

COMMUNITY SERVICES & ENVIRONMENT COMMISSION
SPECIAL CSEC MEETING
City Hall, # 1 The Plaza
Sonoma, CA

September 22, 2014
Minutes

Commissioners Present: Comms. Blattner, Frizzell, Kelley, Petlock, Stuckey, Rateaver

Commissioners Absent: Comms. Allebach, Blum, Alternate Liddell, Youth Representative Valluzzo

Also Present: Associate Planner Atkins
Management Analyst Rogers

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

1. Wine Country Half Marathon: Continued from September 10, 2014

1.1 Wine Country Half Marathon: Post Event Review 2014

Chair Petlock asked for staffs report. Associate Planner Atkins provided background for the 2014 event approval process, including Special Event Committee (SEC), Community Services Environment Commission (CSEC) and City Council reviews.

The purpose of the post event review 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 comments/suggestions to an event organizer prior to submitting use applications for future events”.

Violations of the Permit. Atkins reported: 1) Broadway (right lane) was closed at 6:00 a.m. versus 7:00 a.m. per the Street Permit approved by the City Council; 2) Thirty-two unapproved parking spaces were barricaded by Destination Races (First Street West and West Spain); 3) Food production blocked a portion of one sidewalk. Note: There were eleven parking spaces approved but not reserved by the City Street Department in error.

Each violation was discussed and clarified. Applicants Matt Dockstader and Julia Mallon were present for the discussion.

1. The Street Permit was reviewed. The applicants noted that 1 street closure was missing from the permit application and will be added for 2015: East Napa Street on Broadway (right lane closure only) and First Street East must be closed at 6:30 a.m. The other three road closures to accommodate the runners returning to the Finish Line are closed at 7:50 a.m. to 10:45 a.m. and correctly stated on their application.
2. Parking for bus staging off the Plaza included Veteran’s Building, Casa Grande, and SVHS. Plaza parking approved included gear bus parking and CCFA bus parking. The CSEC did not review vendor parking (a separate request). That vendor request was submitted to Associate Planner Atkins the week before the event. Staff said the new form for parking on the Plaza has been created to eliminate confusion. For 2015, parking

permits must be approved at the SEC meeting to avoid last minute requests. Atkins said that Street Supervisor reviews the Parking Permit Request and has the authority to approve the actual spaces allowed.

2014 Financial Summary: Chair Petlock opened the discussion.

Chair Petlock said he and Comm. Blattner met with Matt Dockstader in previous years to discuss donations required for-profit organizations. Destination Races must donate 40% of gross income to local non-profits (40% donations were not met in previous years). The CSEC was concerned over the number of other violations in 2013 including structures used on the Plaza, overall violations in previous years, and moving forward, the applicant's submittal for 2014 Post Event Review and 2015 application were incomplete. That being said, Chair Petlock supported the event, complimenting the organizers on having a good event and contributions of \$33,150 (\$3,000 short of the required 40% gross income for donation). Matt Dockstader said that he mailed the \$3,000 to equal the required amount.

Comm. Frizzell questioned how long Hanna Boyes Center had been listed on the application as co-sponsor. Dockstader said they assist with tasks during the event and receive a donation. Frizzell said Destinations Races is the only significant for-profit event held on the Plaza.

Management Analyst Rogers asked if Crohn's & Colitis Foundation of America (CCFA) who raised \$2,900,000, contributed to the expenses on the Plaza. Matt Dockstader said CCFA pay only for use of 1 quadrant on the Plaza and food catering.

1.2 2015 Event Review: Discussion, consideration and possible action on the 2015 Wine Country Half Marathon, Plaza Use Permit.

Associate Planner Atkins discussed the 2015 application (deemed incomplete). At the CSEC discretion, the Plaza Use Application could be approved following information to complete the application:

- A complete map of the event area indicating:
 - a. Location of staging area for buses at the end of the race (e.g. Veteran's Building, Depot Park, Casa Grande, SVHS).
 - b. Location and design of all proposed fenced areas, with indication for how the fencing will be secured.
 - c. Location of caterer staging areas.
 - d. Description, number of, and location of any proposed umbrellas.
 - e. Provide a map indicating location & number of reserved parking spaces requested on the Plaza - Reservation of Public Parking form.
 - f. Clarify street closure times on Street Use application.
- Application shall be reviewed by the Special Event Committee (SEC), with all the documents requested for a complete application (above).
- Applicant shall comply with all Conditions of Approval form the CSEC, SEC, and Street Use Permit.
- The 2016 event application must be reviewed by CSEC no later than August 12, 2015 and it shall not be advertised until the Plaza Permit application and Street Use application have been approved by the City of Sonoma.
- The level of compliance for the 2015 event shall be a consideration in review of the 2016 and could lead to denial of the application

Reservation of Public Parking Form: Destination Races submitted a request for 79 spaces. Associate Planner Atkins counted 102 spaces being requested on the map. In comparison, in 2014 the event organizers only requested 94 spaces; 61 were approved by the City. The Street Supervisor will determine the number approved for 2015.

Comm. Rateaver asked about spaces reserved for other events since the number being requested is significant. Associate Planner Atkins reported most events requesting 2-5 spaces for vendor unloading. Management Analyst Rogers said Vintage Festival reserved 19 spaces this year for an electric vehicle outreach campaign plus spaces are for volunteers to charge communication radios, event errands and dignitary parking.

Comm. Kelley moved to approve the 2015 Wine Country Half Marathon subject to the Conditions of Approval. Comm. Frizzell seconded the motion. The motion passed unanimously.

The event organizers thanked the Commission and staff for their support. Matt Dockstader said this is the most prestigious event of all their races, due to the beauty of Sonoma and Plaza.

2. Closing Comments

Commissioners discuss the September 10th regular meeting at the Community Meeting Room, open for public comments on the Special Event Policy, and reporting by the Index Tribune on the meeting proceedings. Comms. Blattner and Rateaver agreed to meet with the editor to present a balanced view of the work done by the CSEC and the Event Policy update.

3. Adjournment

Chair Petlock adjourned the meeting at 8:25 p.m. The next regular meeting is scheduled for Wednesday, October 10, 2014 at 6:30 p.m.

Respectfully submitted,

Debra Rogers, Management Analyst