



CITY OF SEBASTOPOL
CITY COUNCIL
STAFF REPORT

Meeting Date: November 19, 2019
To: Honorable Mayor and City Councilmembers
From: Councilmember Carnacchi
Subject: Consideration of Request for City of Sebastopol Apple Blossom Parade and Festival Sponsorship; Approval of Fee Waiver; Approval of Endorsement of Use of Little League Field During Apple Blossom Festival; and Approval of Request authorizing the closure of Main Street and Suspending Section 20L of Ordinance NO. 696 during the 2020 Apple Blossom Festival (74th Apple Blossom Festival, April 18 and 19, 2020)
Recommendation: That the City Council Consider the Request for City Sponsorship of the Apple Blossom Parade and Festival; Approval of Fee Waiver; Approval of Endorsement of Use of Little League Field During Apple Blossom Festival; and Approval off Resolution
Funding: Currently Budgeted: _____ Yes XX No _____ N/A
Net General Fund Cost:
Amount: \$10,000

INTRODUCTION: This item is to request that the City Council Consider the Request for City of Sebastopol Apple Blossom Parade and Festival Sponsorship; Approval of Fee Waiver; Approval of Endorsement for Use of Little League Field During Apple Blossom Festival; and Approval of Request authorizing the closure of Main Street and Suspending Section 20L of Ordinance NO. 696 during the 2020 Apple Blossom Festival (74th Apple Blossom Festival, April 18 and 19, 2020)

BACKGROUND:

The Sebastopol Area Chamber of Commerce will be conducting the 74th Sebastopol Apple Blossom Parade and Festival on April 18 and 19, 2020. This year, the event coincides with the 100TH year commemoration of the adoption of the 19th Amendment to the United States Constitution which granted women the right to vote.

The theme for this event is “Blossoms, Votes and Floats.”

Each year, the Sebastopol Area Chamber of Commerce has requested permission for the use of the High Street parking lot; Ives Park and the City Lot behind the Chamber of Commerce; and permission to close Main Street to hold the parade. The Chamber typically each year also asks the City to adopt the attached resolution suspending street peddlers and vendors licenses during the Apple Blossom Festival. The City has done this in the past in order to avoid conflicts between the vendors who obtain vending sites from the Chamber in the Festival grounds and those who seek to take a business advantage of the

crowds drawn to the festival without supporting the event through the Chamber. The request also includes the Jewell Island area.

Although the City has not received a request yet from the Chamber of Commerce for the items listed above, as a member of the Apple Blossom Parade and Festival committee, it is proposed by Councilmember Carnacchi that if the City is a sponsor of the parade and festival, that the sponsorship include waiving of fees, endorsement of a request to use the Ives Park Ballfield (Saturday only) as the "suffrage stage" with historical speakers, a panel discussion with women leaders, and authentic period plays, to provide funding to help pay for the stage and audio, and for Sebastopol to send out invitations to other City, County, and State jurisdictions and agencies inviting their female members to be our guests in the parade, and that the City will pay their parade entry fees.

As part of this request, it is proposed that the Chamber of Commerce be required to contact the Sebastopol Little League to negotiate use of the ball field with the City's endorsement of use of the field. It is anticipated that this event will have a stage for women speakers, and plays on the ballfield. It is proposed that the Chamber also be allowed to put signage on the ballfield fencing/entrance during the weekend directing the public to the festival layout. If the Chamber has use of the Ives Ball Field, it is recommended that the Chamber be responsible for monitoring the ball field area for people who may attempt to come into the festival by means other than the gates.

Fiscal Impact:

Costs to the City are estimated as follows:

- 1) Up to 20 Parade Entry fees - $\$65 \times 20 = \$1,300$
- 2) Stage Rental for ballfield suffrage stage = $\$2,000$
- 3) Audio for suffrage stage = $\$500$
- 4) Decorations for suffrage stage = $\$200$
- 5) "100-Years of Votes by Women 2020" banners to hang on the light poles = $\$4,000$
- 6) One (or two) large "100 -Years of Votes by Women 2020" banners to hang on Basso building or Odd Fellows Hall and/or to suspend across Hwy 116 or Hwy 12 = $\$1,500$
- 7) Cost for printing invitations, tickets, and advertisement = $\$500$

Total costs to the City are estimated to be $\$10,000$

(Estimated cost of the special event permit $\$600.00$ and $\$500$ refundable deposit.)

