

CITY COUNCIL MEETING MINUTES

MINUTES FOR Meeting of August 12, 2020

As Approved by the City Council at their regular meeting of September 1, 2020.

The public is advised that pursuant to Government Code Section 54957.5 all writings submitted to the City Council are public records and will be made available for review.

Please note that minutes are not verbatim minutes and are meant to be the City's record of a summary of actions that took place at the meeting. City Council video recording are kept for a period of one year from date of meeting.

Notice: All resolutions and ordinances introduced and/or adopted under this agenda are waived of all reading of entire resolution(s) and ordinance(s).

The Sebastopol City Council welcomes you to its meetings that are generally scheduled for the 1st and 3rd Tuesday of every month. Your interest and participation are encouraged and appreciated.

SIMULTANEOUS MEETING COMPENSATION DISCLOSURE (Government Code § 54952.3): Members of the City Council receive no additional compensation as a result of convening a joint meeting of the City Council and Successor Agency to the Former Community Development Agency.

SB 751 Legislative bodies of local agencies must publicly report: (1) any action taken and (2) the vote or abstention on each action taken by each member present for the action at a meeting.

****GOVERNOR'S EXECUTIVE ORDER N-29-20****
RE CORONAVIRUS COVID-19

CITY COUNCL MEETINGS WILL BE CONDUCTED PURSUANT TO THE PROVISIONS OF THE GOVERNOR'S EXECUTIVE ORDERS WHICH SUSPENDS CERTAIN REQUIREMENTS OF THE RALPH M. BROWN ACT.

This meeting complies with the Sonoma County Health Officer's COVID-19 Order to Shelter in Place issued on March 17, 2020, and pursuant to California Governor Newsom's Executive Order N-29-20 issued on March 17, 2020.

CORONAVIRUS DISEASE (COVID-19) ADVISORY

To protect our constituents, City officials and City staff, the City requests all members of the public to follow the California Department of Health Services' guidance and the County of Sonoma's Public Health Officer Order for the Control of COVID-19 restricting group events and gatherings and maintaining social distancing.

Consistent with Executive Order N-29-20, in-person participation by the public will not be permitted and no physical location from which the public may observe the meeting will be available. Remote public participation information follows this agenda.

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City Council Regular Meetings are available in real time and archived on Livestream. Important Notice
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- Here is the link: <http://bit.ly/sebcctv>

There are times that the meetings may not be live streamed due to technical issues; if that is the case, the meeting will be video-taped and uploaded as soon as possible to the City Web Site.

6:00 PM Convene Special City Council Meeting (ZOOM VIRTUAL FORMAT)

CALL TO ORDER: Mayor Slayter called the regular meeting to order at 6:05 p.m.

ROLL CALL:

Present: Mayor Patrick Slayter – By video teleconference
Vice Mayor Una Glass – By video teleconference
Councilmember Michael Carnacchi – By video teleconference
Councilmember Sarah Gurney - By video teleconference
Councilmember Neysa Hinton -By video teleconference

Absent: None

Staff: City Manager/City Attorney Larry McLaughlin
Assistant City Manager/City Clerk Mary Gourley
Administrative Services Director Ana Kwong
Planning Director Kari Svanstrom

SALUTE TO THE FLAG: Mayor Slayter led the salute to the flag.

SPECIAL STUDY SESSION and DISCUSSION AND/OR ACTION ITEMS:

1. City Council Study Session: Helping the Business Community Through the Pandemic

This item is to review the metrics of the original survey and micro survey recently completed, and Council discussion and consideration for direction/actions such as but not limited to: Loan program, letter to Governor for support uses of sidewalks/parking spaces for businesses; discussion of proposed road closures; online shopping support, and letter to County advocating for County funds.

Presenter: CoMission

City Manager McLaughlin commented as a reminder, this was brought to you tonight pursuant to direction given at your July 21st, City Council Meeting, where you directed CoMission, and the City staff to work together, bring back a study session on their business survey report, as well as to form and report on a micro survey specific to the possible business loan programs, so that's why we're all in the meeting this evening.

