

COMMUNITY SERVICES & ENVIRONMENT COMMISSION

REGULAR MEETING

City Hall, # 1 The Plaza
Sonoma, CA

July 9, 2014
Minutes

Commissioners Present: Comms. Blum, Frizzell, Kelley, Petlock, Stuckey

Commissioners Absent: Comms. Blattner, Rateaver

Also Present: Associate Planner Atkins
Management Analyst Rogers

Chair Petlock called the meeting to order at 6:35 p.m.
Comments from the public: none

1. Minutes of June 11, 2014

It was moved by Comm. Kelley seconded by Comm. Blum to approve the minutes of June, 2014 as corrected. The motion carried unanimously.

2. Event Reviews 2014

2.1 Gran Fondo – Post Event Review

Management Analyst Rogers provided the staff report with Financial Statements, Post Event Summary, Recycling Summary and Public Works street closure invoice. Event manager Mack Chew said overall the event went well. Fundraising through Sonoma Valley Fund (SVF) was easy to follow. Low registrations were disappointing. Chew was concerned that CSEC would not invite the event to return given the low contributions for non-profits. Commissioner provided comments. Chair Petlock suggested the event consider different geographic routes – areas in Sonoma County cyclists don't always travel versus routes more typical in Napa and to Sonoma.

Associate Planner Atkins said the donation to Sonoma Valley Fund was positive despite overall event deficit. Chair Petlock said there were fewer cyclists to draw into events compared to larger populations that participate in marathons. Chew said it was hard to pin-point what is needed to make it successful in the City of Sonoma.

2.2 Sonoma International Film Festival – Post Event Review

Management Analyst Rogers summarized Parks Department Post Event Summary. Improvements noted from last year: 1) Parking at City Hall was supervised with less congestion, reducing impact to customer parking; 2) Bathroom monitors were hired keeping facilities cleaner and well stocked. Areas to improve: 1) Several nights the bathroom doors were left unlocked (need to be secured to insure they are ready for morning use); 2) City staff requested the BBQ be moved farther right on the East side of City Hall to reduce smoke/grease damage.

Kevin McNeely said the event went well. The festival cannot grow larger due to shortage of venues for film showing. A priority for 2015 is to increase sponsorship funding.

Mary Catherine Cutcliffe said she will continue to manage the back lot events but not the film venues (she is now working full time with Sonoma Community Center as the Event Manager).

Associate Planner Atkins told event managers to expect a copy of the Special Event Policy draft update to review, submit written comments and to attend a public meeting to discuss the draft.

3. Follow Up on CSEC Bicycle Issues

Associate Planner Atkins's reported on issues discussed at the May 14, 2014 meeting related to posted speeds in areas of the City too fast for vehicles to be traveling when children are riding bikes.

Chief Sackett provided comments for the report on how the City of Sonoma is required by law to conduct a speed survey of its streets every five years. California Vehicle Code 22352 that defines how speed limits are established.

Atkins said that issues pertaining to traffic safety and speed limits fall within the purview of the Traffic Safety Committee. Issues of traffic and safety should be directed that committee with a Traffic Hazard Reporting Form.

4. Sub-Committee Reports

Transportation: (Walking, Bicycling, Transit, and Education). Commissioners: Blum, Frizzell, Petlock, Stuckey.

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

Community Health, Recreation and Open Space: (Montini Preserve, Parks and Recreation). Commissioners: Blum, Stuckey.

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

The Tree Committee is meeting on July 17, 2014.

Special Events & Farmers' Market: (Review Plaza event policy and attend VOMCFM Board meetings). Commissioners: Blum, Petlock, Rateaver.

4.1 Special Event Policy Review (Associate Planner Atkins)

Associate Planner Atkins's said the Special Events Sub-Committee would be meeting again to review any additional changes. Attached for discussion were updates from the June 11, 2014 CSEC meeting. She welcomed comments from all commissioners.

Chair Petlock opened the discussion.

Section excerpts:

E. Restrictions, Requirements and Guidelines**Minimum Contributions**

Merchandise: Events that are sponsored by a for-profit organization (as defined in this policy) shall donate a minimum of 10% of gross or 40% of the net proceeds (whichever is greater) from merchandise sold at the event to one or more locally based non-profit organizations. The amount of donation to each specified non-profit beneficiary shall be submitted at the post event review meeting.

Food and Beverage: Events that are sponsored by a for-profit organization (as defined in this policy) shall donate a minimum of 10% of gross or 40% of the net proceeds (whichever is greater) from food and beverage sold at the event to one or more locally based non-profit organizations. The amount of donation to each specified non-profit beneficiary shall be submitted at the post event review

Sales of Food, Beverages, or Merchandise

Any person or organization, including a non-profit organization, who is selling food or merchandise at a special event, must obtain a City of Sonoma business license, as provided in Title 5 of the Sonoma Municipal Code. Please call the City of Sonoma Finance Department at (707) 933-3681 for more information.

1. *Sponsoring organizations are required to cooperate with the City in assuring compliance with the City's business license requirements, for example, by providing lists of vendors and exhibitors upon request by the City.*
2. *Sponsoring organizations shall cooperate with the City in programs to assure that all taxable retail sales occurring at events are reported as taking place within the City.*

Events that are sponsored by a for-profit organization must comply with the City of Sonoma policy regulating Food and Beverage Ticket Sales.

Commissioners considered whether events sponsored by non-profits should be required to have retail food vendors donate *40% of gross or net proceeds*. Considerations included: 1) 40% of gross proceeds, exceeds profitability for a retail vendors; 2) If an event doesn't have volunteers to prepare food, retail food vendors/catering is required; 3) Having food at events draws people to the event; 4) consider allowing non-profit event organizer to decide what percent the food vendor should give back to the non-profit sponsor.

Consensus was to allow the non-profit to determine what percent the retail vendor must contribute back to the non-profit. During the event review process, the CSEC would consider the appropriateness of the vendors for the event. Ticket sales for food and beverage would be required for the for-profit organization.

Associate Planner Atkins will incorporate changes for the sub-committee meeting on Friday, July 11, 2014. Associate Planner thanked commissioners for suggesting a joint meeting of the CSEC and City Council scheduled on August 18 to discuss the Special Event Policy draft.

6. Adjournment

Chair Petlock adjourned the meeting at 8:25 p.m. The next regular meeting is scheduled for Wednesday, August 13, 2014 at 6:30 p.m.

Respectfully submitted,

Debra Rogers, Management Analyst