

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: May 2, 2023

To: Honorable Mayor and City Councilmembers

From: Ad Hoc Committee – Relaunch
 Mayor Neysa Hinton
 Councilmember Sandra Maurer
 City Manager/Attorney Larry McLaughlin
 Assistant City Manager/City Clerk Mary Gourley

Subject: Amendment to Contract for Relaunch Sebastopol (Townie Media/Laura Hagar)

Recommendation: That the Mayor and City Council Approve the Resolution and Authorize the Amendment to the Contract
 This Amendment would reduce the contract from \$146,000 to \$118,000

Funding: Currently Budgeted: Yes No N/A
 Net General Fund:
 Contract Services
 Amount: \$146,000
 Net General Fund Cost:

Account Code Number: 124-11-01-4210

Funding authorized in City Approved Budget (if applicable) AK (verified by Administrative Services Department)

INTRODUCTION: This item is to request City Council Approve the Resolution and Authorize Amendment to the Contract for Relaunch Sebastopol from \$146,000 to \$118,000. This will be a reduction in the contract of \$27,500. The reduction would also result in a reduced scope of work. If approved, the unspent funds will be returned to the General Fund.

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 for this contract and an additional \$10,000 for insurance costs to Townie Media 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. Townie Media was hired 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. The Sebastopol City Council granted Townie Media an additional \$50,000 and a three-month extension on the Relaunch Sebastopol contract for a term ending date of June 30, 2023.

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.

The Council has received informational reports from Relaunch Sebastopol's consultant, Laura Hagar, 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.).

As part of the Ad Hoc Committees, the Committee and Consultant have discussed the tasks and priorities and how it relates to the contract as well as the City's current budget and proposed DRAFT FY 23 24 City budget. In light of the current fiscal projections, the committee and consultant met and mutually agreed that amending the budget to reduce costs would be beneficial to both the City and consultant but still continuing to provide the Visit Sebastopol website to promote Sebastopol as a great place to live, work and visit, updating and maintaining the business directory and business page on the City web site; and also maintain and updating of the community calendar for residents and visitors. Any remaining scope of work would be removed from the current contract.

The item tonight is to recommend that the Council consider the request to reduce the budget and scope of work for Relaunch Sebastopol with the priority of maintaining the Visit Sebastopol website and community calendar through June 2023 which is the ending date of this contract.

Separate discussions with City staff and budget committee will address the future of the Visit Sebastopol website and community calendar.

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:

The City Council has authorized \$146,000 for this approved contract.

RECOMMENDATION: That the City Council Approve the Resolution and Authorize Amendment to the Contract for Relaunch Sebastopol from \$146,000 to \$118,000.

Attachment(s):

Budget Amendment Resolution

RESOLUTION NUMBER: XXXX-2023

CITY OF SEBASTOPOL

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEBASTOPOL AUTHORIZING A BUDGET AMENDMENT TO DECREASE THE BUDGET FROM \$146,000 TO \$118,000 FOR RELAUNCH SEBASTOPOL

WHEREAS, Relaunch was awarded \$146,000 to manage and coordinate a variety of organizations and interests towards a common goal of increased community vitality; and

WHEREAS, 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.; and

WHEREAS, The request from Relaunch and the Relaunch Ad Hoc Committee is to reduce the scope of work and funding for this contract saving the City \$27,5000 in this fiscal year.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF SEBASTOPOL CITY COUNCIL that the City approve the request to reallocate funds with a decrease in funding for Relaunch Contract from \$146,000 to \$118,000 in Account Code Number: 124-11-01-4210. The funding will be returned to the General Fund.

The above and foregoing Resolution was duly passed, approved, and adopted at a meeting by the City Council on the 2nd day of May, 2023.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by City of Sebastopol City Council following a roll call vote:

VOTE:

Ayes:

Noes:

Absent:

Abstain:

APPROVED:

Mayor Neysa Hinton

ATTEST:

Mary Gourley, Assistant City Manager/City Clerk, MMC

APPROVED AS TO FORM:

Larry McLaughlin, City Attorney