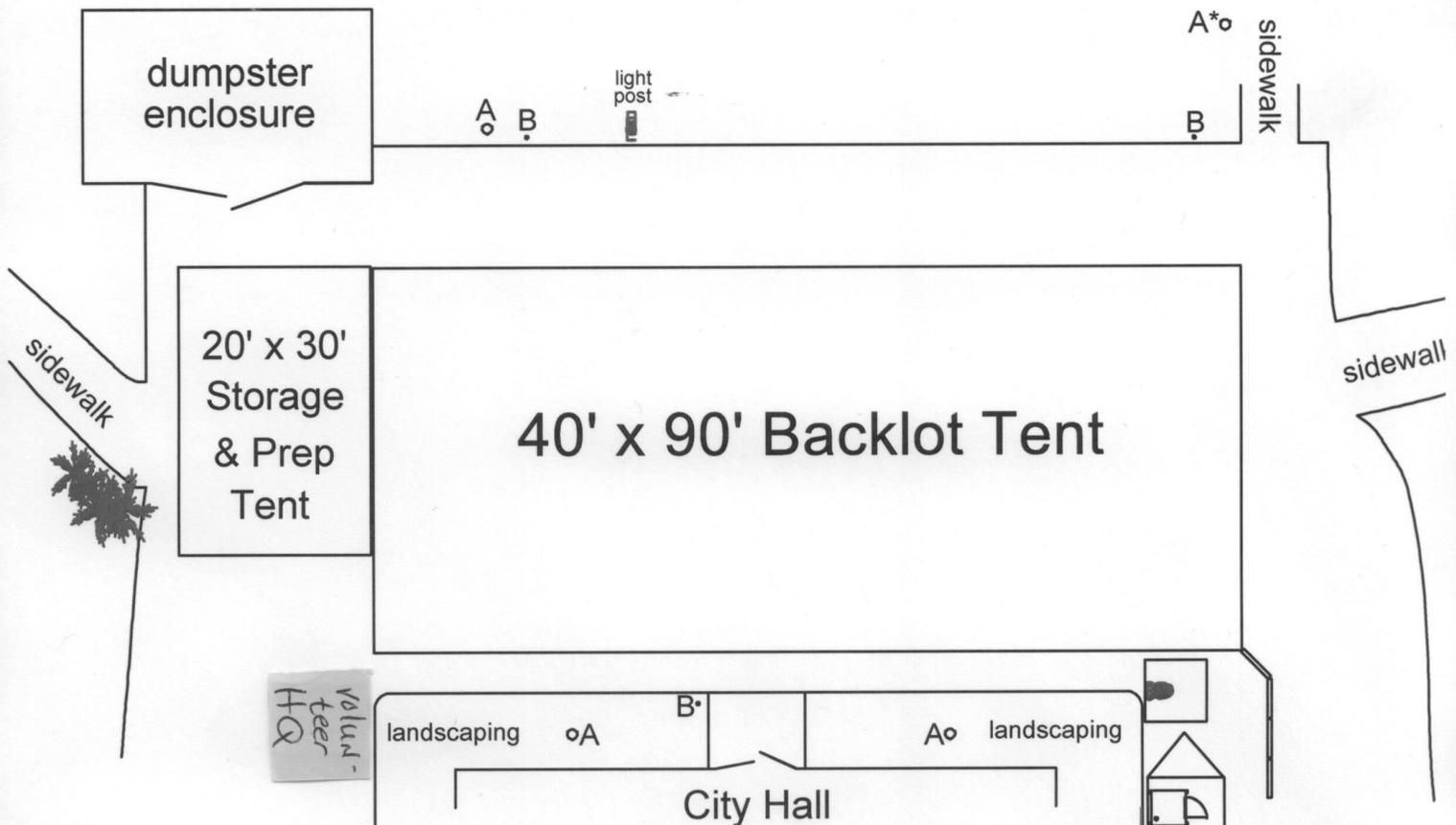
Photo taken on closing night from sidewalk by Festival photographer



# Sonoma International Film Festival

## Backlot Site Plan

(behind City Hall)



A = green decorative bollards with electrical outlets inside

A\* = bollard with both 120 and 240 volt outlets

B = sign p

Native Sons' Carper

alcove  
10' x 20'  
Box Office

Sponsor

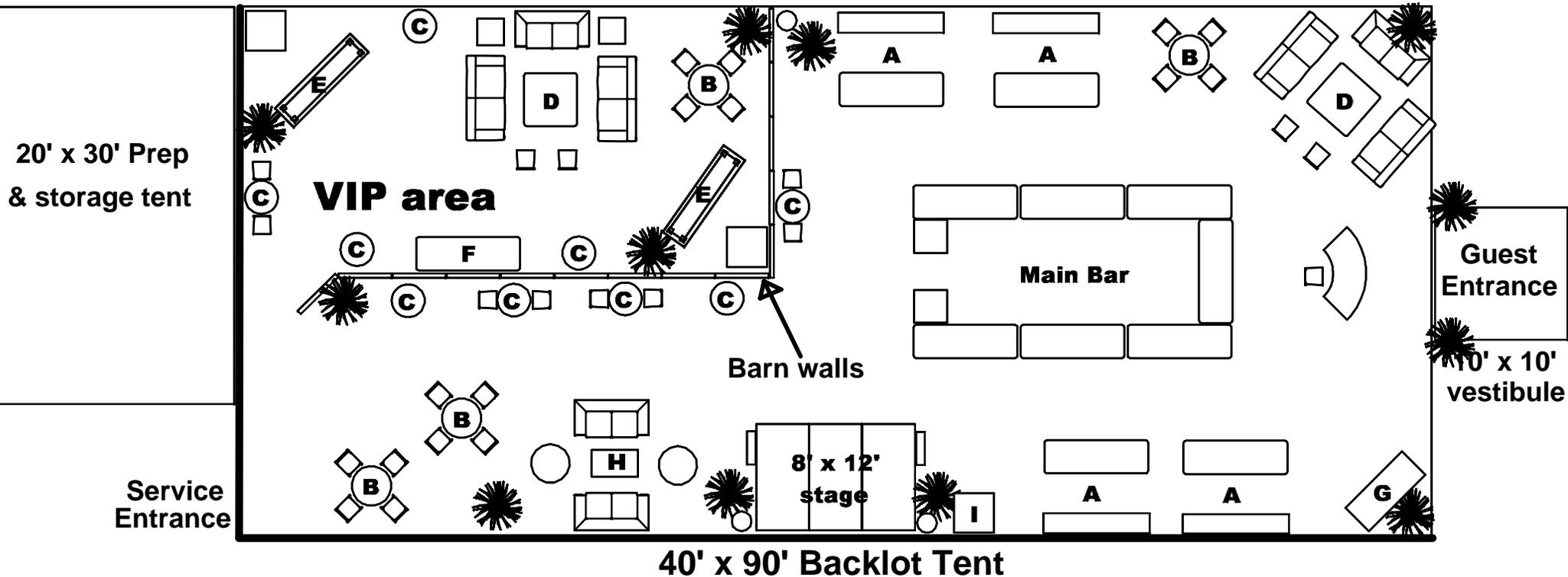
Sponsor

Wine Country Party & Events  
707-940-6060

# Sonoma International Film Festival

## 2013 Backlot Hospitality Tent

updated 2/7/13



A = food stations    B = cafe tables with four chairs    C = tall cocktail tables, some with bar stools  
 D = lounge groupings with 2 sofas, love seat, Mendocino coffee table, 2 end tables, 2 Slipper chairs  
 E = Calistoga oak bars with 3' square back tables    F = VIP food table    G = Water table  
 H = lounge grouping with furniture to be determined    I = sound system table  
 Bold line indicates where sheer fabric hangs in front of white sidewall in Backlot tent

**Expenses**

Plaza permit fees	2271
Tent, stemware & décor rentals	16,500
Food / wine	8000
F&B Mangement	2000
Operations & Management	2000
Entertainment	1000
Technical Support	1200
Security	2000
Bathroom monitor / cleaning	300
Souvenir Items (tshirts, wine glasses, ...)	2000
	<hr/>
	37271

**Income**

wine & beer sales	2000
ticket & pass sales	21000
merchandise sales	4000
	<hr/>
	27000

RECEIVED

ORIGINAL

City of Sonoma  
No. 1 The Plaza  
Sonoma CA 95476  
(707) 933-2229

JAN 18 2013

CITY OF S



PLAZA PERMIT APPLICATION

Name of Event: Sonoma International Film Festival Today's Date: \_\_\_\_\_

Sponsoring Organization: Sonoma Valley Film Society

New Event  Returning Event  Non Profit Tax-exempt organization (Tax Exempt letter required)

Event Contact Person Mary Catherine Cutcliffe Title: Director of Operations

Mailing Address: PO Box 11613 Sonoma CA 95476  
Street or PO Box City State Zip

Daytime phone: 707.933.2600 Evening phone: 705.1002.6514 (cell)

Cell Phone: 705.1002.6514 E-mail: mc@sonomafilmfest.org FAX: 707.933.2602

Plaza Area(s) Requested

SE Section  NW Section  Amphitheater  Horseshoe Pavement  
 NE Section  SW Section  Rear Parking Lot

Hours of Use (Include Set-up & Clean-up)

EVENT DATES: YEAR: 2013	Start Time - Set-Up:	Event Start Time:	Event End Time:	End Time - Tear Down & Clean-up:	Estimated Attendance:
Date: <u>4/10/2013</u>					
Date: _____	<u>SEE ATTACHED</u>				

THIS SECTION TO BE COMPLETED BY STAFF:

Rental Fees Per Day: For each section and area.	Maintenance Fees: Based on total hours of event.	Refundable Deposits: For each section and area.																														
<table border="1"> <tr> <td># of Days x Fee = \$</td> <td># of Sections X Fee</td> <td># <u>5</u> of Days x Fee x # Sec. \$</td> </tr> <tr> <td>___ X SE Section \$200 \$</td> <td>___ X \$75 (1- 12 hrs) \$</td> <td>___ X \$100 (X ___ # Sections)= \$</td> </tr> <tr> <td>___ X SW Section \$150 \$</td> <td>___ X \$150 (12-24 hrs) \$</td> <td></td> </tr> <tr> <td>___ X NE Section \$150 \$</td> <td>___ X \$250 (24-36 hrs) \$</td> <td></td> </tr> <tr> <td><del>___ X NW Section \$150</del> <u>Closed - 2013</u></td> <td></td> <td>___ X \$100 Amphitheater \$</td> </tr> <tr> <td>___ X \$100 - Amphitheater \$</td> <td><u>1</u> X \$600 (<u>&gt;48 hrs</u>) \$ <u>600</u></td> <td>___ X \$100 Horseshoe \$</td> </tr> <tr> <td><u>5</u> X \$100 - <u>LAWN</u> Horseshoe \$ <u>500</u></td> <td>PARKING: \$200/DAY + \$20 PER SPACE = <u>7 x 20</u></td> <td><u>5</u> X \$100 Rear Parking-Lot \$ <u>500</u></td> </tr> <tr> <td><u>5</u> X \$150-Rear Parking Lot \$ <u>750</u></td> <td><u>140</u></td> <td></td> </tr> <tr> <td>\$ 50 - Barricades \$</td> <td>PARKING: \$ <u>340</u></td> <td></td> </tr> <tr> <td><b>TOTAL RENTAL FEES:</b> \$ <u>1250</u></td> <td>MAINTENANCE + \$ <u>600</u></td> <td><b>TOTAL DEPOSIT:</b> \$ <u>500</u></td> </tr> </table>	# of Days x Fee = \$	# of Sections X Fee	# <u>5</u> of Days x Fee x # Sec. \$	___ X SE Section \$200 \$	___ X \$75 (1- 12 hrs) \$	___ X \$100 (X ___ # Sections)= \$	___ X SW Section \$150 \$	___ X \$150 (12-24 hrs) \$		___ X NE Section \$150 \$	___ X \$250 (24-36 hrs) \$		<del>___ X NW Section \$150</del> <u>Closed - 2013</u>		___ X \$100 Amphitheater \$	___ X \$100 - Amphitheater \$	<u>1</u> X \$600 ( <u>&gt;48 hrs</u> ) \$ <u>600</u>	___ X \$100 Horseshoe \$	<u>5</u> X \$100 - <u>LAWN</u> Horseshoe \$ <u>500</u>	PARKING: \$200/DAY + \$20 PER SPACE = <u>7 x 20</u>	<u>5</u> X \$100 Rear Parking-Lot \$ <u>500</u>	<u>5</u> X \$150-Rear Parking Lot \$ <u>750</u>	<u>140</u>		\$ 50 - Barricades \$	PARKING: \$ <u>340</u>		<b>TOTAL RENTAL FEES:</b> \$ <u>1250</u>	MAINTENANCE + \$ <u>600</u>	<b>TOTAL DEPOSIT:</b> \$ <u>500</u>		
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SIGN ->  
WED -  
SUN

Application Fee <u>Small scale vs. large scale event (\$149 or \$253)</u> \$ <u>253</u>	Park 100-30702	Insurance is required & must be submitted <b>two weeks</b> prior to the event.
Rental Fees \$ <u>1,250</u>	Park 100-30702	Insurance provided
Maintenance Fees \$ <u>600</u>	Park 100-30702	By City Of Sonoma:
Damage Deposits \$ <u>500</u>	750-22950	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Parking Fees \$ <u>340</u>	Park 100 30702	
ALCOHOL PERMIT <u>(attach)</u> \$ <u>168</u>	Park 100 30702	Other <input checked="" type="checkbox"/> Name of your insurance agent:
STREET USE PERMIT <u>(attach)</u> \$ <u>/</u>	Encro 100 30203	Ins process fee \$90 100-30702 Insurance 750-22950
<b>TOTAL DUE:</b> \$ <u>3,111</u>	Note: Application is incomplete until all fees are paid.	