CoMission provided a presentation to the City Council (Craig Litwin and Johnny Nolen).

- Started by framing off the study session here for us and kind of launching us into what is a historic meeting of the City to start looking ahead and really planning on some of the longer-term actions that we can take to support all of our businesses, or as many as possible through this COVID pandemic.
- Know that the last one was very intense, so I do hope to be succinct if possible and maybe even get you out of here in two hours or less, which is time to discuss the topics to take into next actions.
- Really excited to be digging in to how the city can best support the business community during the pandemic and beyond, and I do want to begin with posing the filter of, I mean, a lot of this is researching on how we can support during the pandemic, but I also think that it would be prudent to put it through the lens as well of actions that we take now to persist in supporting the community and the economy of Sebastopol even as the pandemic wanes in whatever possible future we find ourselves in afterwards.
- Think some good goals for tonight are to address and take some action on two main ideas, the implementation or the beginning of people's lane, also to further explore the loan program, and then to begin to look and brainstorm about further actions to be explored and brought back to future city council meetings.
- See tonight as, really the beginning of some ongoing work.
- Don't think that's necessary to attempt to solve all of the problems of the business community all in one night. That would be a very lengthy meeting.
- Tackle the first couple ideas, dig into them a little bit, and then look at ideas into the future.
- Will be looking at next year, the people's lane on Main Street, and the idea is to kind of frame the action items, let it will Council weigh in on their thoughts on both the people's lane and the loan program, and then open it up for public comment if the public wishes to speak before you take any action items is the city policy, and then any action items to be pursued, should they be warranted would be looked at after that.
- Think that the people's Lane on Main Street is kind of a pretty straightforward concept, and it's also the beginning of a larger conversation that we've heard quite a bit about; meaning, which other roads should be look at closing in support of businesses and creating more people space and outdoor dining space outdoor parklet space, wider sidewalks and areas for businesses to sell their wares outside to try to open up the kind of the space around people for safety concerns.
- Historically speaking, there's a petition that was launched by some of the business owners of the Main Street for the people's lane.
- That are up to 673 currently - So, there is quite a bit of support for it.
- Just to frame it a little more, some of the opposition and concerns that we have heard, and we've heard a little bit, is fear of losing any parking on Main Street, and, further, in order for it to move forward, the governor would actually have to take action, would have to use an executive order to essentially allow for pedestrian use on a public highway.
- Purportedly Caltrans is in support, though I haven't talk to anyone from Caltrans to confirm that, and we really are just framing this to open it up for dialogue with the intended action, should you

choose it and deem it warranted, to write a strong letter to the governor, urging an executive order to begin the process of designing this people's Lane, because as has been brought up to us, there are numerous concerns on how you design that correctly for ADA compliance for example

Mayor Slayter commented as follows:

- What I have seen out there, as far as petitions and e-mails that have come into my inbox, that the idea of the people's lane, I think that's a great term. That's wonderful.
- I think it strikes exactly the right tone as to what the overall intent might be.
- I think that once I really kind of got in and started looking and rather than just an e-mail that came in and said, "I'm in support of the people's lane," the ones that were a little more detailed, and then also communication with some of the business owners, particularly on the west face of Main Street between McKinley and Bodega.
- That's the side of the street where everybody seems to be interested.
- So, there are a number of business owners along there that are concerned about losing parking, and that's something the Council has certainly heard over the years about businesses' desire to maintain parking in downtown.
- So, as I understand it, my analysis of it would be that there were two main proposals.
- The first would be to essentially widen the sidewalk, that entire block face and create a wider sidewalk, a true people's lane.
- What that would do is displace all the parking along that face, and a number of businesses had concerns about that.
- So, the other proposal that was used in shorthand, is parklets, which we have some small but notable experience with, whereby individual parking places, it can be one, it can be two, it could maybe even be three, and those become places for humans
- That so that would maintain the sidewalk as it is now and allow for retail use or public use, human use of the parking places.
- I think that the shorthand of people's lane has been used in those couple of ways, so that's the way I'm going to frame this and ask for input and questions.

