

CITY OF SEBASTOPOL  
CITY COUNCIL  
STAFF REPORT

**Meeting Date:** February 20, 2018

**To:** Honorable Mayor and Honorable City Councilmembers

**From:** Vice Mayor Neysa Hinton

**Subject:** Consideration of Approval of a City Recognition Program of “Every Day Heroes” to be Featured on City Light Poles

**Recommendation :** That the Council approve the concept of the Program and authorize the Vice Mayor to work with City Staff to develop a City Program and Return to City Council at a Future Meeting Date

**Funding:** Currently Budgeted: \_\_\_\_\_ Yes \_\_\_\_\_ No XX N/A  
 Net General Fund Cost: N/A  
 Amount: \$0

**INTRODUCTION:** This item is to request that the City Council Approve the concept of the Program “Every Day Heroes” and authorize the Vice Mayor to work with City Staff to develop a City Program and Return to City Council at a Future Meeting Date

**BACKGROUND:**

People say over and over that what makes Sebastopol unique and special is the people who live here. Our residents are the “heart” of this community.

**DISCUSSION:**

This item is to propose an “Every Day Heroes” Program that features a special person or group of people who have provided valuable contributions to this community and represent the values of the City of Sebastopol. This program is our way of thanking our hometown heroes for their service. This program is our way of thanking our hometown heroes for their service and/or heroism.

As you are aware, street pole banners capture the attention of drivers and bring cohesiveness to walk-about shopping areas or neighborhoods. By the placement of “Every Day Heroes” banners on our City light poles, this not only recognizes these wonderful individuals and groups, but also promotes the image, reputation and recognition of our wonderful City and community members. It is also a way for community members to congregate and have conversation on the street which promotes our connection and creates a more friendly, inviting and vibrant downtown. Instead of a permanent plaque, these would be current and would change every 3-6 months featuring a variety of community members or organizations throughout the year. Recipients would be from all walks of life and do not necessarily need to live in only the city, but recognized as a Sebastopol community member who is recognized for a special effort that is current and relevant to today.

The concept of the program is to establish a City council sub-committee to review and provide recommendations to the full City Council individuals/groups proposed to be displayed on banners on the City owned light poles. These banners would rotate with current non-profits who use the light poles for their events. The banner is intended to feature a name and photo of the recipient similar to the banners on display at the Barlow (please see attachment).

It is anticipated that the Vice Mayor would work with City staff to prepare a "Every Day Heroes" City Recognition Program detailing the policies and procedures for the program. As the program will involve Public Works Staff to install and remove the banners, I would recommend working with the Public Works Department to create a "Every Day Heroes" program and policy.

**RECOMMENDATION:** The Vice Mayor is recommending that the City Council Approve the concept of the Program "Every Day Heroes" and authorize the Vice Mayor to work with City Staff to develop a City Program and Return to City Council at a Future Meeting.