- Approved as a small scale event, no further review necessary: Date: \_\_\_\_\_ Approved by: \_\_\_\_\_
- Port-O-Potties required: \_\_\_\_\_

**PROVIDE A COMPLETE DESCRIPTION OF THE EVENT:** Attach additional sheets as necessary. Include the number, type, size and material of all structures, furniture, trailers, tents, canopies, booths, BBQs, generators, cookhouses, stages, tables, chairs, signs, vendors, etc.

see addendum

INTERNET ?

**EVENT COMPONENTS:** (Please indicate which of the following components are included in your event)

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Use of City Streets *                                 | <input type="checkbox"/> Barricades Needed                               | <input checked="" type="checkbox"/> Electricity Needed                                    |
| <input checked="" type="checkbox"/> Publicity Banners or Signs                 | <input checked="" type="checkbox"/> Booths or Other Temporary Structures | <input checked="" type="checkbox"/> Amplified Sound or Music                              |
| <input checked="" type="checkbox"/> Alcohol Served **                          | <input type="checkbox"/> Food Vendors                                    | <input checked="" type="checkbox"/> Food cooked on site <i>warmed / served by caterer</i> |
| <input checked="" type="checkbox"/> Canopies or Tents ( <del>stake</del> ) *** | <input type="checkbox"/> Admission Charge                                | <input type="checkbox"/> Staff review: Mandatory****                                      |

\* Use of City Streets – Requires approval by the City Council. Submit a completed Permit Application for Use of City Streets along with your Use Application. Requests to close some portion of Highway 12 Broadway, W. Napa Street, and/or Sonoma Highway- must also be approved by Caltrans: 707-762-5540. Call SCTA for any change to bus stops (closure of Plaza Horseshoe): 707-576-7433.

\*\* Alcohol Served – Requires approval by the Police Chief and the City Manager. Submit a completed Permit Application for Possession and Consumption of Alcoholic Beverages on City Property along with your Plaza Use Application.

\*\*\* Stakes – Due to underground utilities, no metal, wood, or any type of stake shall be driven into the lawn area without authorization from the Public Works Department.

\*\*\*\* Applicant – Must arrange & attend a pre-event site inspection with Parks Supervisor Terry Melberg. Call 707-933-2239, two weeks prior to the event.

**PROPOSED BUDGET:** Please attach your proposed budget (income and expenses). \_\_\_\_\_

**SECURITY PLAN:** Please describe your Security Plan (final will be approved by the Police Chief).

see addendum

**ACCESSIBILITY PLAN:** Please describe your Accessibility Plan. Attach additional sheets as needed.

see addendum

**RECYCLING PLAN:** Special Events Waste Minimization Planning Form. Please attach for all events.

**PLAZA EVENT MAP:** On the attached map of the Plaza indicate the location of all major features and activities associated with the event. Include the location of fencing, barricades, first aid facilities or ambulances, stages, platforms, canopies, tents, portable toilets, booths, beer gardens, cooking areas, trash containers, dumpsters, generators, vehicles, trailers; exit locations, etc.

**Applicant Agreement:** I, the undersigned, as applicant or on behalf of the applicant, signify that the information provided on this application is true and correct and hereby accept full responsibility for any breakage or damage to property or building, and for department and conduct of those attending the function for which the facility is requested. I agree to indemnify, defend, and hold harmless the City of Sonoma, its officer, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of the negligent act or omission of myself, any agent, anyone directly or indirectly by them or anyone for whose acts by them may be liable, except where caused by the active negligence, sole negligence or willful misconduct of the City. If permission is granted, I, or my representative agrees to be present during the entire use of the facility. This agreement requires that the City of Sonoma be named as "an additionally insured" and that the applicants insurance apply on a primary and non-contributory basis, over any coverage the city of Sonoma may have. My signature below signifies that I agree to abide by all of the conditions of this application, the Special Event Use Policy and of any contract issued based on this application. I also agree to pay to the City of Sonoma all costs the City may incur as a result of any failure to comply with all of these conditions including damages due to failure to leave the premises in rentable condition.

Mary Catherine Colcliffe  
Signature

Mary Catherine Colcliffe  
Print Name

1.7.13  
Date

Approved: \_\_\_\_\_

**Event Summary**

**ADDITIONAL PERMITS REQUIRED:**

- City Alcohol Permit (Approved by City Manager)
- City Street Use Permit (Approved by City Council)
- City Encroachment Permit
- Other \_\_\_\_\_
- ABC Alcohol License
- Caltrans Encroachment Permit
- City Business License

**STAFF COMMENTS OR CONDITIONS:**

- Applicant must arrange and attend a **pre-event** site inspection with Parks Supervisor (707)-933-2239
- Applicant must arrange and attend a **post-event** site inspection with Parks Supervisor (707)-933-2239
- Applicant must provide a copy of the organization's **tax exempt status letter**
- Applicant must provide a current budget and previous year **financial statement**

Public Works Comments: \_\_\_\_\_

Police Department: EVENT SPREAD OUT AROUND TOWN AND THROUGHOUT WEEKEND.

LARGEST EXPECTED CROWD IS 500 GUESTS AT VETS HALL DINNER SAT. NITE.

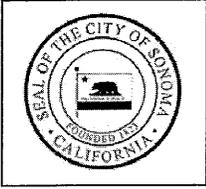
NATIVE SONS ON SCENE FOR WHOLE EVENT. 21 YRS AND UP EVENT. NO POLICE CONTRACT.

*DT*  
*SGT THOMPSON*

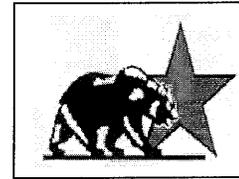
Fire Department: All venues use only designated parking only, all fire lanes to remain clear, site plan submitted 3 wks before event for tent, cooking, storage, clearances etc. Site inspection required.

Date CSEC Approved: \_\_\_\_\_

Post Event CSEC Meeting must take place no more than 90 days after the event.



**City of Sonoma  
No. 1 The Plaza  
Sonoma CA 95476**



**PERMIT APPLICATION  
POSSESSION AND CONSUMPTION  
OF ALCOHOLIC BEVERAGES ON CITY PROPERTY**

Application Fee: \$168.00  
(Park 100 30702)

Note: If charging a fee for alcohol or charging an admittance fee and serving alcohol, you must obtain a temporary sales permit from the Alcoholic Beverage Control Board @ 50 D St. Room 130, Santa Rosa 95404 707.576.2165

Name of Applicant: Sonoma International Film Festival - Mary Catherine Cutchife

Name of Organization: Sonoma Valley Film Society

Address: PO Box 1613 1 103 E Napa Street 1 Sonoma CA 95476

Telephone Numbers: Day: 933-2600 Night: 205.602.6514 Fax: \_\_\_\_\_ Email: uc@sonomafilmfest.org

Name or Description of Event: annual film festival hospitality zone.  
A location for a dinner, parties & networking location.

Date(s) of Event: April 10-14, 2013

Location of Event: Sonoma Plaza (rear parking lot)

Estimated Daily Attendance: ~~1500-2000~~ 750 unique individuals

Will Alcohol be Sold or Dispensed Free of Charge? both

Will the Event be Open to the Public or by Invitation Only? both

Is There a Charge for Admittance? yes for most of the Festival

Type of Alcoholic Beverages To Be Served: beer wine & spirits

Dates and Times Alcohol Will Be Served: ~~4/11~~ 4/11: 5PM-10PM, 4/12: 11AM-10PM,  
4/13: 11AM-10PM, 4/14: 11AM-10PM

I do hereby acknowledge and affirm that all information contained herein is accurate to the best of my knowledge and agree to assume full responsibility and liability for and indemnify, and suits for or by reason of injury to any person or damages to any property of the parties hereto or of the third persons for any and all cause or causes whatsoever on in any way connected with the holding of said event or any act or omission or thing in any manner related to said event and its operation irrespective of negligence, actual or claimed, upon the part of the City, its agents or employees.

Mary Catherine Cutchife  
Applicant's Signature

1.25.2013  
Date

**For City Use Only**

To Be a Valid Permit, This Application Must Have the Approval of the City Manager and the Police Chief

Date Event Approved by CSEC: \_\_\_\_\_ Fee Paid: Date \_\_\_\_\_ Amount \_\_\_\_\_

**APPROVED:** (If not approved, please attach explanation)

\_\_\_\_\_  
City Manager Date

\_\_\_\_\_  
Police Chief Date

# City of Sonoma Special Events Waste Minimization and Recycling Plan – 2013

Required for all special events

Name of Event: Sonoma International Film Festival Event Organizers Name: Mary Catherine Catcliffe  
 Phone #: 707.933.2600 Recycling Monitor(s): Chay Woertz

Please read the attached sustainable event guidelines and information. Included is a step-by-step guide, great ideas and many resources to ensure that yours will be a sustainable event!

Thank you for supporting a more sustainable Sonoma! Our goal is to divert waste from the landfill

Please complete the form below and outline your waste minimization and recycling plan. Your plan should include ways to address the following challenges that are inherent with special events:

- Large amounts of waste generated in short period of time
- Variation in type of waste
- Waste tends to be afterthought
- Diverse attendees
- Large amounts of single use items
- High level of food discards
- Contamination prevention

**Remember, no Styrofoam!**

1. What is the estimated amount and types of waste anticipated from this event?

- a. **Garbage** (landfill) \_\_\_\_\_ 50 Gal cans 1 small dumpster
- b. **Recycling** (indicate type e.g. glass, cans, plastic, aluminum, paper. Totals can be combined for blue cans)
- Type: cardboard Gal (50) 1 small dumpster
- Type: glass Gal (50) 5 blue bins
- Type: paper Gal (50) 1 blue bin
- Type: plastic Gal (50) 1 blue bin
- (7 total blue bins)
- c. **Composting:** \_\_\_\_\_ Gal (50) \_\_\_\_\_
- d. **Other** (describe) \_\_\_\_\_ Gal (50) \_\_\_\_\_

2. What actions will you be taking to reduce the amount of waste generated at this event? Describe plan and outline steps.

- 1) reusable (rented <sup>or</sup> for purchase) stemware / beverage service
- 2) minimal packaging required for all food served
- 3) bulk food service rather than single service packaging

3. What arrangements will be made for separation, collection and diversion from landfills of reusable and recyclable (list specific types) materials?

The Backlot managers will ~~oversee~~ <sup>oversee</sup> proper separation of recyclables from land fill refuse. Signage on blue cans on Plaza available for general public. Reusable plates & glasses.

• re-usable signage will be used as much as possible

4. Did you have a pre-event meeting with hauler and/or park staff (or review their criteria)?

A pre-event meeting will be set.

**FINAL REPORT (POST EVENT)  
TO BE COMPLETED AFTER EVENT & SENT TO CITY HALL  
FOR CSEC REVIEW:**

5. Post Event report:

- a. Name and location of event;
- b. Description of event;
- c. **Description of types of waste generated;**
- d. **Types and amounts of waste disposed and diverted;**
- e. **Description of solid waste reduction, reuse, and recycling programs; and**
- f. **If no programs were implemented, a description of why no programs have been identified or implemented.**
- g. **Was the amount of waste generated/recycled different from your pre-event anticipated in your plan?**

MEMO

To: Community Services and Environment Commission

Staff: Milenka Bates, Public Works Director

Meeting Date: June 13, 2012

Agenda Item: Plaza Park Use Post Event Review

2012 International Film Festival

Sponsor: Sonoma Film Society

Date of use: April 12-15, 2012

Area(s) of use: Horseshoe & Rear Parking Lot

City of Sonoma Special Events Policy includes the following:

Section D.4. Post-Event Review

*Sponsoring Organizations must attend a post event review at the next meeting of the CSEC that is held not more than ninety days after the event. The event representative shall provide the event's complete and full financial statements (actual gross income and expenditures) to the City Clerk within seventy days after the event. City staff shall provide completed post event evaluation for review and discussion at the post event review meeting. Payment of all post event invoices, charges, fees or penalties must be received within ten days subsequent to post event review.*

*Conditions of approval of subsequent years' events may be affected by the organization's failure to attend the mandatory post event review and/or to provide required information, which failure may also constitute grounds for denial of future years' event permits.*

The purpose of this provision is to provide the opportunity for the CSEC to review an event's impact, compliance to conditions included with approval of its use application, and to provide comment/suggestion to an event organizer prior to submitting use applications for future events.