Vice Mayor Glass commented as follows:

- Really like the idea of doing something where people can be occupying the sidewalk or we can have outdoor dining or we have space that is for pedestrians in the downtown.
- I think that sounds like a great idea.
- But it's the configuration and how to implement something like that that I'm most concerned about.
- So, I know some businesses are interested in it, particularly some restaurants, and so they're looking for outdoor dining.
- But then, have we really drilled down on which of these options is preferable amongst the businesses that are on Main Street.
- So, some people want a people's lane. Some people want parklets.
- Some people are concerned about parking, and some businesses are concerned about parking and some may be concerned about particularly in this time where stuff isn't fully open, the pickup zone, so where you can just cruise on up and pick stuff up and leave.
- So, I think the people's lane might preclude that.
- But is it more important to have the people's lane

- Anyway, I'm not the person that's having a business on Main Street, and I want to know kind of what's the break down on what the merchants want and the restaurants and the businesses that are downtown.
- I want to do something, but I'm not clear about what that should be.
- I think that that kind of strikes to the heart some of the difficulty in the different petitions or kind of groups of e-mails that have come in that mirror other e-mails.
- So, it's clear they're coming from organized group, which is great.
- But getting that data, you know, what is supported, I think, is really important.

Councilmember Hinton commented as follows:

- I also have got all these e-mails that, honestly, I don't think I've signed a petition, because when I first heard about it, I thought it was like, great, unique, I love the name.
- It sounded, from a marketing standpoint, amazing, and then we started getting the e-mails of people concerned about parking.
- I have a huge concern about seniors that they can't park behind and walk there.
- I'm curious about that as well
- I want to see the presentation, and hear what CoMission heard, and then kind of weigh in on it, I guess.

Mayor Slayter commented as follows:

- Understanding is that wasn't really a part of their survey and that this is a bit of a standalone item at the front end of the bulk of their presentation.
- if there's interest on the part of the Council for a letter to be sent to the governor and his staff up there, probably also copy to Caltrans, saying we are interested in this, what are the chances? Because there's a myriad of things that preclude this, that do not allow this.
- So, what we need to do is first ask, is there the ability for the governor to take action, sign an executive order for us to even have a presentation of any kind of is it even possible is, I think, where we're going with this.
- So, really, authorizing me to sign a letter is really what this first part of it is.

Councilmember Gurney commented as follows:

- I'm not sure exactly where the people's lane would go, and I would suggest we think longer than just the single block on the west side of Main Street from McKinley to Bodega, because I think our community has been ruining for a yearning for a pedestrian lane downtown that is much more of a grid and more than just that short little block.
- I would ask that we consider going all the way down to the Post Office and, potentially, looking at -- Petaluma Avenue from Mimi's around to Whole Foods, something that is big enough that we can draw people in numbers with the physical space to be distanced, to actually take back the streets and enjoy our downtown.
- I think that's what people want, is to take back the streets and be there, because if they are in the streets, they're there because they want be part of the community, which means supporting businesses.
- So, I think we have to really be careful about considering our business district being half of one tiny little block.
- We really want to encourage traffic foot traffic from Main Street to Morris Street on McKinley, all the way out to Sebastopol Avenue.

- I would ask for, as much of a people's lane that our businesses would support, and there are many more businesses than that single half of one block that could benefit from this kind of activity.

Councilmember Hinton commented as follows:

- Talked to some of the restaurants about it.
- They had told me, and maybe there are some we'll hear from tonight, that if it's too far away, they can't utilize it
- So when I think about what's down there, while I love the idea it would be easy to stretch out a lane, if there's no restaurant immediate that can serve the food, then I'm not sure it makes sense to fight the governor for a big extension on it.
- So, some of the restaurants said to me, that's great, but my wait staff is here and the food is here and it's hot here, and if we're going to do an outdoor café, we've got to do it right there.
- When I think about what's down further, like Councilmember Gurney is talking about, maybe there's that one restaurant.

