

**COMMUNITY SERVICES & ENVIRONMENT COMMISSION  
REGULAR MEETING**

City Hall  
# 1 The Plaza  
Sonoma, CA

July 10, 2013  
Minutes

**Commissioners Present:** Comms. Blattner, Blum, Clary, Frizzell, Lanusse, Petlock, Thomas, Wilbanks

**Commissioners Absent:** Comm. Kelley

**Also Present:** Management Analyst Rogers

Chair Petlock called the meeting to order at 6:35 p.m.

**Comments from the public:** Audrey Chapman was present from the Index Tribune.

1. Minutes of June 12, 2013
-----------------------------

It was moved by Comm. Blattner, seconded by Comm. Frizzell, to approve the minutes of June 12, 2013, as corrected. The motion carried unanimously.

1. Event Reviews
------------------

**1.1 Sonoma Plein Air, September 21, 2013**

Management Analyst Rogers presented staff's report. The applicant is requesting an exception for a banner to be placed on the Horseshoe Lawn, the same size and location as was approved in 2012 by the CSEC and the City Council. Signs that exceed six square feet are subject to City Council review. Staff said Sonoma Plein Air - A Celebration of Outdoor Painting, contributes significant funds to art programs in schools while maintaining a low impact on the Plaza. Last year \$100K was donated; this year's budget estimate \$90K to be donated. Contributions from all fundraising, including the Gala held in the Valley, will go towards art programs.

Event Co-Chair Ellen Hoover described the event including the Quick on Tuesday, September 17 on the Plaza during Sonoma's Farmers' Market. Artists arrive from for a six day event of painting, silent auction Gala, with the event finale on the Plaza when artist paintings go up for sale.

Comm. Blattner congratulated Plein Air's Co-Chair on setting a high standard for fundraising on Sonoma's Plaza.

It was moved by Comm. Blattner seconded by Comm. Blum, to approve the event application and exception for the event banner to be located on the Horseshoe lawn, recommending the City Council allow the placement of Banner for the September 21<sup>st</sup> Plein Air event. The motion carried unanimously.

**1.2 Valley of the Moon Vintage Festival (VOMVF) September 28-29, 2013**

Management Analyst Rogers presented staff's report. The Vintage Festival this year features 5K and 12K foot races and the parade scheduled for the second year at night. The Street Permits associated with all the event activities were approved by City Council on June 17, 2013.

Due to the closure of the NW Quadrant for event set-up, the applicants are requesting an exception to use the Horseshoe Lawn for the music stage and the front of City Hall for the Beer Garden. Tenting is proposed for both, which also requires an exception to the Event Policy: This restriction is intended to allow an unobstructed view of CityHall a National Historic Landmark and to minimize damage to the lawn.

VOMVF Board Member Dean Zeller was present to answer questions. Commissioners discussed the placement of the music stage and looked at optional locations. Concerns included: damage to the Horseshoe turf due to dancing over a two day period. Since the Amphitheater will be used for the Grape Stomp, and the front of City Hall pavement for the Beer Garden, commissioners suggested the Rear Parking Area for the music. Comm. Blattner said the NW Quadrant is open to general public use; with event activity going on at the Amphitheater, the music would not be isolated at the back of City Hall. Another factor against using the front lawn for music and dancing is the lack of shade.

Comm. Lanusse, a turf specialist by profession, said damage to the turf would take time to repair, making that area unusable for other events such as the Farmers' Market that continues through October, using that area for acoustic music and picnic area for families. The issue is not the band stage, which would be elevated and off the turf with minor impact, rather dancing on the turf. Dean Zeller said he would have to go back to the Board with the CSEC recommendation and reconsider the event layout. Comm. Blum said commissioners want the Vintage Festival to grow and be successful.

Motions were entertained by Chair Petlock to approve the event and approve an exception to locate the Beer Garden tent in front of City Hall.

**It was moved by Comm. Lanusse, seconded by Comm. Blum, to approve the event application. The motion carried unanimously.**

**It was moved by Comm. Blattner, seconded by Comm. Blum, to approve an exception to use the Horseshoe Lawn for the music stage and dancing.**

Comm. Lanusse stated that he would approve use of the Horseshoe Lawn for the band stage for one day but not two days, sighting damage to the turf and limiting the use of the Horseshoe Lawn for others after the event. Comm. Clary said the turf would have significant damage and suggesting moving the band stage.

A vote was called.

**The motion failed, zero to eight.**

After further discussion it was agreed the Rear Parking Lot could be used for the band, stage and dancing without negative impacts to the Plaza.

**It was moved by Comm. Blum, seconded by Thomas, to approve using the back of City Hall for the band, stage and dancing. The motion carried unanimously.**

Relocation of the music area would not require the VOMVF returning to the CSEC for approval, or moving of pop-up tents in the back to the Horseshoe pavement into the Horseshoe Pavement, rather the applicants should provide a revised map to staff indicating the stage in the Rear Parking Area, and any relocation of pop-up tents.

Chair Petlock asked if there was a motion regarding the Beer Garden tent placed in front of City Hall.

**It was moved by Comm. Blum, seconded by Comm. Lanusse, to approve an exception to place the Beer Garden tent in front of City Hall. The motion carried seven to two, Comm. Lanusse dissented, Comm. Petlock abstained.**

Dean Zeller said he would take the recommendations back to his Board. Mr. Zeller also added that horses were going to be used on Saturday night at 7:00 p.m. from Barracks onto Spain Street.

### **1.3 Wine Country Half Marathon, July 20-21, 2013**

Management Analyst Rogers presented staff's report for Wine Country Half Marathon's request to use a portion of the NW Quadrant, not requested when the application was approved by the CSEC in January, 2013.