Additionally, this affords an event organizer opportunity to provide comment to post event evaluations completed by City staff.

**Recommended Commission Action:**

Review post event evaluation for the 2012 International Film Festival

Review post event invoice for the 2012 International Film Festival

Review event information provided by the event organizer

Ask questions of staff and/or the event representative

Provide comments.

**Attachments:**

Post event evaluation for the 2012 International Film Festival

Post event invoice for the 2012 International Film Festival

2012 Application

**Items for Discussion:**

- Abide by Plaza Permit and conditions.
  - Arrange for a pre-event meeting two weeks prior to event. Event Coordinator did not arrange a pre-event meeting until 4/10/12.
- Provide Restroom monitor. Although the restrooms were left at the end of the night in an acceptable manner, CSEC Commissioners noted that they were not left in a clean condition during the timeframe that they were at the event.
- Trash receptacles were not emptied as needed during the event as noted by CSEC Commissioner.
- Unauthorized use of A-Frame on Front Horseshoe
- 2012 Banners not paid for, payment should have been received prior to installation. The fees are included in 2012 Invoice.
- Invoice of \$1,670.39 not submitted for payment until after CSEC Post Event Review.

## POST EVENT SUMMARY

STAFF: Parks Department Supervisor Melberg

DATE: April 27, 2012

EVENT: Sonoma International Film Festival  
Post Event Comments for the April 12, 13, 14 and 15  
Event

Location: Plaza:  X

Event Dates  4/12-15/2012  Event Time  7am - 7am

OK to return deposit Yes   No  X

The area rented for and impacted by the event was left in a neat and clean condition. Extra work was not required of Parks staff for post event clean-up.

### Observation:

- The event coordinators did not arrange a pre-event meeting until the afternoon of April 10, 2012. I would recommend that they be more diligent about arranging the meeting two weeks prior as is stated on the permit.
- I recommend the event coordinators be billed \$115 for the loss of the event tool bag and its contents.
- There was a post event meeting with Parks staff.
- The Plaza turf suffered minor damage due to heavy foot traffic. The impacted turf should recover with minimal efforts such as regular scheduled aeration and fertilization. The contributing impact to deeper soil compaction will be monitored for future comments.

cc Public Works Director  
Debra Rogers  
Accounting



# **Sonoma Valley Fire Rescue**

## **TENTS & CANOPIES**

### **Purpose**

The intent of this standard is to provide the minimum requirements needed to obtain a permit/approval to erect tents or canopies.

### **Scope**

This standard shall apply to tents and temporary membrane structures having an area in excess of 200 square feet and canopies (75% of walls are open) in excess of 400 square feet. The requirements listed are from the California Fire Code (CFC, Ch. 24), the California Building Code (CBC) and the California Code of Regulations (CCR) Title 19.

### **Application Paperwork**

At least three (3) weeks prior to the event, the following original documents (no faxes) are required to obtain a permit for a tent or canopy:

1. Submit a completed application form. (see attachment)
2. Submit a site plan that accurately indicates the distances from the tent or canopy to buildings, access drives, other tents or canopies, cooking and heating appliances, property lines and roadways.
3. Submit a copy of the flame retardant certificate(s) for the tent / canopy material.
4. Submit a floor plan showing the locations of all tables, chairs, interior obstacles, exits and their dimensions, exit pathways, no smoking signs, fire extinguishers, exit signs and their type, generators, and the type of floor surface.

Submit the above documents to the Sonoma Valley Fire Rescue Authority, 630 Second Street West, Sonoma CA 95476.

### **Inspection**

A site inspection is required by the Sonoma Valley Fire Rescue Authority after the structure has been erected with all requirements in place. The site must pass inspection prior to the event. Additional inspections may be required. Please contact the Sonoma Valley Fire Rescue Authority at 996-2102 to schedule the inspection.

## CODE REQUIREMENTS

### A. EXITS

1. Exits shall be placed at approximately equal intervals around the perimeter of the tent or canopy and shall be located such that all points are one hundred feet (100') or less from an exit. (2007 CFC, Ch. 24)
2. Exits shall be provided in accordance with Table (2007 CFC 2403.12.2)
3. Tents or canopies that are closer than ten feet (10') to each other shall be considered as one structure.
4. Exit openings from tents shall remain open unless covered by a flame retardant curtain, provided that: curtains shall contrast with tent in color. Curtains shall be free sliding on a metal support. The support shall be a minimum of eight feet (8') above the floor level at the exit. (2007 CFC 2403.12.3)
5. Aisles having a minimum width of not less than forty-four inches (44") shall be provided from all seating areas.
6. Exits shall be maintained with a clear width. Guy wires, ropes, fences, and other support members shall not cross a means of egress at a height of less than eight feet (8'). (2007 CFC 2403.12.8)
7. Exits shall be illuminated at all times with light having an intensity of not less than one foot - candle at floor level. (2007 CFC 2403.12.7)

Table 3211-A

Capacity	Minimum # of Exits	Minimum Width Each Exit - Feet	
		Tent or Canopy Structure	Membrane
Up to 199	2	6	3
200 to 499	3	6	6
500 to 999	4	8	6
1000 to 1999	5	10	8
2000 to 2999	6	10	8
3000+	7	10	8

### B. EXIT SIGNS

1. At every exit, an exit sign with letters at least six inches (6") in height shall be provided.
2. EXIT signs with occupant loads of more than 100 shall be of an approved self-luminous type or shall be internally or externally illuminated. (2007 CFC 2403.12.6.1)

**C. BONDING OF CHAIRS.** Loose seats or chairs that are not fixed to the floor shall be bonded together in groups of three or more, when the total number of chairs is over 300. (2007 CFC 2403.11)

**D. FIRE EXTINGUISHERS.** Provide one 2A:10BC portable fire extinguisher every 75 feet of travel distance with at least one for every 2000 square feet. Exits are the preferred locations. The top portion of portable fire extinguishers shall be mounted between three and five feet (3'-5') above floor. (2007 CFC 2404.12)

## **E. HEATING AND COOKING EQUIPMENT.**

1. Gas, solid, and liquid fuel burning cooking equipment shall not be located within twenty feet (20') from a tent or canopy. (2007 CFC 2404.15.6)
2. Heaters shall not be permitted to be present under a tent or canopy unless approved by the Sonoma Valley Fire Rescue Authority. (2007 CFC 2404.15.7)
3. Heaters shall be kept ten feet (10') from any exit.

## **F. FLAMMABLE AND COMBUSTIBLE LIQUIDS / GASES**

1. Flammable liquid-fueled equipment shall not be used in tents or canopies. (2007 CMC 2404.17)
2. Flammable or combustible liquids and LP-gas shall not be stored in a tent or canopy, or less than fifty feet (50') from such structures. (2007 CMC 2404.17.2)

**G. HOUSEKEEPING.** Weeds, flammable vegetation, hay, trash and other flammable materials shall be removed from the interior floor and surrounding area occupied by a tent or canopy for a minimum of not less than thirty feet (30'). (2007 CMC 2404.21)

## **H. STAND-BY PERSONNEL**

1. When, in the opinion of the Chief, it is essential for public safety in tents and canopies, standby personnel shall be required in accordance with 2007 CFC 2404.20.
2. The regulations of the State Fire Marshal for standby personnel in tents with an occupant load of 500 or more also apply. (CCR T-19, Chapter 2, Article 320)

## **I. CLEARANCES**

1. Location relative to the property line or buildings: CBC 3104E
  - a. 10-foot clearance for up to 1500 square feet of floor area
  - b. 30-foot clearance for 1500-15,000 square feet of floor area
  - c. 50-foot clearance for over 15,000 square feet of floor area
2. Automotive equipment that is necessary to the operation of the establishment shall not be parked within twenty feet (20') of the tent. No other automotive equipment or internal combustion engines shall be parked within fifty feet (50') of the tent. Exception - Display of Motor Vehicles is allowed provided that the batteries are disconnected and no more than five (5) gallons of fuel remain in the tank.
3. Generators shall be maintained at least twenty feet (20') away and be isolated from the public by fencing, or other approved means.

## **J. MISCELLANEOUS**

1. Smoking shall NOT be permitted in any tent. "NO SMOKING" signs shall be conspicuously posted.
2. No fireworks, open flame or other device emitting flame or fire shall be used in or immediately adjacent to any tent. (2007 CFC 2404.8)

3. Tents may be joined together by means of corridors, which are open to the sky and are not less than twelve feet (12') in width. (2007 CFC 2403.8.4)
4. An unobstructed passageway or fire lane not less than twelve feet (12') in width shall be maintained on all sides of the tents.
5. Fire lanes and fire hydrants shall remain unobstructed at all times.

Please contact the Sonoma Valley Fire Rescue Authority if you have any questions at 996-2102.

**SONOMA VALLEY FIRE  
RESCUE AUTHORITY  
TENT & CANOPY PERMIT APPLICATION**

**Event Information**

Event Name: \_\_\_\_\_

Description of Event: \_\_\_\_\_

Location of Event: \_\_\_\_\_

**Event Contact Information**

Event Sponsor: \_\_\_\_\_

Event Contact Person: \_\_\_\_\_

Phone(s): \_\_\_\_\_ Fax: \_\_\_\_\_

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

**Dates & Time**

Set-Up: \_\_\_\_\_ Use: \_\_\_\_\_ Removal: \_\_\_\_\_

Hours Open to the Public: \_\_\_\_\_

**Rental Information**

Supplier Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Number and Size of Tents/Canopies: \_\_\_\_\_

Are Heaters Being Used? **Yes / No**

Are Generators Being Used? **Yes / No**

*The following items are to be submitted with the application.*

- \* Site Plan
- \* Floor Plan

Applicant Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Title of Applicant: \_\_\_\_\_ Date of application: \_\_\_\_\_

---

Application Received By: \_\_\_\_\_ Date: \_\_\_\_\_

Application: **Approved / Denied**

By: \_\_\_\_\_ Date: \_\_\_\_\_

**MEMO**

To: Community Services and Environment Commission  
Staff: Debra Rogers, Management Analyst  
Meeting Date: February 13, 2013  
Agenda Item: Plaza Park Use Application

**2013 Sonoma-Napa Gran Fondo Bike Ride**

Sponsor: Project Sport/Charity of Choice/Echelon  
Date of use: **May 18, 2013**  
Area(s) of use: SW Section, Horseshoe, Horseshoe Lawn,  
Rear Parking Lot

**Discussion**

On January 28, 2013, the City Council approved: 1) Temporary use of City streets; and 2) Placement of three inflated arches on the Plaza Horseshoe in conjunction with the Sonoma-Napa Gran Fondo Bike Ride event scheduled for May 18, 2013.

The Special Event Committee (SEC) considered the event application on December 13, 2012.

Conditions of Approval:

- The application requests minimal use of a restricted area of the Plaza - the Horseshoe Lawn.
    - The applicant will request an exception from the CSEC.
      - Music platform must be elevated off lawn.
      - If the lawn is wet due to seasonal rain, the music would be relocated to the Amphitheater.
- \*Refer to the City of Sonoma Special Events Policy, Appendix A, Section 1, Article b (Horseshoe Lawn use).*
- Police:
    - Contract with the Police Department for the street use and street closure associated with the proposed Sonoma-Napa Gran Fondo Bike Ride (closure of East Napa Street between fourth Street East and the Plaza entrance on Broadway from 7:30 a.m. to 7:45 a.m.).
  - Public Works:
    - Meet with Park Supervisor three weeks prior to the event.

- Fire:
  - Complete form: Tents & Canopies Specifications (attached).
  - Provide volunteers at all barricades to move if emergency vehicle access needed.
  - Maintain 20' emergency vehicle access around entire Horseshoe.
  - Maintain 13'6" vertical clearance on overhead inflated arches.
  - Fire safety requirements regarding food booths. Fire Department to conduct walk through prior to event.
  - Discussion with fire Captain regarding cooking in tents.
  - Type K extinguishers for deep fryer; propane tanks secured.
  - Pre event inspection to verify all safety and emergency vehicle access.

\*The City of Sonoma Special Events Policy, Appendix A, Section 1, Article b. states the following:

*The Plaza Horseshoe Lawn shall not be available for active use, such as, but not limited to, tents booths, Jumping Jacks, etc. during special events. This restriction is intended to allow an unobstructed view of City Hall a National Historic Landmark and to minimize damage to the lawn. With the Approval of the CSEC, an exception may be granted for limited active use of the Plaza Horseshoe Lawn.*

**Plaza Use Committee Members:** Public Works Parks and Street Department Supervisors, Police Chief, Fire Chief, Event Coordinator. **Committee recommendation:** Approve the Plaza Use Application subject to the Conditions of Approval.

