

**COMMUNITY SERVICES & ENVIRONMENT COMMISSION  
REGULAR MEETING**

City Hall  
# 1 The Plaza  
Sonoma, CA  
November 13, 2013  
Minutes

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

**Commissioners Absent:** Comms. Frizzell, Wilbanks  
**Also Present:** Management Analyst Rogers

Chair Petlock called the meeting to order at 6:30 p.m.  
Comments from the public: None

**1. Minutes of October 9, 2013**

It was moved by Comm. Kelley, seconded by Comm. Blum to approve the minutes of October 9, 2013. The motion carried unanimously.

**2. Event Review**

**2.1 Echelon Gran Fondo Series Sonoma and Napa 2014**

Management Analyst Rogers presented staff's report. Chair Petlock opened the discussion for questions to the applicant Mack Chew, VP of Operations, Project Sport LLC.

Comm. Clary said that allowing the announcer podium on the Horseshoe Lawn would be an exception. While the 6' x 8' platform (18" off grass) was minimal, it would set a precedent to other event applicants in 2014.

Mack Chew said the podium would be used to announce the cyclist leaving the Horseshoe and upon their return. Pictures are also taken of riders on the podium. The Amphitheater is being rented for the music performances. He was open to the Commission's recommendation if required to place the podium on the pavement.

Comm. Clary requested the hose used for filling up the water container be removed when not in use to prevent a tripping hazard. Applicant Chew said they would station the Water Reservoir to avoid hazards; he was pleased that Todd Kneeland managed the recycling, as their goal is to have the event as green as possible. Comm. Kelley thanked the applicant for the recycling efforts.

Referring to the Plaza map for the event, the applicant was asked to clarify the number of portable toilets scheduled. Applicant Chew indicated that in 2013, six were used rather than ten when a lower turn-out of participants became evident due to other cycling events held that same weekend in Sonoma County. Realistically with improved marketing and changing the date to April, they are targeting for 1,000 registrations with a flexible goal of 1,200-1,400 participants.

Chair Petlock asked how they planned on increasing registration. Applicant Chew indicated the 2014 event would be held in April to avoid competition from other cycling events. Ideas to promote the event may include enhancing the dining experience with themes at the rest stops.

Comm. Kelley referred to the estimated budget listing expenses as the same for 2013 and 2014. Applicant Chew said many expenses are the same within a range of total participants. Expenses vary the most with food and beverage based on actual number of registrants.

Mack discussed his conversations with Sonoma Valley Fund as recommended by the CSEC. He is working with Sonoma Valley Fund Vice President Joshua Rymer about the process and developing a web page for the donations and registration. Incentives being considered are from in-kind donations and offering a reduced registration fee (say if \$100 is raised offering a percentage discount).

Chair Petlock asked how the registration works with fundraising; last year the process was confusing. Mack summarized what did not work last year and how they are planning to provide clarity and successful fundraising. As the mock webpage and links are developed he will provide that format to the CSEC; it will link registration with fundraising.

Comm. Blattner said the Sonoma Valley Fund was meeting on November 14, 2013 to discuss distribution of funds to small non-profits that provide services but not always included as recipients to fundraising in the Valley

Regarding notification to neighborhoods of the cycling event, suggestions included volunteer orientation, improving communication with residents and riders and to minimize the inconvenience of brief road closures. Mack said an information card with course information might be helpful for volunteers directing bikes on the course. It would include how to answer questions and provide staff contact phone numbers if issues arise.

It was moved by Comm. Clary, seconded by Comm. Kelly to approve the application as submitted subject to the conditions of approval, and placement of the podium on the Horseshoe pavement. The motion carried unanimously.

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

Transportation: (Walking, Bicycling, Transit, and other vehicle use): Commissioners: Clary, Blum. Subcommittee did not meet.

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

Comm. Clary reported the Montini Trail is expected to be completed in March 2014.

Community Health, Recreation and Open Space: (Personal Health, Parks and Recreation). Commissioners: Blum, Clary, Lanusse. Subcommittee did not meet.

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.

The Tree Committee has not meet since September 26, 2013 reported at the October CSEC meeting.

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

Comm. Petlock reported the Farmers' Market board meeting was cancelled.

#### 4. Closing Comments/Action Items

Comm. Kelley read the Event Policy regarding the 40% minimum contributions

##### Minimum Contributions

- a. *For events that are sponsored by a non-tax exempt organization (as defined in this policy) that anticipate any cash income from the event (as described in Section D(1)(b)(3)), sponsoring organizations must donate a minimum of 40% of the gross proceeds from the event to one or more locally based non-profit organizations. The amount of donation to each specified non-profit beneficiary must be submitted at the post event review meeting.*
- b. *Should a sponsoring organization wish to provide donation to a designated non-profit recipient other than a locally based non-profit organization, those donations must be channeled through a locally based non-profit organization, such as the American Red Cross Sonoma Chapter, or other such organization approved by the CSEC.*

Gran Fondo's 2014 budget calculated 40% on net proceeds, not gross proceeds. Chair Petlock said 40% of gross proceeds would make it difficult or impossible to hold an event and cover expenses. Comm. Kelley said that should be revisited when the Event Policy is updated. Staff said that discussion has been debated by the City Council in the past. The policy is to discourage for-profit events.

Chair Petlock said the January 8, 2014 CSEC meeting would review the International Film Festival application and focus on CSEC goal planning for 2014. Chair and Co-Chair will be nominated. He suggested that subcommittees meet to discuss goal planning prior to the next meeting. Goals should be specific to action items and projects.

#### 5. Adjournment

Chair Petlock adjourned the meeting at 7:30 p.m. The next regular meeting is Wednesday, January 8, 2014 at 6:30 p.m.

Respectfully submitted,

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Debra Rogers, Management Analyst