Councilmember Gurney commented as follows:

- Think people's lane is more -- it's about more than just restaurant.
- It's about creating community space.
- When people have been confined at home for such a long time, I think it's really important to provide safe outdoor space that allows some kind of identification with our community, particularly our business community.
- People just love to be out and about and have it be somewhere other than the Joe Rodota Trail, which is getting really crowded.
- It would just be lovely for people to have a pedestrian-friendly downtown.
- There are more businesses to support than restaurants.
- I think that restaurants do need immediate physical access if we're just serving food.
- But I think this is much more of a community-enriching activity than just providing space for restaurant service.
- It can be much more.
- That's what I would encourage us to look at.

Mayor Slayter commented as follows:

- It certainly should be broad enough to cover things that we wouldn't even want to do, but we need to ask – such as close down all the streets, every lane -- They're all for people now.
- The letter could certainly be broad.
- It doesn't need to be specific.
- We could cite examples that it could be this, it could be that. We don't really know at this point.
- But getting even the ability to consider it from a legal standpoint and a regulatory standpoint has to be our first step, regardless of what it is down the road.

Councilmember Gurney commented as follows:

- We want to remember there are many examples of closing streets during COVID.
- For instance, my son's street in Brooklyn became a whole pedestrian way, and it was originally a one-way street with a bicycle lane, and the people just were able to get outside, and it relieved that sidewalk congestion that was making everybody kind of anxious because they couldn't be quite far enough away.

- It just transformed the neighborhood, because people could be taking over the streets.
- New York City has done there.
- I'm sure there are closer examples, like the mayor was saying, what is the bicycle one where they take over the streets, CicLAvia?
- I mean, there are a lot of ways of doing it.

Mr. Nolen commented as follows:

- Wanted to share there are some examples in communities in Australia and New Zealand that have reclaimed traffic spaces for public seating and hangout areas as more of a general use, and the nearby restaurants serve the food as to go, and then it sort of mixes all of the use of the restaurants into one community area.
- They found that they're going to keep it that way long beyond COVID because they just found that it seemed to create more of a sense of community togetherness and became sort of an art space as well, thinking about this beyond just immediately observing the businesses, but also like a vision for the future of serving Sebastopol and how it feels to live and business.

Mayor Slayter commented as follows:

- Actually have a family member who lives outside of Sydney, and we were on a Zoom with the family, and she was describing that very thing.
- It's getting to be winter down there, so they're not being used quite as much as they were even just a couple weeks ago.
- But the community space, everybody's working at home, and now everybody's working from a wide spot on the sidewalk, and it's great, so I think there's a lot of benefit there.
- So, unless there is opposition, we can dispense with any actions in a formal motion.
- I think I'm seeing sort of general support for us taking a first step with the governor and writing a letter that is very broad and just see what we can do about the regulations.
- We can move into that with a formal action once we get to the end of the balance of this agenda item number one.
- I will turn it back over to, I guess, it's Johnny to proceed with the presentation of the survey results and the discussion of the potential loan program.

Mr. Nolen commented as follows:

- Want to also go quickly to a recap of the original survey, which has been in your hands, I believe, about two months, so give a quick recap on that.
- So, the original survey, which was a much broader business survey to assess the impact of the pandemic was open for three weeks, from May 19th to June 5th, so that's really when businesses were feeling the hardest impact of loss of revenue.
- 160 respondents all over the city representing all sorts of business types participated.
- Roughly one-third were temporarily closed at that time with no delivery or pickup or remote access whatsoever.
- Nearly 70 percent reported that they had lost over half of their revenue, and about the same number of respondents recording some level of layoff or furlough of their employees, just to give a snapshot of what kind of deep impact that had on local businesses.
- So, the respondents were also asked some open-ended questions, and some common themes emerged, so I'm going to give you some of the highlights.
- Each of these represent at least ten percent of the open-ended responses.