City Council Approved: Temporary use of City streets; and placement of three inflated arches on the Plaza Horseshoe on May 18, 2013.

**Recommended CSEC Commission Action:** Recommend approval of the Plaza Use Application for the 2013 Sonoma Gran Fondo Bike Ride subject to the Conditions of Approval. An exception needs to be made for use of the Horseshoe Lawn.

**Attachments:**

- Event Description
- Report to City Council on January 28, 2013
  - Street Use Permit, Maps
  - Banner/Arch Specifications
- Charity of Choice – Description
- Estimated Event Budget, Project Sport, 2013
- Estimate Fundraising – Charity of Choice/Echelon Gran Fondo
- Waste Management Plan, 2013
- Plaza Park Use Permit Application
- 2012 Post Event Evaluation- SEC Review Comments
- Sonoma Valley Fire Rescue Tents & Canopies Specifications
  - Form to be completed by Event Manager



City of Sonoma  
 City Council/CDA  
 Agenda Item Summary

City Council Agenda Item: 5K  
 Meeting Date: 01/28/13

<b>Department</b> Public Works	<b>Staff Contact</b> Debra Rogers, Management Analyst
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**Agenda Item Title**

Approval of application by Project Sport/Echelon Gran Fondo for: 1) Temporary use of City streets; and, 2) approval of inflated arches on the Plaza Horseshoe in conjunction with the Sonoma-Napa Gran Fondo Bike Ride event scheduled for May 18, 2013.

**Summary**

*Event Description:* Gran Fondo is a European-style mass participation cycling event that includes a mass-start bike ride, food, wine, and entertainment on the Plaza. The Sonoma Echelon Gran Fondo is also the flagship event for a Charity of Choice non-profit fundraiser that serves as a platform to raise funds for local charities.

*Use of City Streets:* Echelon Gran Fondo has requested temporary use of city streets for the Sonoma-Napa Gran Fondo Bike Ride, using the same route approved last year. In addition, a short street closure is recommended as follows:

1. Closure of East Napa Street between Fourth Street East and the Plaza Entrance, from 7:30 a.m. to 7:45 a.m. on Saturday May 18, 2013, to manage the mass start. This closure involves the full use of the street. A Police escort will continue along the route from Fourth Street East.
2. The Sonoma Police Department is also recommending that course managers be assigned to specified intersections to improve flow of riders leaving the start and returning to the finish along Fifth Street West and West Spain Street.

Pursuant to Council policy, applications for street use and street closure are considered by the City Council prior to CSEC consideration of the event permit, which in this case is scheduled for February 13, 2013. The Special Events Committee reviewed this proposal at its meeting of December 13, 2012, at which time they identified recommended conditions of approval that have been incorporated in the attached Resolution.

*Banner/Arch Request:* As was the case when the City Council approved the event in 2012, the event organizers are requesting the use of three large blow-up arches (detailed on Plaza map and Banner/Arch Specification Sheet attached to the application).

**Recommended Council Action**

- 1) Adopt the resolution approving the use of city streets, which includes the conditions recommended by the Special Events Committee members, including Police, Fire, Public Works and Planning Departments.
- 2) Approve use of the three blow-up arches at the entrance/exit of City Hall.

**Alternative Actions**

Continue the item with direction to provide additional information/Deny the request.

**Environmental Review**

- Environmental Impact Report
- Negative Declaration
- Exempt
- Not Applicable

**Status**

- Approved/Certified
- No Action Required
- Action Requested

**Attachments**

1. Draft Resolution
2. Event Description/Logistics
3. Application for Street Use Permit and Street Closure

APPROVED BY COUNCIL 5-0

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**CITY OF SONOMA**

RESOLUTION NO. 05 - 2013

RESOLUTION APPROVING AND CONSENTING  
TO THE USE OF CITY STREETS

**Echelon Gran Fondo Sonoma 2013**

WHEREAS, Project Sport-Echelon Gran Fondo (Ryan Chamberlain and David Cochran) have made application to conduct the Sonoma-Napa Gran Fondo Bike Ride which will involve use of city streets; and

WHEREAS, the Sonoma-Napa Gran Fondo Bike Ride will temporarily impede and restrict the free passage of traffic over city streets and on Saturday May 18, 2013; and

WHEREAS, the application for the use of city streets was brought forward to the City Council at its meeting of January 28, 2013.

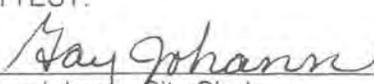
NOW THEREFORE be it resolved that the City Council approves and consents to the street use and street closure associated with the proposed Sonoma-Napa Gran Fondo Bike Ride (closure of East Napa Street between Fourth Street East and the Plaza entrance on Broadway from 7:30 a.m. to 7:45 a.m.), subject to the following conditions and limitations:

- A. The applicant shall contact Police Department as soon as possible to finalize traffic control plan and contract with the Sonoma County Sheriff's Department for services as required.
- B. The applicant shall provide a written request for special barricading to the Public Works Department at least thirty days prior to the event and meet with the Street & Police Dept.
- C. The applicant shall provide notice of the event and the street closure to all businesses located on East Napa to Fourth Street East no later than thirty days prior to the event.
- D. The applicant shall comply with City of Sonoma standard insurance requirements.
- E. The applicant is required to reimburse the City for additional personnel costs incurred as a result of this event.
- F. The applicant shall obtain event approval from the Community Services and Environment Commission.

The foregoing Resolution was duly adopted this 28th day of January 2013, by the following vote:

Ayes: Barbose, Rouse, Gallian, Cook, Brown  
Noes: None  
Absent: None

  
\_\_\_\_\_  
Ken Brown, Mayor

ATTEST:  
  
\_\_\_\_\_  
Gay Johann, City Clerk

**Echelon Gran Fondo Sonoma 2013**  
 Banner/Arch Specification Sheet

**Overview**

The Echelon Gran Fondo will utilize 5 branded, inflatable arches as participant start/finish markers, gateways and guideposts.

**Form**

Details of each arch are as follows:

- Blow up 40' x 40' Arch (Echelon)
  - Blow up 40' x 40' Arch (Hammer)
  - Blow up 40' x 40' Arch (Shimano)
  - Blow up 40' x 40' Arch (Bicycling)
  - Blow up 40' x 40' Arch (Wilier)
- > 2 Arches on County Roads

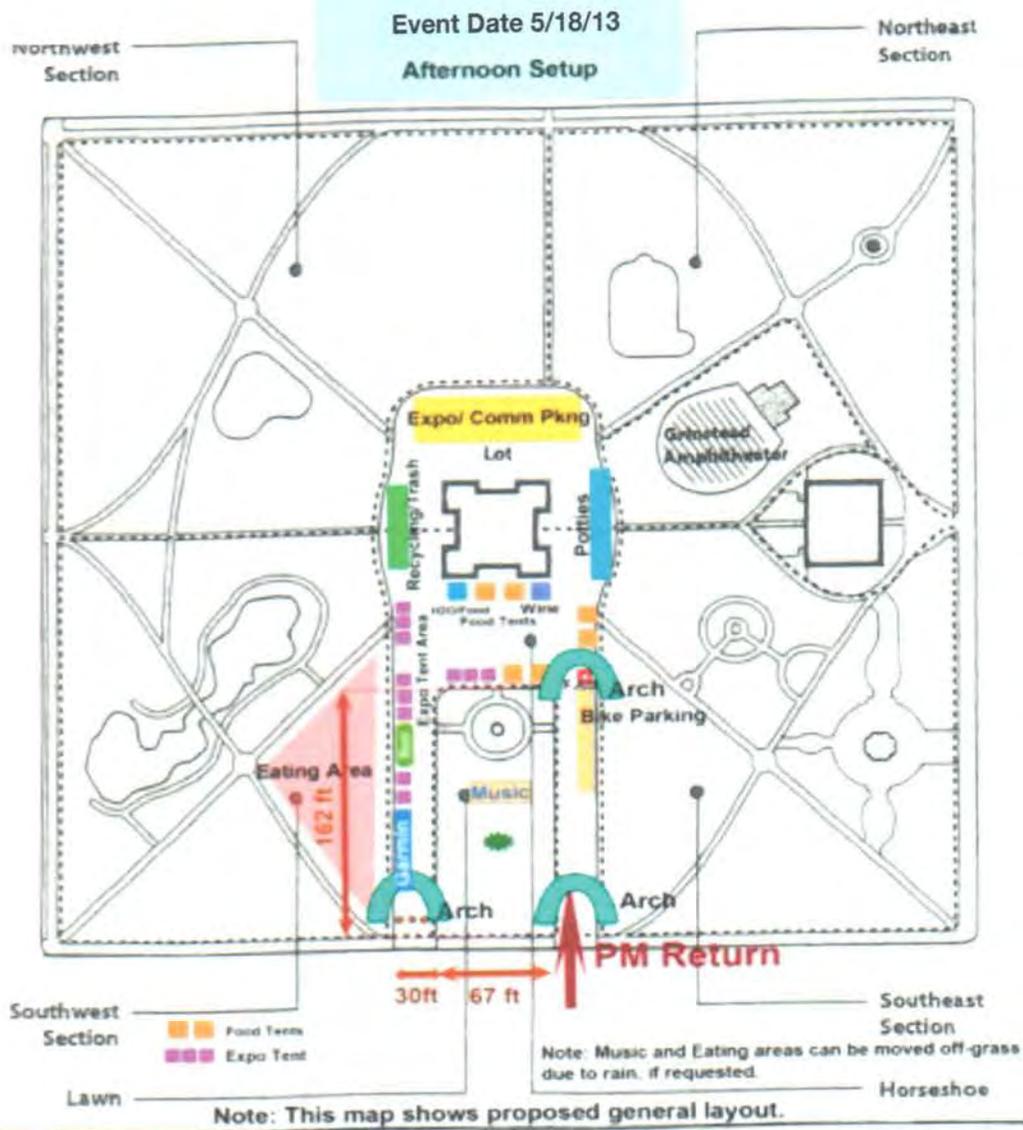
**Construction**

- Inflated via 2hp electric blower operating at < 80db
- Affixed via 4 point tether to sandbag, water weight or ground stake, tbd.  
*note: tie-down to existing grounds vegetation will not be allowed*
- Arches will be placed in accordance to festival map (see plaza event permit application), subject to any necessary event-day adjustments.

**Example**



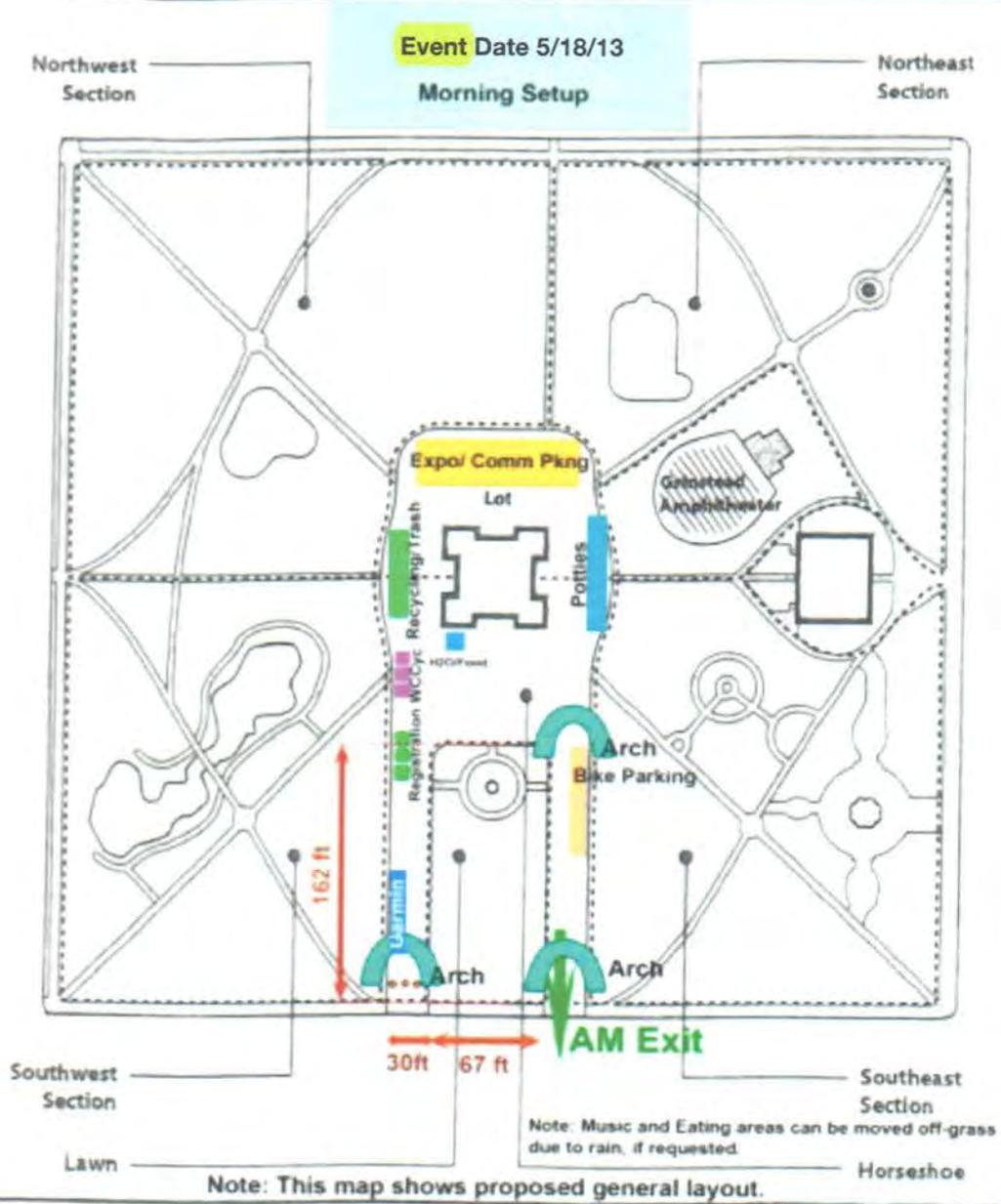
Please indicate the location of all major features and activities associated with this event.



