

Resolution Number: 6179

A Resolution of the City Council of the City of Sebastopol
Establishing "Locals Who Make a Difference"
Banner Recognition Program

WHEREAS, the idea of the "Locals Who Make a Difference" Banner Recognition Program has been initiated as a way to acknowledge and thank outstanding members of the Sebastopol Community for their contributions to making Sebastopol a better place to live; and

WHEREAS, displaying the name and image of outstanding local citizens will demonstrate community and civic pride and appreciation; and

WHEREAS, displaying the name and image of outstanding local citizens as part of the City streetscape may encourage visitors and residents to congregate and converse in the vicinity of the banners, promote connections, and create a more friendly, inviting, and vibrant downtown area.

WHEREAS, displaying the name and image of outstanding local citizens may drive traffic to the City website to learn more about each honoree; and

WHEREAS, such recognition may inspire others in the community to undertake positive actions for the common good.

NOW, THEREFORE BE IT RESOLVED, that the City Council of the City of Sebastopol adopts the "Locals Who Make a Difference" Banner Recognition Program as outlined in the attached document labeled "Exhibit A"; and

BE IT FURTHER RESOLVED, that:

- The Public Works Department shall be responsible for installation and removal of banners.
- The "Locals Who Make a Difference" Subcommittee shall oversee the program with the Department of Public Works as lead department.

IN COUNCIL DULY PASSED this 20th day of March, 2018.

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


VOTE:

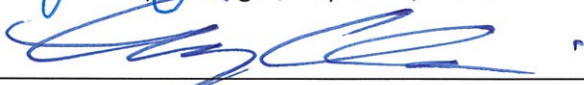
Ayes: Councilmembers Carnacchi, Glass, Gurney, Vice Mayor Hinton and Mayor Slayter

Noes: None

Abstain: None
Absent: None

APPROVED: 
Mayor Patrick Slayter

ATTEST: 
Mary Gourley, Assistant City Manager/City Clerk, MMC

APPROVED AS TO FORM: 
Larry McLaughlin, City Attorney

**“LOCALS WHO MAKE A DIFFERENCE”
BANNER RECOGNITION PROGRAM OUTLINE**

PURPOSE

The Locals Who Make a Difference Banner Recognition Program (LWMAD) acknowledges and thanks members of the Sebastopol Community for their contributions in helping to make Sebastopol a better place to live.

ELIGIBILITY

Nominees must be living.

Nominees must reside in Sebastopol or identify Sebastopol as their home community.

The accomplishment or contribution to the Sebastopol community for which the nominee is being recognized must not be their primary source of income.

NOMINATION/AWARD PROCESS

Nominees not selected for a particular year will be kept in the pool and will be considered for subsequent periods. It is the City’s intention that as many deserving people as possible will be honored.

Anyone may submit a nomination application.

Nominators fill out an application (available at City Hall and online on the City website) identifying nominee and describing why they think their candidate should be selected.

Applications to be submitted as follows:

City of Sebastopol

Department of Public Works

714 Johnson Street

Sebastopol, CA 95472

Or Email to: citypw@cityofsebastopol.org

Nominations for honorees will be submitted by the following dates for consideration:

Banner Period	Applications due by
January-April	October 1 st
May-August	February 1 st
September-December	June 1 st

The following should be outlined in the supporting information on the application, and will be used by the Sub-Committee during the selection process:

- Examples of Specific reference to how the individual’s (groups/organizations) actions and contributions have inspired the nominator, and/or the community
- Approximate hours contributed
- Achievements/contributions to the community
- Impact on the community — who and how many benefit from the individual’s (groups/organizations) actions or service?
- Barriers and difficulties the individual (group/organization) may have faced and how they have been overcome
- Providing guidance and advice (above the normal call of duty) to those in need, within the community
- Trust, fairness, respect, and diversity within the community
- To have made a significant impact on their community through civic involvement

RECIPIENT:

LWMAD Subcommittee reviews applications and presents top candidate(s) to City Council for approval. Nominees to be chosen by Sub-Committee and submitted to the City Council for the following City Council Meetings:

<u>Banner Period</u>	<u>Sub-Committee to Meet for Recommendation</u>	<u>Council Meeting Approval</u>
January-April	Mid-October	Meeting in November
May-August	Mid-February	Meeting in March
September-December	Mid-June	Meeting in July

Nominator and Honoree are notified of selection.

Honoree must sign a permission form for photo/name to be placed onto banner.

Professional photo is taken of Honoree for banners.

Banners bearing Honoree name and likeness are produced and hung on poles throughout Sebastopol for approximately 4 months.

Pole locations to be determined by the Sub-Committee

Honorees are recognized with a City proclamation at a City Council meeting.

Selection of Honoree is advertised in the local press and posted on the City website and Facebook page.

Honoree's photo and biography/story is posted on the City website.

FUNDING SOURCE

General Fund Streets

BANNER ROTATION SCHEDULE

Banners will be rotated 3 times Per year with a new honoree.

ATTACHMENT:

Application

**“LOCALS WHO MAKE A DIFFERENCE”
NOMINATION APPLICATION**

Do you know someone who has gone above and beyond to help make Sebastopol a better place to live? The “Locals Who Make a Difference” (LWMAD) Banner Recognition Program sponsored by the City of Sebastopol acknowledges and thanks these members of the Sebastopol Community for their contributions.

NOMINEE ELIGIBILITY

Nominees must be living.

Nominees must reside in Sebastopol or identify Sebastopol as their home community.

The accomplishment or contribution to the Sebastopol community for which the nominee is being recognized must not be their primary source of income.

NOMINATION/AWARD PROCESS

Nominations are ongoing and will be held for future consideration.

Anyone may submit a nomination application.

Nominators fill out an application (available at City Hall and online on the City website) identifying nominee and describing why they think their candidate should be selected.

LWMAD Subcommittee reviews applications and presents top candidate(s) to City Council for approval.

Nominator and Honoree are notified of selection.

Honoree must sign a permission form.

Professional photo is taken of Honoree for banners.

Banners bearing Honoree name and likeness are produced and hung on poles throughout Sebastopol for approximately 4 months.

Honorees are recognized with a City proclamation at a City Council meeting.

Selection of Honoree is advertised in the local press and posted on the City website and Facebook page.

Honoree’s photo and biography/story is posted on the City website.

Eligible entries are kept on file for future consideration.

NOMINATOR

First Name: _____
Last Name: _____
Street Address: _____
Email: _____
Telephone Number: _____

HONOREE

First Name: _____
Last Name: _____
Street Address: _____
Email: _____
Telephone Number: _____

Please let us know, in 200 words or less, why your nominee is a “Local Who Makes a Difference.”

If chosen, Honoree will be recognized with a proclamation at a City Council Meeting and Honoree story will be published on the City of Sebastopol website (www.CityOfSebastopol.org). LWMAD Subcommittee has the right to amend the story. The story will be sent to you and the nominee for final review and approval prior to publishing.

Applications to be submitted as follows:

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