- So, there's rental relief, by far the largest, mentioned in about 25 percent of the open-ended responses.
- There's centralized resources, safety concerns with opening back up and how to maintain the safe social distancing once the commerce began again, and then small business grants.
- In that record, our recommended actions to explore included commercial rental relief protection, providing businesses assistance, helping establish consumer and operator competence over COVID safety measures, providing reopening support, and increasing access to the pandemic information.
- So, the last four CoMission has been supporting the businesses in some ways since then, but the commercial rental relief and protection has not been addressed so far.
- So, the second survey focused almost exclusively on the City-sponsored loan program, to engage interest in that iteration.
- It was open for one week from July 29th to August 4th.
- We had 31 respondents.
- Most of the questions were multiple choice to gauge interest in different forms of the loan, and to answer possibilities included extremely interested, very interested, somewhat interested, not very interested, and not at all interested.
- For the purposes of grouping and cross-referencing answers, we considered extremely varied and somewhat interested to be considered positive responses, while not very not at all interested were considered non-positive responses.
- 45 percent of the respondents returned positive responses to a general interest questions in a loan program.
- Of those interested, desirable loans were expressed as \$5,000 to \$10,000.
- Predictably, the interest of higher on a zero percent interest over a five-year loan term, and the proposal of 2.5 percent rate to cover the administrative fees that would otherwise be taken on by the city.
- So, interesting, respondents who gave non-positive responses to the general interest question did support passing through of administrative expenses to the borrower.
- We also asked some open-ended questions in the survey.
- One was specifically in reference to the loan program and one asking for general input on ideas for how the city could support this community.
- On some of these open-ended questions, interesting ideas were submitted.
- Most of them were listed in the report that you have in your packet, but I'll give you a few highlights.
- Investing in the commercial areas like downtown corridor to make the best most attractive data summation for visitors, investing in regional marketing and radio ads, online ads, and print ads to draw more visitors to the city, of course, support was expressed for people's lane and support for rental relief and commercial tenant detections, that came up again.
- So, in the report that you have, I did provide some cross-reference insights on the report, and I do have the dataset open on my computer right now.
- So, through this conversation I can run some additional cross-references between the different answers if that would be helpful.
- It was a very simple seven-question survey, so that's all of it.
- This is the opportunity here to discuss the needs, the design, kind of the actions that you want to consider for a micro-loan program, you know, looking at just starting to talk amongst yourselves if it makes sense and how much should the loan be.
- We're also looking at who administers the loan.

- What's the total amount of money for such a program, and the terms?
- These are some prompting questions to begin the timeline.
- Kind of a bigger question to wrestle with here for the council, is should you pursue a loan program?
- Should it be limited to a specific expenditure by the recipient, or is it an open-ended loan, micro loan that could be used for any purpose that that business owner deems necessary.
- So, with that, we'll turn it back over to council for any questions you may have so you can discuss amongst yourselves the merits and liabilities of such a program.

Councilmember Gurney commented as follows:

- Where are we going to get the money for this?
- This is a question for the Budget Subcommittee, I guess?
- Are we talking about general funds or are we talking about tapping into tourist dollars or the PG&E settlement that Linda was mentioning last night?
- Where are our financial resources and how deep are they

Councilmember Hinton commented as follows:

- Think there has been -- one of the proposals that I think CoMission had mentioned was us just guaranteeing the loans.
- Think there was a notion that we could work with Community First Credit Union, and that they might be willing to participate with us if we guaranteed the loans. I don't know all the details. I think maybe CoMission knows something about that.
- I actually had really briefly talked with our supervisor about the funding the county received from the PG&E settlement, and should some of that money go over to the EDB for a loan or grant program?
- That's another question.
- \$144 million is a lot more than we have, or should it be something in both?
- I'm wondering if CoMission can say something about that did you all talk with banks so that they could administer this and what they would do, so the notion would be a guarantee as opposed to us actually loaning the money?

Mr. Nolen commented as follows:

- I spoke with Todd Sheffield, who is the executive director of Community First Credit Union, which is an amazing local credit union.
- He said that they have done programs similar to this in the past.
- They had levied a 2.5 percent administrative on it because it is guaranteed, so it's not as much of a risk loan.
- But that it would depend on the scope and number of participants of the program.
- They would administer every aspect of the loan.
- The city would just have to guarantee the funds.