## Plaza Event Map <sup>N</sup>

Emergency Access at all Times

Please indicate the location of all major features and activities associated with this event.

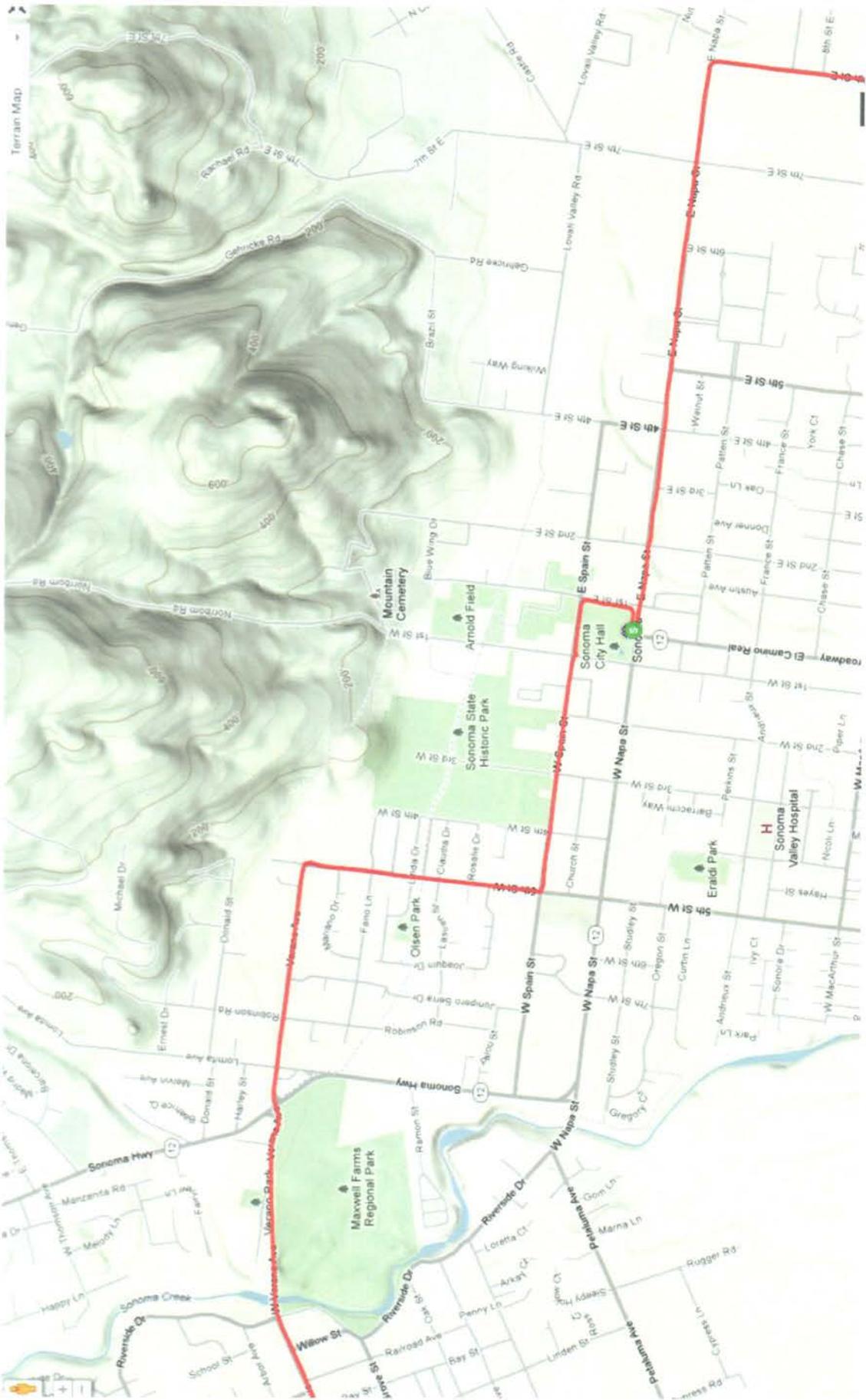


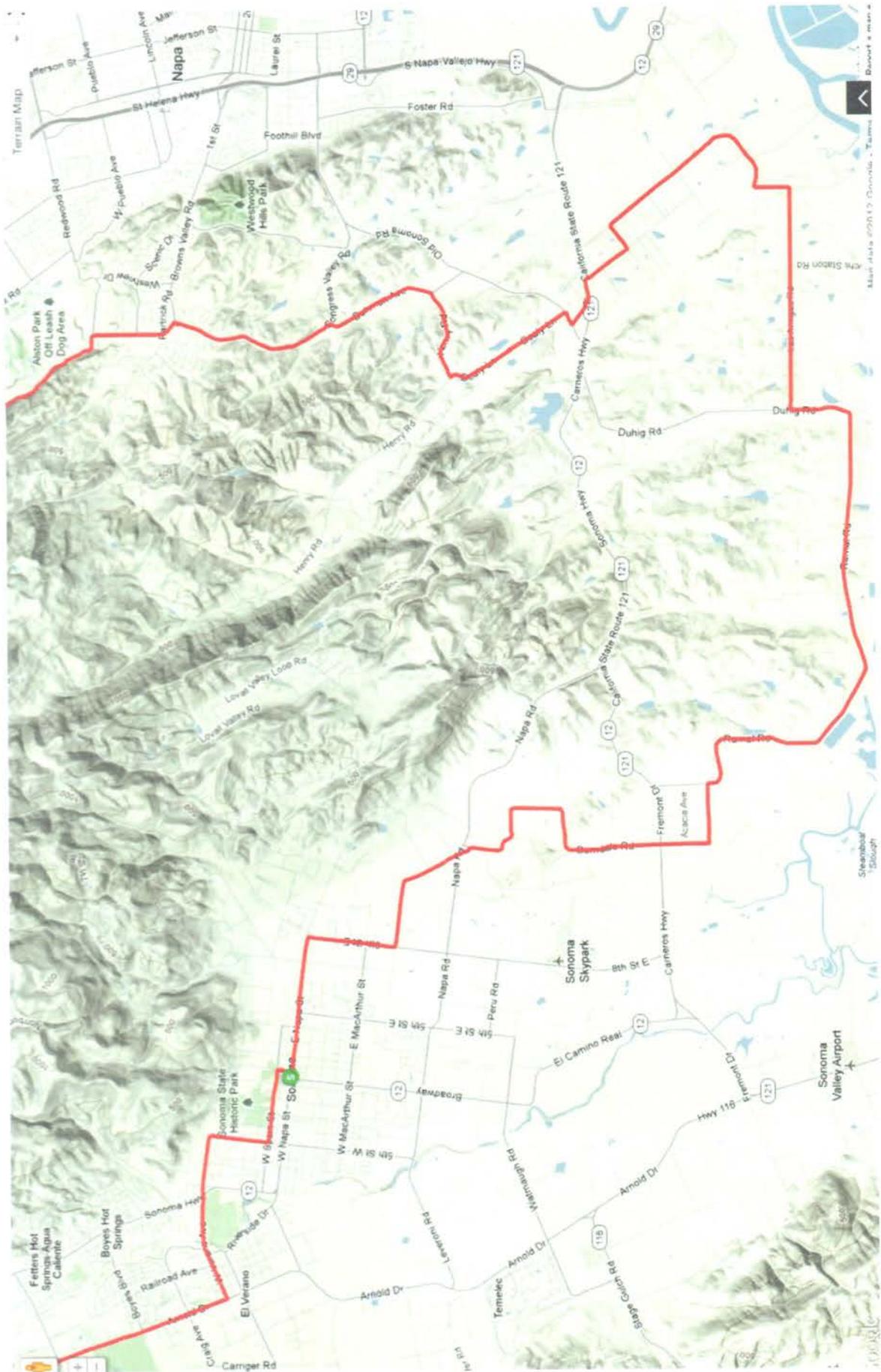
## Plaza Event Map

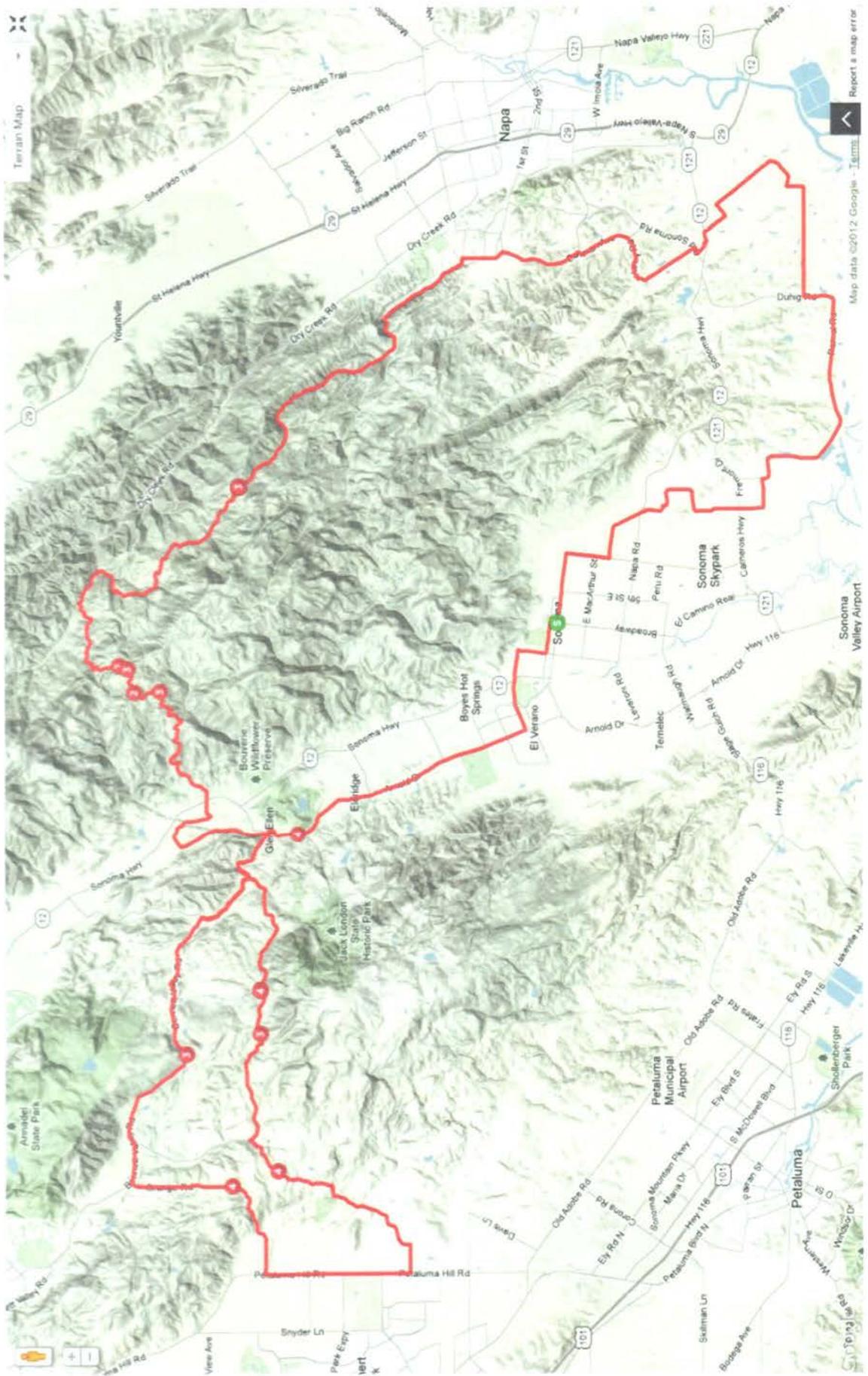
Emergency Access at all Times

# Echelon Sonoma - Napa Gran Fondo City of Sonoma









## About Charity of Choice

The Echelon Gran Fondo bike event in Sonoma was launched <sup>3</sup>four years ago as out of a love for cycling, a desire to create a day of entertainment for the community as well as a tourist draw for those outside the community, and as a fundraising engine for local Sonoma charities.

