

Agenda Report Reviewed by:
City Manager: 

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM REPORT

Meeting February 1, 2022
To: Honorable Mayor and City Councilmembers
From: City Administration
Subject: Calendar Year 2022 City Council and City Staff Committee Assignments
Recommendation: That the Mayor and City Council Consider of Amendment to City Council / City Staff Committee Assignments as follows:

- 1. Correction to Health Action Council Committee Liaison (Requestor: Councilmember Glass)
- 2. Creation of City Council Ad Hoc Committee for Relaunch Sebastopol (Requestor: City Administration)

Funding: Currently Budgeted: _____ Yes _____ No xxx N/A
Net General Fund Cost: \$
Amount: \$

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

INTRODUCTION/PURPOSE:

This item is to request City Council Consider Amendment to City Council / City Staff Committee Assignments as follows:

- 1. Correction to Health Action Council Committee Liaison; and
- 2. Creation of City Council Ad Hoc Committee for Relaunch Sebastopol

BACKGROUND:

Each year, the City Council makes appointments to the various committees listed on the attached roster. There are four different types of committee that include: 1) City membership in a separate agency where the representative is a member of the governing board; 2) the City representative is a member of an advisory committee that makes recommendations to another public agency; 3) a Council member or Staff member is appointed as a liaison to a special committee; and 4) other miscellaneous committees.

DISCUSSION:

Each year, the City Council and City staff review the current assignments and make recommendations to assignments or to request removal of committees if no longer needed. On January 4, 2022, the City Council approved the 2022 assignments. The Council is asked tonight to reconsider the appointment to the Health Action Council as well as consider creation of an ad hoc committee for Relaunch Sebastopol.

Health Action Council:

At the Jan 4, 2022 Council Meeting, the Health Action Council Committee was determined that a Council liaison was no longer needed and was removed from the approved City Council and City staff committee list. Since this meeting, City staff was contacted by Sonoma County Department of Health Services indicating that there was confusion as to the appointment and the dissolution of the Health Action Council. Per Sonoma County, "the transition team did decide on a future scenario, and we have a new vision for Health Action, but it still needs to be approved by the Health Action Council. Health Action is finalizing the transition and will be putting it up to a vote at our next council meeting on Feb 4th. If Council-member Glass could attend this meeting for the vote, it would be highly appreciated. After this next meeting, we expect to dissolve the council while we focus on

establishing the new governance structure for Health Action. Part of this process will be to decide the best place for city councils to be involved. Once we have this established, we will reach out with more information.”

Staff is recommending the City Council re-appoint Councilmember Glass to the Health Action Council.

Creation of Ad Hoc Committee for Relaunch Sebastopol:

On January 19, 2022, the City Council conducted interviews with respondents to the Request for Proposals (RFP) for Relaunch Sebastopol. The goal was 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. The Council at this meeting awarded the contract to Townie Media. Their key objectives are to:

- Create and manage Sebastopol’s brand identity.
- Develop a marketing plan and marketing campaigns to reach three target audiences: visitors, residents, and prospective businesses.
- Expand existing placemaking and place-keeping efforts to beautify the city.
- Celebrate the community spirit of Sebastopol through collaboration with partners, businesses, and residents.

Staff recommends the Council create an ad hoc committee with the specific goal of working with the City Staff and Townie Media to ensure the scope of work is carried out per Council direction with the goal to enhance community and economic vitality for Sebastopol and work to coordinate a variety of organizations and interests towards a common goal of increased community vitality.

CITY COUNCIL AND/OR GENERAL PLAN GOALS:

Goal 5 - Provide Open and Responsive Municipal Government Leadership

5.1.4 - Enhance the use of the City of Sebastopol Committees, Commission and Board.

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, if public comment is received from interested parties following the publication and distribution of this staff report, it 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 the agenda 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 scheduled meeting date.

FISCAL IMPACT:

There is no impact with this action tonight.

RECOMMENDATION: That the City Council:

1. Re-appoint Councilmember Glass to the Health Action Council.
2. Create an Ad Hoc Committee of Two Councilmembers for Relaunch Sebastopol

Attachment(s):

None