Event Director Matt Dockstader said by adding the space along the sidewalk in the NW Quadrant, makes the section more equal to the NE Quadrant in "useable space". The NE Quadrant is limited by the playground, picnic tables, tree roots and the Amphitheater. Dockstader said they are expecting 8,000 people for the 10<sup>th</sup> Anniversary of the Wine Country Half Marathon.

Discussion: Commissioners asked Mr. Dockstader to consider the SW Quadrant (that includes the duck pond). He replied the area was too far away from the other vendors. Without the added small section along the NW Quadrant, circulation would be an issue with 8,000 people expected to attend.

Management Analyst Rogers asked how long the pop-up tents would be located on the NW Quadrant near the edge of the sidewalk. Dockstader said the Horseshoe would be put up Saturday night, with the smaller pop-up tents on Sunday morning at 7:00 a.m. to 12:00 p.m. (tear down by 1:00 p.m.). Staff requested that if the CSEC approved the exception, that pop-ups not be put in place until Sunday morning, not Saturday night.

Commissioners said a limited time pop-ups would be staged made the exception more workable and not setting a precedent for a prolonged use (1/2 day) and the request for a limited area.

**It was moved by Comm. Blum, seconded by Blattner, to approve an exception to use a small area, 15' away from the sidewalk on the NW Quadrant, for placement of five pop-up tents shown on the applicants revised map; to be put up on Sunday morning, removed by no later than 1:00 p.m. The motion carried seven to one, Comm. Clary dissented.**

Management Analyst Rogers asked the commission to also consider approving the revised map that also shows additional parking along the NW Quadrant for vendors. Chair Petlock questioned whether the CSEC had purview over parking. Rogers said it is a part of the application and indicated on the map that becomes the blueprint for city services. Petlock asked that staff report at the next meeting what responsibilities the commission has with regard to parking.

**It was moved by Comm. Frizzell, seconded by Blum, to approve the extended reserved parking along the NW side on the Plaza, to not exceed 100 total parking spaces on the Plaza. The motion carried, six to two, Comm. Lanusse dissented, Comm. Petlock abstained.**

### 3. Post Event Review

#### 3.1 Gran Fondo, May 18, 2013

Management Analyst Rogers presented staff's report. Items discussed included: Sonoma Post-event Report submitted by Echelon Gran Fondo, discussion of the Charity of Choice platform, financial statements and the 40% required contribution to local non-profits. Event producers Ryan Chamberlain and Mack Chew for Project Sport summarized their first year managing the event, what went well with areas to be improved. Charity of Choice platform was confusing to people registering for the event. What they found worked in the final weeks was directing registrants to Sonoma Valley Education Foundation (SVEF) as a sponsor. They are considering using SVEF in 2014, and possibly considering a registration other than Charity of Choice. While their attendance fell below expectations, they did well considering the number of other cycling events in the area.

Commissioner discussion: Several commissioners said the website was confusing on how to pick a local non-profit of Charity of Choice. Chamberlain agreed with commission that contributions in Sonoma Valley were not sufficient with the goal next year to significantly improve.

Comm. Blattner suggested Gran Fondo use "Sonoma Valley Fund" that represents 22 non-profits as a platform which serves all non-profits in Sonoma Valley and are organized to distribute donations as well stating she would not support the event again unless contributions were channeled directly to Sonoma Valley non-profits.

In suggesting ways to reduce expenses, Comm. Blattner suggested utilizing the list of Sonoma residents that offer free housing/cottages for special event organizers. Comm. Blum said he would provide the individual who organizes events and housing.

Chair Petlock said the Trinity routes intimidated some people suggesting that route be left to more advanced riders.

### 4. Reports: Subcommittees and Existing Ideas/Initiatives

Transportation: (Walking, Bicycling, Transit, and other vehicle use): Commissioners: Clary, Thomas. No meeting report.

Natural Resources and Sustainability: (Grey Water Systems, Solar Programs, GHG Reduction, Resource Protection, Water Quality, Conservation, Recycling, Sustainability Day, and Open Space District). Commissioners: Clary, Kelley, Petlock, Thomas.

No meeting report.

Community Health, Recreation and Open Space: (Personal Health, Parks and Recreation).

Commissioners: Clary, Lanusse

No meeting report.

The Tree Committee Meeting: (Participates on Tree Committee as voting member and review tree removal requests; and Tree City USA Certification). Commissioners: Blattner, Frizzell, Lanusse.

Comm. Lanusse reported all Tree Removal Requests were approved. One application from a previous meeting was denied. With the three Arborists attended the meeting, Planning Director, CSEC Commissioners and Departments of Streets and Public Works, along with Department Directors reviewed the Goals of the Tree Ordinance (memo attached).

Also discussed was finalizing the Master Tree List, and consider applying for Tree City USA designation. Comm. Lanusse offered his experience to help with the application process that is not lengthy.

Farmers' Market and Special Events: (Participants attend VOMCFM Board meetings and review any Plaza event concerns).

Chair Petlock said he would attend the next Farmers' Market (FM) board meeting. Following discussion, it was agreed the FM Subcommittee would have a mid-term review if either the CSEC or the FM staff had issues to discuss. Rogers said that a Post Event Review would be scheduled like other events. The City Council did not require a midterm review; the midterm review was used the first two years of the current market management to expand the market, improved transparency, improve recycling, all issues that were not successful with the previous management.

#### 5. Closing Comments/Action Items

Chair Petlock adjourned the meeting at 8:45 p.m. The next regular meeting is Wednesday, August 14, 2013 at 6:30 p.m.

Respectfully submitted,

---

Debra Rogers, Management Analyst