RECOMMENDATION:

That the City Council Approve the request for City of Sebastopol Apple Blossom Parade and Festival Sponsorship; Approve Fee Waiver for Special Event Permit; Endorse Use of Little League Field During Apple Blossom Festival; and Approve request authorizing the closure of Main Street and Suspending Section 20L of Ordinance NO. 696 during the 2020 Apple Blossom Festival (74th Apple Blossom Festival, April 18 and 19, 2020)

Attachment:

Resolution

Draft Invitation on City letterhead

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEBASTOPOL
APPROVING THE CLOSURE OF MAIN STREET (STATE HIGHWAY 116) AND
REQUESTING THAT THE STATE HIGHWAY BE CLOSED FOR A PARADE ON Saturday April 18, 2020 and
SUSPENDING SECTION 201 OF ORDINANCE NO. 696 DURING THE
2020 APPLE BLOSSOM FESTIVAL

WHEREAS, Section 201 of Ordinance 696 provides among other things, for suspension of street vendors/solicitation licensing during time of special events in the City of Sebastopol where the circumstances would otherwise result in a substantial increase in the use of City streets or other public facilities; and

WHEREAS, the City Council of the City of Sebastopol finds that such circumstances exist with regard to the 2019 Apple Blossom Festival event.

NOW, THEREFORE, BE IT RESOLVED, that licensing of solicitors, street peddlers, and vendors shall be suspended on April 18 and 19, 2020, for the area designated as Exhibit A attached hereto and incorporated herein by reference, with the inclusion of the Jewell Avenue Island and that during the period of such suspension, such licenses shall not be issued by the City of Sebastopol. Such suspension shall not apply to sales or other activities directly pertaining to the Apple Blossom event itself, when sanctioned by the Sebastopol Chamber of Commerce.

BE IT FURTHER RESOLVED, that the Sebastopol City Council approves the closure of Main Street for the Apple Blossom Parade and the use of the High Street Parking Lot for the Apple Blossom Festival and requests the Department of Transportation grant permission to hold a parade on Main Street, State Highway Route 116 (04-Son-116) between Healdsburg Avenue and Calder Avenue from 10:00 am to 1:00 pm on Saturday, April 18, 2020. The parade will be conducted by the Sebastopol Area Chamber of Commerce and co-sponsored by the City of Sebastopol.

IN COUNCIL DULY PASSED this 19th day of November 2019.

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:

Noes:

Abstain:

Absent:

APPROVED: _____
Mayor Neysa Hinton

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

APPROVED AS TO FORM: _____
Larry McLaughlin, City Attorney

City Council
Mayor Neysa Hinton
Vice Mayor Patrick Slayter
Michael Carnacchi
Una Glass
Sarah Glade Gurney



City Manager
Larry McLaughlin
lmclaughlin@cityofsebastopol.org
Assistant City Manager/City Clerk, MMC
Mary Gourley
mgourley@cityofsebastopol.org

City of Sebastopol

YOU'RE INVITED TO A PARADE - PLEASE BE OUR GUESTS

The City Council for the City of Sebastopol cordially invites you to be their guests in the 2020 Apple Blossom Parade and Festival on April 18, 2020 starting @ 10:00am sharp.

The 2020 Apple Blossom Parade and Festival theme is “Blossoms, Votes, and Floats” commemorating the 100-year anniversary for the 1920 adoption of the 19th Amendment to the United States Constitution - granting women the right to vote.

This once in a lifetime event will celebrate what 100-years of Votes by Women has accomplished and acknowledge the promise for the future of our next 100-years.

The enclosed ticket provides you, your jurisdiction or agency administrators, public servants, and employees, paid entry to participate with us in the Apple Blossom Parade line-up. Immediately following, the 2020 Apple Blossom Festival grounds will feature a suffrage stage with historical speakers, a panel discussion with women leaders, and authentic period plays.

Join with us as we parade down Main Street in Sebastopol to commemorate the 19th Amendment and celebrate America through the power of her women.

Please let us know if you will be celebrating with us by filling out the enclosed Parade Entry Form and returning it no later than March 1, 2020.

We are looking forward to receiving you as our guests for this extraordinary event.

Come one, come all – *e pluribus unum.*

Councilmember Sarah Gurney

Councilmember Una Glass

Mayor Neysa Hinton

Councilmember Michael Carnacchi

Vice Mayor Patrick Slayter