

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: November 19, 2019
To: Honorable Mayor and City Councilmembers
From: Vice Mayor Slayter
Councilmember Gurney
City Administration
Subject: Approval for the City of Sebastopol to Host a Sonoma County Mayors and Councilmembers Holiday Gathering
Recommendation: That the City Council Approve the Event and Funding
Funding: Currently Budgeted: Yes *XXX No N/A
Net General Fund:
Amount: \$3000.00

*Funding can be accommodated in City Council Budget

INTRODUCTION: This item is to request City Council discuss and approve the request to Host a Sonoma County Mayors and Councilmembers Holiday Gathering.

BACKGROUND:

The Sonoma County Mayors' and Councilmembers' Association Board of Directors and the City Selection Committee is a collaboration of all Sonoma County cities with a goal of creating a united front to represent the strongest voice possible in support of city interests. The City Selection Committee and the Board of Directors for the Sonoma County Mayors' and Councilmembers' Association and the General Membership conducts meetings bi-monthly.

DISCUSSION:

In October 2019 the City of Sebastopol was to be host to the Sonoma County Mayors and Councilmembers Meeting/Dinner. Due to the PG&E outage the event was rescheduled to November 2019. However, due to the Kincade Fire and PG&E outage again, the November Meeting/Dinner event was cancelled and was rescheduled to February 2020 to be held in the City of Sonoma.

Due to the negative impacts on local businesses due to the PG&E shut-offs as well as the evacuation due to the Kincade fire, the City would like to sponsor a holiday gathering event to encourage our local neighbors to come to Sebastopol to enjoy our small town uniqueness and to shop locally.

The week long closures of businesses due to the PG&E outages, as well as loss of revenue from the recent 2019 flooding event, have impacted our local businesses which are struggling, especially from big box stores or online ordering. It is our intention to support our local businesses by shopping locally as well as inviting our neighbors in our County to join us to support the local businesses. According to the Business Alliance for Economics, for every \$100 spent at one of these businesses, \$68 stays in the community. It is imperative that we work to retain our local businesses.

It is proposed that the event be held on the second Thursday in December (December 12th) which is typically the normal meeting day for the Sonoma County Mayors and Councilmembers (second Tuesday of every other month). This holiday season is the perfect time to invite our colleagues from other cities/town to come together as a County to extend each City's thankfulness and gratitude by shopping locally and supporting each other. This invite will show our appreciation to our neighbors and provides our visitors the opportunity to eat, drink and shop at our local businesses and is the perfect opportunity to have our business showcase to the County why Sebastopol is so special! It is hoped that each City will follow suit as we are all in this together.

It is suggested that the Mayor and City Council host this event at a venue to be determined. It is anticipated that the event will be a small social gathering of local beers/wine and small snacks that showcase the greatness of Sebastopol. Although it is hoped that the City will receive donations for the event (beer/wine/eats), it is recommended that the City set aside a not to exceed amount of \$3000.

RECOMMENDATION: That the City Council approve the request to Host a Sonoma County Mayors and Councilmembers Holiday Gathering and approve funding an amount not to exceed \$3000.

Attachment(s):

None