In 2013, the original founders of this event have transitioned its management to the event management firm Project Sport, and are focusing entirely on the charitable component. This organization we call Charity of Choice ([www.charityofchoice.cc](http://www.charityofchoice.cc)).

The Charity of Choice model allows participants to fundraise to any local charity they prefer. Rather than selecting one charity and designating a percentage of registration fees to go to it, we use this event as a platform that allows individual fundraising for dozens of charities.

Whereas the former model can yield at best \$5-10 per rider, the latter model has produced charitable revenues of at least \$17 per rider, thus raising considerably more.

Charity of Choice provides this fundraising platform to allow anyone to fundraise for their favorite charity at any event. Under this bifurcated approach, Charity of Choice can now guarantee minimum payouts of at least 94% or more.

**Charity of Choice** creates a foundation for a super-sized fundraising platform that makes any charity as competitive as the larger established organizations. With no set-up or license fees we provide a custom fundraising environment for your charity. We help you motivate your constituents who can fundraise for your cause through any event in the world.



The screenshot shows the AchieveKids website interface. At the top, there is a navigation bar with 'home', 'events', 'pledges', and 'gallery' tabs. A 'Donate!' button is prominently displayed. The main content area includes an 'About Us' section with text about the organization's 50-year history and a video player. Below this is a 'Services' section describing the multi-disciplinary team and educational programs. A 'Donate' section at the bottom encourages contributions to support the organization's mission. The website is branded with the 'Charity of Choice' logo and features a 'GARMIN' logo on the right side. The footer contains copyright information for 2011 and a 'POWERED BY ZM' logo.

Charity of Choice \* 107 Reed Ranch Road \* Tiburon CA \* 94920 \* 415-730-1003



### What each charity receives

- Guaranteed contribution up to 94% of funds raised
- Custom fundraising website that integrates into your infrastructure
- Your fundraisers can access dozens of events nationally and locally or create your own
- Generate new fundraisers and attract new donors that have never participated in events around your charity
- Promote your corporate sponsors through our *Charity of Choice* ad feature
- Monthly deposit of monies raised
- Participant training for event preparation and fundraising
- Awards from sponsors to encourage fundraising
- Team building and camaraderie among your constituents
- Exposure for your charity during and around events
- National and local exposure through *Charity of Choice* marketing with media and event partners

### How it Works

- Charity fundraising page created
- No set up fees, no license fees
- Your charity sends its link to constituents to recruit participants and donations
- Participant chooses event(s) to fundraise around
- Participant pays a \$25-50 registration fee and has a fundraising minimum
- Participant receives fundraising page under charity and seeks donors
- Fundraising page is active the entire calendar year

### Charitable Economics/Payout by segment

- **Donate Direct\*** – Donations made directly via your hosted website on *Charity of Choice* (independent of any event)
  - 94% of all donations go back to your charity
- **Your Event Listings/Registration\*** – Donations through events that you produce and list on *Charity of Choice*
  - 93% of all donations go back to your charity

Charity of Choice \* 107 Reed Ranch Road \* Tiburon CA \* 94920 \* 415-730-1003



## Charity of Choice

- **JoinMyTeam\*** – When a participant elects to join a fundraising team and make a donation:
  - 85% of all donations go back to each charity
- **Fund Raisers\*** – When a participant elects to enter for \$25 and pledge to raise the minimum \$250 per person
  - \$250 fundraised per participant: 50% of all donations goes back to the Charity of Choice
  - Above \$250 to \$750 fundraised per participant: 60% of all donations goes back to the Charity of Choice
  - Above \$750 fundraised per participant: 70% of all donations goes back to the Charity of Choice

**\*Why not 100%?** With respect to events, the concept behind Charity of Choice is to give any charity access to many events and reward fundraising constituents for their hard work training and fundraising. Just like any charity or business, we have expenses including event production/paying our event operating partners entry fees for fundraising participants, collections processing, credit card fees, & training for our participants.

Most very large established charities who produce events have expense ratios of about 30-40%. If a participant or donor is uncomfortable with the economic structure they should not enter as a fundraiser, enter as a non fundraiser, or just donate directly to their favorite charity.

*\*For Fun-Raiser entrants, Charity of Choice incurs expenses for participant acquisition, paid entry fees to our event partners, and some product rewards. On average, a Charity of Choice participant raises \$611. Your charity has the option to set the fundraising minimum at any level, however a lower fundraising requirement draws greater participation.*

### Transparency

Charity of Choice issues tax exempt receipts, sends thank you cards to donors and provides you with full disclosure on all participant and donor data including amounts, names, and contact information. We do not solicit your donors. They are yours.

### Funds Transfer

Net donations are sent to charities at the end of each month with full accounting

### Value Added to the Charity:

- No set up, license or maintenance fees charged by traditional CRM offerings

Charity of Choice \* 107 Reed Ranch Road \* Tiburon CA \* 94920 \* 415-730-1003



- Custom web pages
- Access to hundreds of events that charities are not previously associated with
- Marketing assistance that most transaction based CRM offerings do not provide including access to new constituents and donors
- Motivated fundraising teams that potentially bring in twice as many participants and dollars as non-charity of choice teams
- Awareness in addition to fundraising. *Charity of Choice* provides national exposure through event marketing and participant acquisition
- Social integration with donors and participants through new social technology mediums that create community and improve donor retention

*Charity of Choice* is committed to ensuring the highest level of privacy and is compliant with PCI Security Standards. We focus on increasing administrative efficiency, maximizing fundraising potential and constituent acquisition through integrating the latest technology, social media and continually exploring best web practices. Transparency, reporting, and accounting are paramount to our process.

**Product Rewards that our sponsors provide to your constituents**



Entry/Awards	Standard Entry Fee*	Fundraising Jersey Award Levels				
		White	Bronze	Silver	Gold	Platinum
\$	\$75-135	\$250	\$500	\$1,000	\$2,500	\$5,000
Standard Entry	✓	✓	✓	✓	✓	✓
Post Event Meal & Concert	✓	✓	✓	✓	✓	✓
Garmin Barracuda Cycling Jersey		✓	✓	✓	✓	✓
DETOURS Pack			✓	✓	✓	✓
Hutchinson or Vredestein Tire Set				✓	✓	✓
Garmin 800(platinum) /500 GPS(gold)					✓	✓
1 Night in Event Hotel						✓

\* Fundraising is not required for Standard Entry  
Entry fee varies depending on distance

Charity of Choice \* 107 Reed Ranch Road \* Tiburon CA \* 94920 \* 415-730-1003

**Estimated Event Budget:**

2013

<b>Expenses</b>	<b>Sonoma</b>
Announcer	\$ 1,000.00
Athlete Appearance/Travel Fees	\$ 1,000.00
Bike Valet	\$ 500.00
Creative Design/Web/Hosting	\$ 2,000.00
EMS Services	\$ 1,940.00
Entertainment	\$ 1,550.00
Event Housing	\$ 769.22
Event Management Contactors	\$ 10,500.00
Event Supplies	\$ 1,908.93
Expo Director	\$ 1,000.00
Fencing/Equipment Rental	\$ 400.00
Food/Beverage Staff	\$ 860.00
Gas & Tolls	\$ 2,089.00
Helicopter	\$ 0.00
Insurance	\$ 1,713.67
Jerseys (Fundraising Awards)	\$ 0.00
Marketing & Advertising	\$ 2,000.00
Motorcycles	\$ 0.00
Permits	\$ 1,575.00
Photography	\$ 600.00
Police Cost	\$ 5,496.12
Portable Toilets	\$ 2,083.48
Printing	\$ 466.79
Rest Stop Crew	\$ 5,106.35
Rest Stop Food	\$ 4,644.21
Signage	\$ 441.14
t-shirts/amenities (COMPED)	\$ 0.00
Truck Rental	\$ 1,345.97
Expo Crew	\$ 1,313.08
Expo Food	\$ 8,871.92
Security	\$ 1,107.77
Sound - Start/Finish	\$ 1,500.00
Venue Rental	\$ 1,808.00
Rentals (TTC)	\$ 2,200.00
Trash	\$ 500.00
Travel	\$ 500.00
<b>Event Expenses</b>	<b>\$ 68,790.65</b>

2013

Distance	11 Miler	50 Miler	70 Miler	Total
<b>Donations/Fundraising Breakdown</b>				
Fundraising Participants by Distance	47	31	97	175
Total Donations to Participants by Distance	\$ 21,150	\$ 13,950	\$ 43,650	\$ 78,750
Ave Registration Fee	\$ 45.89	\$ 75.89	\$ 103.23	

	2	3	15	20
<b>Fundraising Expenses</b>				
Rebates Requested by Distance (5% of 11 milers, 10% of 50, 15% of 70)				
Rebate Amount Paid	\$ 108	\$ 235	\$ 1,502	\$ 1,845
Transaction Charges	\$ 952	\$ 628	\$ 1,964	\$ 3,544
Total Expenses	\$ 1,060	\$ 863	\$ 3,466	\$ 5,389
<b>Net to Charity</b>	<b>\$ 20,090</b>	<b>\$ 13,087</b>	<b>\$ 40,184</b>	<b>\$ 73,361</b>
Payout Percentage	95.0%	93.8%	92.1%	93.2%

Total Participants 1200



## Echelon Gran Fondo Sonoma - May 18 2013

City of Sonoma Special Events Waste Minimization and Recycling Plan

### Required for all special events

Name of Event: **Echelon Gran Fondo Sonoma**      Event Organizers Name: **Project Sport**

Phone #: **415-300-0449**      Recycling Monitor(s): **Ryan Chamberlain**

Please read the attached sustainable event guidelines and information. Included is a step-by-step guide, great ideas and many resources to ensure that yours will be a sustainable event!

*Thank you for supporting a more sustainable Sonoma! Our goal is to divert waste from the landfill*

Please complete the form below and outline your waste minimization and recycling plan. Your plan should include ways to address the following challenges that are inherent with special events:

- Large amounts of waste generated in short period of time
- Variation in type of waste
- Waste tends to be afterthought
- Diverse attendees
- Large amounts of single use items
- High level of food discards
- Contamination prevention

### **Remember, no Styrofoam!**

1. What is the estimated amount and types of waste anticipated from this event?

a. **Garbage** (landfill) \_\_\_\_\_ **4\*** \_\_\_\_\_ 50 Gal cans

b. **Recycling** (indicate type e.g. glass, cans, plastic, aluminum, paper. Totals can be combined for blue cans

Type: **Aluminum/Glass/Plastics #1-#6**      Gal (50) \_\_\_\_\_ **4\*** \_\_\_\_\_

Type: \_\_\_\_\_      Gal (50) \_\_\_\_\_

Type: \_\_\_\_\_      Gal (50) \_\_\_\_\_

Type: \_\_\_\_\_      Gal (50) \_\_\_\_\_

c. **Composting:** \_\_\_\_\_      Gal (50) \_\_\_\_\_ **4\*** \_\_\_\_\_

d. **Other** (describe) \_\_\_\_\_ Gal (50) \_\_\_\_\_

**\*ORGANIZER'S NOTE:** We typically assess our events at the industry standard 4:3:2:1 ratio (compost:recyclables:cardboard:landfill), yet provide a 1:1:1:1 ratio of receptacles

-- and an excess of locations -- to allow for better attendee self-management of waste reduction. We anticipate zero cardboard or non-compostable paper here, and less than 1 pound of waste per 10 attendees.

These numbers remain estimates, and we will rely on Green Mary to provide more insight.

2. What actions will you be taking to reduce the amount of waste generated at this event? Describe plan and outline steps.
  - Cyclists receive a branded, reusable beverage container as an amenity, to be used for all beverages provided post-race.
  - No beverages are served in containers. All riders are informed that they must use the given container, or their own.
  - Water is provided exclusively via two 125 gallon "Water Monster" reservoirs, sparing 1000 16oz water bottles or 3000 "dixie" cups.
  - All sponsors providing samples are instructed to A) eliminate waste from sample servings; B) where necessary serve samples in compostable products; C) maintain as much of their own waste removal as possible.
  - Race-provided food will all be served with compostable containers & utensils.

3. What arrangements will be made for separation, collection and diversion from landfills of reusable and recyclable (list specific types) materials?

We will be contracting with Sonoma's Green Mary service to consult on and manage all event-day waste management.

4. Did you have a pre-event meeting with hauler and/or park staff (or review their criteria)?

We have discussed waste with public works staff who have suggested the Green Mary service, which we will be using.

