


Agenda Report Reviewed by:
City Manager: 

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: April 19, 2022
To: Honorable Mayor and City Councilmembers
From: Ad Hoc Committee – Relaunch Sebastopol
Relaunch Sebastopol Consultant – Townie Media
Subject: Presentation from Relaunch Sebastopol Consultant
Recommendation: That the Mayor and City Council Receive the Presentation and Discuss the
Recommendations and Provide to the Ad Hoc Committee for Relaunch Sebastopol
Funding: Currently Budgeted: Yes No N/A

Net General Fund:
Contract Services
Amount: Not To Exceed \$96,000
Net General Fund Cost: \$96,000

Account Code/Costs authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION: This item is to request City Council Receive the Presentation

BACKGROUND:

On October 19, 2021 the City Council approved a Request for Proposals (RFP) for a Relaunch Sebastopol contract to manage and coordinate a variety of organizations and interests towards a common goal of increased community vitality. The Council authorized \$86,000 towards hiring of a contract employee or consultant to not only identify steps the City can take to promote the creation of a robust retail environment in the City, work with cross-promoting events, but also create City events to showcase Sebastopol and enhance community engagement and cross-promoting of events and authorized on March 1, 2022 an additional \$10,000 for insurance costs.

DISCUSSION:

The Ad Hoc Committee for Relaunch Sebastopol has been meeting with Relaunch Sebastopol Consultant to provide a plan to carry out the tasks in the RFP to enhance community and economic vitality for Sebastopol and coordinate a variety of organizations and interests towards a common goal of increased community vitality. Tonight’s item is to receive a report from the Relaunch Sebastopol consultant on work completed since the execution of the contract in response to the tasks in the RFP: fostering business development; attracting consumers to visit; promoting Sebastopol as a great place to live, work and visit; encouraging existing property owners to reinvest in their buildings; creating a “City day” picnic for the community to bring businesses and community together or utilizing empty businesses to create “pop up” events; and working with the local schools for community hour projects to beautify the City (Park/Street clean up, murals on benches/garbage cans, painting of City light poles, etc.).

Relaunch Sebastopol will provide a presentation on the progress of events of Relaunch Sebastopol.

CITY COUNCIL AND/OR GENERAL PLAN GOALS:

- 4.1 Create a Safe, Healthy and Attractive Environment for Residents and Visitors
 - 4.1.1 Improve and beautify the downtown plaza to create a people centric space for community events and gatherings
 - 4.2.2 Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non Profits to Support Local Events
- 8.1 Promote the City of Sebastopol as the destination for slow travel, eco-tourism and supporting of bike activities
 - 8.1.2 Support a Vibrant, Attractive and Accessible Downtown That Attracts Residents and Visitors thereby creating a Viable Sales Tax Base
 - 8.1.3 Promotion of Experience Sebastopol.com to increase visitors to the City
 - 8.1.4 Identify Businesses wanted in Sebastopol - (Use of City Committees to conduct survey of the community)
 - 8.1.5 Encourage new and existing businesses to offer living wage to employees

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, if staff receives public comment from interested parties following the publication and distribution of this staff report such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of this item.

PUBLIC NOTICE:

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date.

FISCAL IMPACT:

There is no fiscal impact with the presentation tonight.

RECOMMENDATION: That the City Council Receive the Presentation.

Attachment(s):

Progress Report

Progress Report

4-11-22

Discovery Process

- Meeting with Patrick Slater and Greg Beale on the Livery's plans
- Meeting with Diana Rich
- Meeting with Sarah Gurney
- Meeting with Una Glass
- Email asking Neysa for a meeting
- Reviewed the SDAT report
- Phone call with Kari Svanstrom

Events

- Developed plan for June 18 Town Party event at Ives Park
- Secured participation with SebArts, Peacetown, Chamber of Commerce Historical Society, and in discussions for participation of service groups and non-profits

Collaboration

- Meeting with Jim Corbett of Peace on music for Town Party on June 18
- Meeting with Elizabeth Smith on nonprofit/service collaboration for June 18 party
- Meeting with Donna Pittman, Historical Society, re their involvement in June party
- Meeting with Michael Carnacchi, incoming SDA boardmember, about SDA website, placemaking, expanding BID
- Meeting with Jann Eyrich re downtown merchants, business development website and expanding the BID
- Held first downtown merchant meeting on April 5 (see below under Downtown Business)
- And, obviously, continued attendance at Relaunch Sebastopol Ad Hoc committee meetings

Downtown Businesses

- Meetings with downtown merchant Andrea Caron, Silk Moon
- Meeting with downtown merchant Melena Moore, Bliss Organic Day Spa
- April 5 meeting and meeting report with downtown merchants regarding Relaunch and downtown improvements, particularly flower pots

Placemaking/Main Street Beautification

- Meeting with Andrea about identity mural on back of Silk Moon
- Call with Max Barra, Barra Creative about cost of identity mural
- Meetings with muralists Amanda Lynn and Jen Vertz re murals

- Meeting with Sarah and Daily Acts on landscaping for Library and City Hall area, followed up press release and press contacts
- Discussion with Cary Bush about past place-making efforts
- Discussion with Lisa Pierce about design for downtown pots
- Discussion with Melena from Bliss about talking with her landlord about painting the building. They agreed to repaint building next month and take down the signs for businesses (Cultivate and Dhyana Center) that are no longer there.

Marketing: Websites

- Created Squarespace website on Relaunch Sebastopol in February
- Obtained Chamber buy-in to host two websites, one for visitors and one for businesses. Discussion with Growthzone Media (the chamber website host) about options for revised chamber website.
- Obtained tentative permission to use the SDA website for tourism site.
- When the decision was made by the Ad Hoc committee not to use either the SDA or the Chamber's website for tourism, launched Squarespace tourism website and associated social media in mid-April.

Marketing: Brand Identity

- Development of city description and tourism taglines, "Unexpectedly, Sebastopol" and "Things are different in Sebastopol"

Marketing: Public Relations

- Wrote press release Relaunch Sebastopol
- Wrote press release on the Library Clean-up
- Wrote article on Relaunch and submitted to the Gazette, published online.
- Wrote article on library clean-up, which appeared in Soconews.org

Marketing Social Media

- Created Visit Sebastopol social media logo
- Created and started populating Visit Sebastopol Instagram and Facebook
- Creation of a social media strategy, calendar and weekly posting template

Grant Making

- Collaborating with Linda Collins on chamber grant thru ARPA for funding for the identity mural, for downtown flowerpots, Business Development website. Wrote description of items for grant.
- Informed business owners of upcoming façade improvement grant deadline
- Collaborated with local building owners to apply for façade improvement grants from the city
- In discussion with Jen Vertz about applying for grant for mural on Art & Soul building from the public arts committee