


Agenda Report Reviewed by:
City Manager: 

**CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM**

Meeting Date: January 4, 2022
To: Honorable Mayor and City Councilmembers
From: City Administration
Subject: Relaunch Sebastopol Contract – Next Steps
Recommendation: That the City Council discuss and provide direction to staff
Funding: Currently Budgeted: Yes No N/A
Net General Fund:
Contract Services
Amount: \$86,000
Net General Fund Cost:

Account Code Number: 124-11-01-4210/Costs \$86,000 authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION: This item is to request City Council discuss and provide direction to staff on next steps for Relaunch Sebastopol Contract.

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.

DISCUSSION:

City staff released the Request for Proposals with the goal to hire professional consultant or contract employee to develop and sustain a strong local economy to provide business and residents with, among other things, the necessary municipal services to maintain the community's high quality of life. The awardee would 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.

The goal of the RFP is to enhance Sebastopol as the welcoming and safe destination with a rich history, abundance of culture and attractions, and a beautiful City to see by foot or bike.

Of importance with this RFP was the fact that the City has limited funding for Relaunch Sebastopol. Sebastopol is a lean City in terms of staffing. We do not have staff dedicated to Community or Economic Vitality, but rather include these responsibilities with staff who have significant other roles. The proposal's approach and recommendations were to reflect the limited staff time that would be able to be dedicated to this contract.

Per the RFP, *one or more of the proposers to be interviewed before making a recommendation to the full City Council. Proposer may be requested to provide a presentation to the City Council upon request. The City does reserve the right to make a selection based solely on the proposal.*

As of the deadline the City received three verified proposals. City staff and the City community outreach coordinator conducted interviews with all proposers. Based on those interviews and the importance of this contract with the revitalization of Sebastopol, staff is proposing that the City Council either create an ad hoc committee to conduct a second interview or have proposers provide presentations to the full Council at a special City Council meeting.

The item tonight is to provide direction to staff on Council's preference.

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
 - 4.2.3 Create a walkable downtown that improves connectivity, with emphasis on Main Street to Morris Street for unification
- 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:

The City Council has authorized \$86,000 in the FY 21-22 Fiscal Year Budget.

RECOMMENDATION: That the City Council:

- 1. Create an Ad Hoc Committee to Conduct Second Interview and Provide Recommendation to City Council; or
- 2. Request proposers provide presentation (second interview) to the Full City Council at a special City Council Meeting; or
- 3. Direct staff to make recommendation to City Council based on interviews conducted by City staff.

Attachment(s):

None