

**COMMUNITY SERVICES & ENVIRONMENT COMMISSION  
REGULAR MEETING**

City Hall  
# 1 The Plaza  
Sonoma, CA

August 14, 2013  
Minutes

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

**Commissioners Absent:** Comm. Frizzell  
**Also Present:** Management Analyst Rogers  
Associate Planner Atkins

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

**Comments from the public:** None

**1. Minutes of July 10, 2013**

It was moved by Comm. Lanusse, seconded by Comm. Blattner, to approve the minutes of July 10, 2013 as submitted. The motion carried unanimously.

**2. Facilitate Walk and Roll to School Day**

Associate Planner Wendy Atkins asked if a commissioner would like to volunteer to facilitate the upcoming Walk and Roll to School Day Statewide event this year from 7:30 a.m. to 8:20 a.m. on October 9, 2013. Local schools Adele Harrison Middle School, Sassarini Elementary School, Sonoma and Woodland Charter Schools registered last year with others doing similar events.

The facilitator would contact schools to see if they will be participating, and be at the information table to hand out safety information the morning of the event. Atkins will forward information on the date and details to Thomas and Blattner who expressed interest. Carol Latorre who previously facilitated the event and Chris Woodcock on the Traffic-Safety Committee, offered to assist with bicycle education information.

**3. Event Reviews**

**3.1 Celebration of Mexican Independence Day**

Management Analyst Rogers summarized staff's report. Sonoma Police Department will not require contract Law Enforcement for security this year. Staff asked for the vendor list prior to the event. Ms. Cervantes said approximately six food booths (provided by community members) are planned and several information booths.

Nuestra Voz Executive Director Alejandra Cervantes said music will be provided by a DJ with the dance area (no stage set-up) located at the back of City Hall. She said it was not a corporate event, rather a grass roots celebration with a family focus.

Comm. Clary asked about security and the number of people expected to attend the event. Alejandra Cervantes said approximately 350 people pass through at one time, with an estimate of 2,500 throughout the day. Some people work in the morning, some come after church at 6:00 – 8:00 p.m. It is an all-day event but never a large crowd. They had good success last year so don't have plans to change the format. They do have 12 volunteers from Nuestra Vos of Sonoma to be a part of security and planning the booths. This is the fifth year for the event. No alcohol is served; want to keep the families and children comfortable and safe.

Comm. Petlock said it was a fun, local event.

It was moved by Comm. Kelley seconded by Comm. Blattner, to approve the event application with the conditions of approval. The motion carried unanimously.

#### 4. Post Event Review

##### **4.1 Hit The Road Jack**

Management Analyst Rogers gave staffs report. The only issues noted were the porta potties should have been cleaned right before and right after the race when people tend to use them the most. Sebastiani said he attended to the bathrooms. They had chosen not to have the Visitors Center bathrooms open to reduce time spent in monitoring.

An email was shared from Chief Sackett and Sgt. Thompson regarding a complaint from a few neighbors regarding access/egress from their driveways and the lack of positive direction given by the volunteers (helping to direct people along the route). Sebastiani said they would spend more time training their volunteer's on proper way to foster good relations with the community. Commissioners suggested various outreach methods to inform the community of the dates of the race and the routes to reduce the inconvenience including radio, newspaper and flyers left at residents (not attached to posts of any kind).

Michael Sebastiani and Paul Giusto co-event coordinators and partners at Highway 12 Winery were present to answer questions and discuss the event. The net income was down from budget projects of \$15K to \$7K net income for 2013. They expressed their goal to keep the event a local, family tradition and not go corporate. Last year was the first year they managed the event. This year they anticipated growing the registrations some. Registration for all running/cycling events is down in 2013. With more advertising they could increase registrations. They expressed the cooperation between the City Street Department and Police Department that made the event run smoothly. This year they missed having the Children's' Charity event with Infineon Raceway which draws people to the Plaza; only the VOMAA in Quadrant SW was present over the entire weekend. Staff said VOMAA did well with their sales. Giusto said they definitely want to keep the 2.2 mile run/walk for families and the 10K as well.

Suggestions from runners to make the race more seamless, is to have pre-vent packets the day before. Some want the longer 12K race. They want to keep it grass roots and a non-profit event.

The high school track will be one of the recipients of the \$7,000 net income, with the focus on athletics.

Chair Petlock asked if the return could be increased. Sebastiani wants the event to continue, and were pleased with the proceeds. They do give out free registrations (e.g. to track team). Most of the proceeds are from runner fees; they don't go after sponsorships. With 2% more effort in marketing they could potentially realize 20% more proceeds.

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

Transportation: (Walking, Bicycling, Transit, and other vehicle use): Commissioners: Clary, Thomas. Comm. Clary contacted Carol Latorre but they did not meet.

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.

Comm. Kelley announced the next Transition Sonoma Valley, Thursday meeting and movie night to include two short videos on business and sustainability at the Grange Hall.

She announced the Earth Hour City Challenge that recognizes cities for adopting renewable energy and preparing for climate-related weather. Participating cities will be eligible to compete for three \$30,000 grants. Deadline to submit the entry for is October 13, 2013.

Chair Petlock asked that the item be agendaized for the next regular CSEC meeting.

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

Comm. Clary reported that Montini trails were nearing completion; he walked the trail saying the trails were done well. The trail is dusty which will abate with winter rains. Commissioners asked about access. Clary said entrances are on 4<sup>th</sup> Street West, by the Police Station and at the Overlook Trail by Norrbom Road (which is a safety concern).

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 the Tree Committee reviewed one tree application and denied it. The committee is reviewing Sonoma's Tree List. They will look at street planting areas that vary in width, with different species appropriate for size of the planting area, root system height and width of the tree's normal growth.

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. Comm. Blattner said 99% of the tree issues are from inappropriate tree species planted in sidewalk planting areas.

Comm. Lanusse also reported on the Tree City USA application. Associate Planner Atkins supported the idea, when realizing it took a minimal amount of time and the goals/requirements were not hard to qualify for - some of which are already in place in Sonoma. The CSEC subcommittee will take the lead.

In addition, updating of the Tree Ordinance was discussed with the three city arborists to contribute.

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

Chair Petlock attended the Farmers' Market (FM) board meeting. He reported the Farmers' Market is doing well. There was a minor issue with individuals trying to use an empty booth space.

The FM is reviewing their By Laws and on the voting process for board members.

The Tuesday Night Jazz contributes to a busy FM, but farmers do well on Jazz Night.

6. Closing Comments/Action Items
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Chair Petlock adjourned the meeting at 8:15 p.m. The next regular meeting is Wednesday, September 11, 2013 at 6:30 p.m.

Respectfully submitted,

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Debra Rogers, Management Analyst