### **FINAL REPORT (POST EVENT)**

#### **TO BE COMPLETED AFTER EVENT & SENT TO CITY HALL**

#### **FOR CSEC REVIEW:**

5. Post Event report:
  - a. Name and location of event;
  - b. Description of event;

- c. Description of types of waste generated;**
- d. Types and amounts of waste disposed and diverted;**
- e. Description of solid waste reduction, reuse, and recycling programs; and**
- f. If no programs were implemented, a description of why no programs have been identified or implemented.**
- g. Was the amount of waste generated/recycled different from your pre-event anticipated in your plan?**



**CITY OF SONOMA  
PUBLIC WORKS DEPARTMENT**

# 1 The Plaza  
Sonoma, CA 95476  
Phone: (707) 933-2229 or 938-3332  
Fax: (707) 938-3240  
www.sonomacity.org, Email to:  
debrar@sonomacity.org

**PLAZA PARK  
& LARGE SCALE EVENT APPLICATION**

Date of Application: 11/13/12	Locations Requested: (See Map & Fees Page # )	
Organization: Planet Z / Echelon	Contact Person: David Cahrad	
Address: 107 Reed Ranch Rd	Day Phone: 415-730-1003	Eve. Phone: Same
City/Zip: Tiburon, CA 94920	Cell Phone: Same	Fax: 415-435-3686
Type of Production: Cycling Fundraiser	Email: DavidC@echelongranfondo.org	
Are you a Sonoma-based (within the Sonoma Unified School District boundaries) not for profit organization: YES <input checked="" type="radio"/> NO	Federal Non-profit Tax ID Number: 20-5136471	

Event Dates	Arrival/Prep Time	Event Time	Cleanup/End Time	Total Hours
May 18, 2013	4:00 am	8:00 am - 5:00 pm	8:00 pm	16

**Describe Activity Fully: (Add pages if needed)**

See Event Description

**APPLICATION FOR SPECIAL EVENT – PLAZA PARK**  
3 Month lead-time is required  
*Event Definition and Fees*

*Circle the answers that apply.*

1.	How many hours will the event be using city facilities, including set-up, breakdown, & clean up? Under 6 hours Small scale event Yes -	Over 6 hours – major event <input checked="" type="radio"/> Yes - 16 hours
2.	Will anyone be preparing and serving food during the event? No -	<input checked="" type="radio"/> Yes -
3.	Will the event have amplified music and/or require electricity? No -	<input checked="" type="radio"/> Yes -
4.	Will the event require the closure of streets and/or parking spaces? No -	<input checked="" type="radio"/> Yes - temporary rolling enclosure for Start.

- Submit Proposed Budget
- Submit Proposed Event Waste Minimization & Recycling Plan
- Attend Special Event Committee (SEC) meeting for Department review
- Attend Community Services & Environment Commission meeting
- Pay all fees week of CSEC review
- Submit necessary insurance and licensing information
- Appoint a Site Manager who will be responsible for the Park/Facility
- Schedule pre-event walk-through with Parks Supervisor Terry Melberg at (707) 933-2239 **two weeks before event**
- Schedule post-event walk-through (1 day after event)
- Arrange for turf protection, security, extra dumpster and restrooms (if required in Conditions of Approval). Notify Sonoma County Transit Authority if Horseshoe closed: (707) 585-7516

<b>SITE MANAGER:</b> TBD	<b>Cell Phone:</b>	<b>Phone Eve:</b>
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<b>List sizes and types of vehicles, trailer etc. that will be used:</b> 4-5 Budget rental vans to carry supplies.

<b>Exact locations of street to be closed:</b> - Rolling enclosure @ start of ride on E Napa continuing the first few miles. Last year it took 5 minutes for riders to exit
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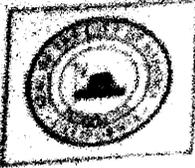
**Note:** For events that require closure of streets, sidewalks, etc, the applicants must provide evidence of permission to use and/or disrupt business. (Have property or business owner fill out permission sheet.)

<b>Describe sizes and numbers of structures to be used – include tents, canopies, booths, cookhouses, stages, tables, chairs, signs, etc.</b>
See event description attached

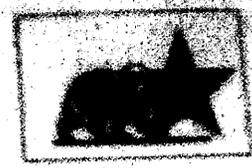
<b>Describe any amplified music or announcements that will take place:</b>
Band to play post ride on stage @ next to Palm tree, Pre ride PA to be used for opening ceremony

<b>Will Electricity be needed:</b> yes
--

<b>Estimated number of workers:</b> 20-30 @ Expo	<b>Attendees:</b> 1500 - 2500
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City of Sonoma  
 No. 1 The Plaza  
 Sonoma CA 95476



**PERMIT APPLICATION  
 POSSESSION AND CONSUMPTION  
 OF ALCOHOLIC BEVERAGES ON CITY PROPERTY**

Application Fee: \$168.00  
 (Park 100 30702)

*Note: If charging a fee for alcohol or charging an admittance fee and serving alcohol, you must obtain a temporary sales permit from the Alcoholic Beverage Control Board @ 50 D St. Room 300, Santa Rosa 95404. Tel: 576 2165*

Name of Applicant: RYAN CHAMBERLAIN  
 Name of Organization: PROJECT SPORT - ECHELON GRAN FONDO  
 Address: 548 MARKET ST #32075 SE, CA 94104  
 Telephone Numbers Day: 4153000449 Night: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: RYAN@PROJECTSPORT.COM  
 Name or Description of Event: ECHELON GRAN FONDO

Date(s) of Event: MAY 18 2012  
 Location of Event: SONOMA CITY SQUARE  
 Estimated Daily Attendance: 1000 - 1500  
 Will Alcohol be Sold or Dispensed Free of Charge? NO  
 Will the Event be Open to the Public or by Invitation Only? PUBLIC  
 Is There a Charge for Admittance? NO  
 Type of Alcoholic Beverages To Be Served: BEER + WINE  
 Dates and Times Alcohol Will Be Served: 1h - 3p

I do hereby acknowledge and affirm that all information contained herein is accurate to the best of my knowledge and agree to assume full responsibility and liability for and indemnify, and suits for or by reason of injury to any person or damages to any property of the parties hereto or of the third persons for any and all cause or causes whatsoever on in any way connected with the holding of said event or any act or omission or thing in any manner related to said event and its operation irrespective of negligence, actual or claimed, upon the part of the City, its agents or employees.

[Signature]  
 Applicant's Signature

12/12/12  
 Date

**For City Use Only**

To Be a Valid Permit, This Application Must Have the Approval of the City Manager and the Police Chief

Date Event Approved by CSEC: \_\_\_\_\_ Fee Paid: Date \_\_\_\_\_ Amount \_\_\_\_\_

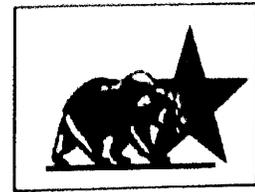
APPROVED: (If not approved, please attach explanation)

\_\_\_\_\_  
 City Manager Date

\_\_\_\_\_  
 Police Chief Date



**City of Sonoma  
No. 1 The Plaza  
Sonoma CA 95476**



**PERMIT APPLICATION  
FOR USE OF CITY STREETS**

Application Fee: \$373.00  
(Encro 100 30203)

Note: Events utilizing any portion of Highway 12 must also obtain permission from Caltrans, District 4, 111 Grand Avenue, Oakland 94612. (510) 286-4404.

Name of Applicant: RYAN CHAMBERLAIN  
 Name of Sponsoring Organization: PROJECT SPORT - ECHELON GRAN FONDO  
 Address: 548 MARKET ST #32075 SF, CA 94104  
 Telephone Numbers: Day: 415-300-7044 Night: 70449 Fax: \_\_\_\_\_ Email: RYAN@PROJECTSPORT.COM  
 Name of Event: ECHELON GRAN FONDO

Type of Event – Mark Appropriate Box

- Run or Walk                       Rally or Assembly                       Parade

Other MASS BIKE RIDE

Date(s) of Event: MAY 18, 2013

Street Closure(s) Requested:

E. NAPA between BROADWAY and 4TH ST. E from 7:30 am/pm to 8:30 am/pm  
 \_\_\_\_\_ between \_\_\_\_\_ and \_\_\_\_\_ from \_\_\_\_\_ am/pm to \_\_\_\_\_ am/pm  
 \_\_\_\_\_ between \_\_\_\_\_ and \_\_\_\_\_ from \_\_\_\_\_ am/pm to \_\_\_\_\_ am/pm

Complete Description of Event. Using additional sheets if necessary, describe the number of participants; duration of the event; the number, type, size and material of all entries including any floats or banners; the number and type of animals and a plan for cleaning up after them; any seating being provided; and Judges Tables. Attach a map of the route to be used and indicating the location of the staging area, announcer's stand, barricade placement, vendors, banners, signs and booths, etc.:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Estimated Daily Attendance: \_\_\_\_\_

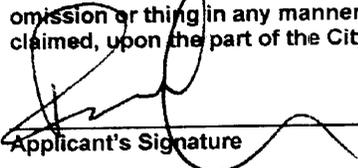
If a Sound Amplification is be used, describe the type, location, purpose and hours of use: SPECIFIC TO THIS APPLICATION, NO SOUND AMPLIFICATION WILL BE USED ON STREET CLOSURES, ONLY ON THE PLAZA.

**General Conditions of Approval:**

Applicant is responsible for obtaining permission from Caltrans for use of any portion of Highway 12. All facilities placed upon a City street are subject to continuing safety approval and inspection by the appropriate City departments. A clear path of a minimum width of 20 feet through the length of the portion of roadway being used must be maintained for emergency vehicle access. Obstructions shall not be placed along the curb or the roadway within 10 feet of any fire hydrant. All facilities used for the event shall be removed from City streets immediately after the close of the event. All costs for barricading, traffic control, street sweeping and clean up shall be borne by the applicant. Applicant will be required to submit a deposit equal to the amount estimated by the City for services performed by City personnel in relation to the event. The deposit is due no later than two weeks before the first day of the event. If actual costs exceed the amount of the deposit, applicant will be required to pay the difference. If actual costs are less than the deposit, the excess will be returned to applicant or applied to any other fees or charges owed to the City. Applicant must provide a certificate of insurance and a policy endorsement naming the City of Sonoma as additional insured as described in the City of Sonoma Facility Use Insurance Requirements.

\*\*\*\*\*

I do hereby acknowledge and affirm that all information contained herein is accurate to the best of my knowledge and agree to assume full responsibility and liability for and indemnify, and suits for or by reason of injury to any person or damages to any property of the parties hereto or of the third persons for any and all cause or causes whatsoever on in any way connected with the holding of said event or any act or omission or thing in any manner related to said event and its operation irrespective of negligence, actual or claimed, upon the part of the City, its agents or employees.

  
Applicant's Signature

JAN 1 2013  
Date

For City Use Only	
POLICE DEPARTMENT RECOMMENDATION:	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Deny
Amount of Deposit Required _____	
COMMENTS:	<i>Contracts with Police Department for street control / escort</i>
Authorized Signature _____	Date _____
PUBLIC WORKS DEPARTMENT RECOMMENDATION:	<input checked="" type="checkbox"/> Approve <input type="checkbox"/> Deny
Amount of Deposit Required <u>\$373 (Basic Fee)</u>	
COMMENTS:	<i>Arch / banner requests to be reviewed same time as Street Permit to City Council</i>
Authorized Signature <u><i>Debra Rogers</i></u>	Date <u>12/13/2012</u>
Date Approved by CSEC _____	
Date Approved by City Council _____	

# DEPARTMENT APPROVALS

Echelon Gran Fondo  
 Name of Organization \_\_\_\_\_

Gran Fondo \_\_\_\_\_

May 18, 2013  
 Event Date

DR -> Contact GreenTeam / or Green Mary  
 \* BATHROOM MONITORS

Department	Approved By	Comments
City Manager		
Police	<i>Spun L</i>	LIB TRAFFIC CLOSURE @ 4TH WEST DURING EXIT. MORNING MIC DEPUTY - 2 HRS 2 DEPUTIES 10 AM - 5 PM.
Fire	<i>Alan Voss</i>	provide volunteers at all barricades to move if emergency vehicle access needed. maintain emergency vehicle access around entire horseshoe and 13'6" vertical clearance. *
Public Works DR	<i>Dejune 2/1/13</i>	Street Permit Closure - CC meet two weeks prior I would like to see a ROAD closure PLAN (DSD)
Community Services & Environment Commission (CSEC)	<i>2/13/13</i>	
Legal/Insurance		
Parks Department	<i>Samuel</i>	MEET WITH PARK SUPERVISOR 3 WEEKS PRIOR TO EVENT
City Council	<i>1/28/13</i>	Approved Street Closure & Permit & Danne Arch

**EVENT COMPONENTS:**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Use of City Streets        | <input type="checkbox"/> Barricades Needed              | <input type="checkbox"/> Electricity Needed       |
| <input type="checkbox"/> Publicity Banners or Signs | <input type="checkbox"/> Booths or Temporary Structures | <input type="checkbox"/> Amplified Sound or Music |
| <input type="checkbox"/> Alcohol Served             | <input type="checkbox"/> Food Vendors                   | <input type="checkbox"/> Food cooked on site      |
| <input type="checkbox"/> Canopies/Tents- no stakes  | <input type="checkbox"/> Admission Charge               | <input type="checkbox"/> Staff review: Mandatory  |
- # of Port-O-Potties required: \_\_\_\_\_

**\* Fire comments:**

- All vendors to be inspected for fire safety (candle extinguishers, propane safety, etc.)
- Notify fire districts that the race passes through.



Department of the Treasury  
Internal Revenue Service  
P.O. Box 2508, Room 4010  
Cincinnati OH 45201

In reply refer to: 4077550279  
Dec. 15, 2010 LTR 4168C 0  
20-5136471 000000 00  
00037503  
BODC: TE



PLANET Z-ECHELON INC  
% HUNTER ZIESING  
107 REED RANCH RD  
TIBURON CA 94920-2024

025386

Employer Identification Number: 20-5136471  
Person to Contact: Sophia Brown  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Sep. 09, 2010, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in February 2007.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



## Sonoma Gran Fondo – SEC Review Comments

Special Event Committee (Police, Fire, Public Works, City Manager)  
Meeting of January 4, 2012

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If Event is approved by City Council, there may be additional conditions. Also, additional conditions or requirements could be imposed if the event summary changes.

**Police:** Event organizers must contract with the police department for 2 motorcycle officers to escort the start procession. In addition, event must contract for at least one officer to monitor the expo area until end of event. Please contact the police department at 707-996-3602 to work out the contract details.

**Public Works:** Contact Parks Department one month prior to Event to arrange walk thru. Attend Post Event Review with Parks the morning following event. 707-933-2239

Contact the Street Department one month prior to event to discuss any potential barricading or parking space reservations. Provide detailed map of requested NO Parking. Paint is not allowed on City street surface for directional marking. 707-933-2232

Submit recycling plan and Event budget to Cristina Morris **prior** to February 8, 2012 Community Services Environment Committee (CSEC) meeting. 707-933-2206

Contact Sonoma County Transit Authority to inform of Bus Stop Closure day of event. 707-565-5373

Contact Sonoma Garbage two weeks prior to event to order appropriate trash receptacles. 707-996-7555

Read Special Event Use Policy for guidance regarding Events on the Plaza.

Contact Public Works at 707-938-3332 for inquiries.

### **Fire Department:**

**Emergency Vehicle Access:** Maintain emergency vehicle access around the entire horseshoe and City Hall. The minimum unobstructed width is 20 feet and the minimum unobstructed vertical clearance is 13 feet 6 inches.

**Smoking:** Smoking is not permitted in any tent, and in any adjacent areas where hay or other highly flammable materials are kept. "No Smoking" signs shall be conspicuously posted in all tents open to the public and wherever otherwise specified by the enforcing authority.

### **Fire Extinguishers:**

- At least one 2-A10B:C fire extinguisher in each auxiliary adjacent tent and for cooking areas outside the tent.
- Provide a class K extinguisher for any deep fryer operations.
- Cooking tents if considered are highly regulated and would need a separate review

LP Gas:

- LP gas containers shall be located outside. Safety release valve shall be pointed away from the tent or membrane structure.
- LP Gas containers shall have a minimum separation between the container and structure of not less than 10 feet.
- LP gas containers shall be adequately protected to prevent tampering, damage by vehicles or other hazards, located in approved locations and securely fastened in place to prevent unauthorized movement.

Generators:

- Generators shall be separated from tents and other membrane structures by a minimum of 20 feet and isolated from the public.
- Provide one 2A10B:C extinguisher near the generator
- High pressure cylinders in excess of 5-gallons must have a pressure regulator

Cell Phone Emergencies: Most of the "911" cell phone requests (except Verizon) go to CHP. The local fire emergency cell number is 576-1375 and law emergencies are 565-2121.

Parking of Vehicles: Vehicles necessary to the operation of the establishment shall be parked at least twenty feet (20') from any tent. This would be a consideration if the perimeter of the horseshoe is used.

Flame Resistance Standards: All tent fabrics and all interior decorative fabrics or materials shall be flame resistant in accordance with appropriate standards set forth in California Code of Regulations, Title 19, Division 1, Chapter 8. The providers of the tents can usually furnish the documentation

Open Flames: Open flame or any device emitting flame or spark shall not be used in or immediately adjacent to any tent while open to the public.

Tents: Tents in excess of 400 square feet would require a separate inspection.

Inspection: We will conduct an inspection on the day of the event and the above information will be the format used. There may be additional requirements if the current event summary changes.

Contact: Alan Jones, Fire Marshal, Sonoma Valley Fire Rescue Authority, 707-996-2102 x 305, [alanj@svfra.org](mailto:alanj@svfra.org)

## **Event Description**

The Sonoma Gran Fondo is a European-style mass participation cycling ride. Gran fondos are not races but we try to offer the fanfare and frivolity one might see at a European cycling tour including food, wine, and entertainment. Mixed into the fun of the occasion is the real heart and soul of the event, raising money and awareness for worthy causes. The Sonoma Valley Hospital is the primary charitable partner for the event and the prime goal is to broaden their fundraising constituent base and bring awareness of the services available.

While most of the Sonoma Gran Fondo net proceeds will remain in the local community, outdoor events can be taxing from impacting public safety, to liability, to inconveniencing those not participating in the event. It is our objective to work hand and hand with the city, county and other impacted organizations to not only minimize the impact on the daily lives, but to encourage participation by getting more organizations involved, i.e. providing volunteer grants for community organizations such as the high school athletic departments. Additionally, we outsource most services to local merchants and create a venue to showcase what make the town of Sonoma so great.

The event will utilize the NW, NE, Horseshoe, Amphitheater and Rear Paring sections of the Plaza. Trash receptacles for waste and recyclables will be spread throughout the entire venue.

The Horseshoe will feature 2 over the road banners at the entry and exit. We will need power for these arches, preferable corded power, but we do have generators if no other power is available.

The NW section of the park will host the sponsor/charity expo area. We anticipate 20 – 40 exhibitors that will each have a 10X10 tent to house a table or exhibits. The command center and first aid tent will also be in the expo area.

The NE section will host the service of food, beer and wine. Approximately 10 food and wine sponsors will be in attendance and one beer truck. Each will have a 10X10 space. Food vendors will be health code compliant.

The rear parking lot will house the bike valet. We will contract with the local bike coalition to have an enclosed 20X20 area for secure storage of participant bikes.

## **Security Plan**

As the event expo will be held on city property, we will work with local police to insure proper security is in place. The event will consist of roughly 1200 cyclist. We will provide a bike valet to provide secure storage of bikes while participants enjoy the festival and music. Additionally, we will provide proper signage and enclosures to maintain security for beer and wine service. In working with the police and the California Alcoholic Beverage Control (ABC), we will identify specific security needs and contract with the police as necessary for enforcement to be onsite.

**Waste Policy**

To celebrate a sustainable event, we are striving for Zero Waste. With piles of packaging, sample products, and food waste, special events typically produce a lot of garbage. We're going to change this at the Sonoma event, and all vendors and participants are encouraged to help us reduce, reuse, or recycle all of the event waste.

Our general procedure is outlined below, however maybe changed for specific city or Plaza needs. Disposal stations will include a blue recycling cart, a brown composting cart, and a small black trash can. All recyclables go together in the blue cart – including cardboard, clean paper, bottles, and cans. We encourage compositing of all food scraps, plant debris, soiled paper, and compostable products which would be placed in the brown cart. All food vendors will be using compostable cups, plates, forks, and spoons made of either paper or a plastic-like material made of corn, potatoes, or sugarcane. Styrofoam and other non-recyclable plastic will not be available.

**Insurance**

The event will be insured through McKay Insurance Agency, Inc., PO Box 151, 106 E Main, Knoxville, IA 50138, Phone 641-842-2135 or 800-942-0283.

## Debra Rogers

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**From:** Bret Sackett <Bret.Sackett@sonoma-county.org>  
**Sent:** Wednesday, May 16, 2012 5:18 PM  
**To:** Debra Rogers  
**Subject:** FW: Gran Fondo Bike Ride

Here ya go....

---

**From:** Spencer Crum  
**Sent:** Wednesday, May 16, 2012 3:07 PM  
**To:** Bret Sackett  
**Subject:** FW: Gran Fondo Bike Ride

From the police perspective, I handled no citizen complaints at all regarding the four way stop at 5th West and W. Spain. I did go out for about 30 minutes and monitored the traffic at that intersection. I observed that most bikes at least came to a slow and then went into the intersection along with the car that had the right of way and didn't cut off any cars.. They generally arrived back into town in groups of 2-6 people so there wasn't a mass surge back into town. Nobody called us to complain that I'm aware of. There were also no major events or arrests back at the plaza that I'm aware of. Seemed to be a well-behaved and well-attended crowd.

The one are of concern was the start of the ride. We had the traffic diverted from Broadway onto W. Napa and E. Napa was diverted north onto 4th East. There was just a surge of bike riders who took up both traffic lanes well beyond that. I went to that intersection and funneled them into the one EB lane but it was like holding back water. Many of the bicyclists moved back into the WB lane after that point. Being Sunday morning, traffic was at a minimum and I didn't hear of any accidents or complaints so I'm guessing if they encountered cars coming at them, they managed to work it out on their own. They did manage to clear the entire plaza area in about five minutes.

My suggestions would be to add 2 more officers in the morning on the start to ensure that the bicyclists only took one lane of traffic, which will then take up a little more time to get the plaza cleared out. And the other suggestion would be to put a sign up at 5th West and W. Napa stating something to the effect of "all bikes must stop." Other than those minor traffic problems, it was a pretty smooth event.

Spencer

Sergeant Spencer Crum  
Sonoma Police Department  
175 First St. West  
Sonoma, CA 95476  
707-996-3602  
707-996-3695 fax  
[spencer.crum@sonoma-county.org](mailto:spencer.crum@sonoma-county.org)

## POST EVENT SUMMARY

STAFF: Parks Department Supervisor Melberg  
Street Department Supervisor Merrill

DATE: May 15, 2012

EVENT: Sonoma Gran Fondo  
Post Event Comments for the May 12, 2012 Event

Location: Plaza:  X

Event Dates  5-12-12  Event Time  4am till 8pm

OK to return deposit Yes  X  No

The area rented for and impacted by the event was left in a neat and clean condition. Extra work was not required of Parks staff for post event clean-up.

- Observation:
- There was an electrical cord that was lying across the sidewalk. Although it was taped down this could have been prevented by opening up an additional electric bollard.
- The blow up arches at the end of the Horseshoe entrance and exit were attached to the shrubs, this is not within the policy. I did notice later in the event that it had been taken care of by tying them to sand bags.
- The event barricades and temporary fencing were not picked up by the rental company until Tuesday at 11:30 PM. In the future they will need to be removed by Monday AM at the latest.
- These three issues are minor and were noted only as a reminder if this event plans on returning.
- The event representatives did an exceptional job at leaving the Plaza, garbage's and restrooms cleaned, stocked and in a neatly order.
- There was a post event meeting with Parks staff.

- The Plaza turf suffered minor damage due to heavy foot traffic. The impacted turf should recover with minimal efforts such as rescheduled aeration and fertilization. The contributing impact to deeper soil compaction will be monitored for future comments.

## **Street Department**

The issues that the Street Department has with this event is on street surface surrounding the Plaza and Fifth St West and Spain St are arrows which are blue and red use to direct, needs to be removed.

Also if this event is going to happen next year, plans should be made to close down streets or half of streets, do to the overspill on the roads.

cc

Public Works Director  
Debra Rogers  
Accounting

From: Spencer Crum [mailto:spencercrum@sbcglobal.net]  
Sent: Wednesday, May 16, 2012 8:01 AM  
To: Spencer Crum  
Subject: Fw: Gran Fondo Bike Ride

----- Forwarded Message -----

From: Milenka Bates <mbates@sonomacity.org>  
To: 'spencercrum' <spencercrum@sbcglobal.net>; Alan Jones <alanj@svfra.org>; "Bob Norrbom (RobertN@SVFRA.ORG)" <RobertN@SVFRA.ORG>  
Cc: "Bret Sackett (Bret.Sackett@sonoma-county.org)" <Bret.Sackett@sonoma-county.org>; Debra Rogers <debrar@sonomacity.org>  
Sent: Tuesday, May 15, 2012 11:02 AM  
Subject: Gran Fondo Bike Ride

Police & Fire,

Please provide to Debra a write-up of the Gran Fondo Bike Ride from each of your departments perspective. What went well, what needs improvement, etc..

The main complaint that I heard was that the bike riders blew through the stop signs. The intersections of 5th West and Spain and First West & Spain were problematic and could have used a monitor during the afternoon.

Your thoughts>

Milenka Bates  
Public Works Director  
City of Sonoma  
#1 The Plaza, Sonoma, CA 95476  
(707) 933-2230 / (707) 938-3240 fax  
[mbates@sonomacity.org](mailto:mbates@sonomacity.org)<mailto:mbates@sonomacity.org>

P please consider the environment - do you really need to print this email?