Vice Mayor Glass commented as follows:

- It seems like kind of a viable idea, because then somebody else is actually experienced manager of financial services has the infrastructure for managing the loan, dealing with paperwork, all the legal stuff
- That does sound like kind of an interesting idea to me.

- If you look at the results what is the number of respondents that responded favorably to the notion of being interested, somewhat interested, or very interested in having a loan.
- Did you multiply out the total dollar amount of interest was?
- So, if you had 52 respondents, of those respondents, X percent said they would go for 5,000, X percent 10,000.
- What happens when we multiply that out?

Mr. Nolen commented as follows:

- We didn't perform those calculations, because I think the actual participants of the whole loan program would be greater than is expressed in this survey.
- We only had it open for one week in order to prepare the report to be ready for this packet, so I don't think that we captured all of the people that would be interested.

Mayor Slayter commented as follows:

- There's the correlation, which seems to make logical sense as you look at it, the people that showed the more intense interest wanted the higher loan sizes, and a bigger interest drop at the idea of shorter terms, which to me is just a correlation of people who are under greater financial duress.
- Even if it's just somewhat generic in numbers, if we had 20 businesses who all ask for \$5,000 at 2.5 percent interest, just some sort of basic number that can be extrapolated out maybe just to get an idea?

Councilmember Hinton commented as follows:

- 20 businesses at \$5,000 is a hundred thousand.
- I mean, when I brought this forth -- and thank you, CoMission for actually kind of vetting it -- the concept was that we look at community grants every year for our non-profits, but right now our businesses are in dire straits.
- In fact, I did have a conversation with the owner of El Cornell, who has had a business here in town for a really long time, and when I saw him and discussed this he mentioned to me that when they first started up, they were doing pretty well, and then it's kind of slumped again in this new little shutdown, and that the Paycheck Protection Program is running out.
- It just covered his last payroll.
- So, he just kind of shared with me, like, yeah, that would be amazing, because we'll get up and running, but we're going to have a tough time right now, because the amount of money we got is starting to now dwindle, and so there's going to be this slump.
- So, I really love CoMission's idea of having Community Bank, if they called, if they would manage it for us, and so I wouldn't say if we guarantee the money, it's a hundred percent of course, risk free, because somebody might not pay us back.
- But, again, it would be an investment in our local businesses.
- So, I know we have a small staff, so that seemed to solve the staff issue with having a professional financial institution helping us manage the program.

Mr. Nolen commented if the city issued \$100,000 in loans over a five-year term at 2.5 percent, the interest paid over that full time is just about \$6,500.

Vice Mayor Glass commented as follows:

- What you do when you guarantee something is, when you're a commercial or for-profit kind of business, you put a certain amount of money, you throw a certain amount of money on your balance sheet as a liability. It's like your expected loss because you think X percent are going to default.
- That would be the big question.
- But if we did it this way, it does kind of cut the amount of cash that we would have to be using.
- But we would still have to be accruing, like, predicting what the default rate might be and put that on our books.

Mayor Slayter commented as follows:

- First, is the zero percent versus the 2.5 percent.
- I think either way, it's a 2.5 percent, and it's a matter of either, say the city would pick up the 2.5 percent interest or it would be rolled in, and the businesses would need to pay it.
- So, that's another decision point for us if this is something we want to do.
- So, we have no real way to estimate the interest in this, from what I'm hearing.
- I mean, it was a fairly limited number of respondents.
- It's still useful data, but it's not an application.
- Short of actually going out and asking for applications, there's no way to know what the interest would be.
- There's certainly historical precedent for here is our maximum number, and we'll take applications up to that, and, you know, that would be another way that it could be organized.

Councilmember Gurney commented as follows:

- How do you decide who gets a loan?
- Is it just first come first serve?
- Is it based on some criteria of need and certain needs are prioritized over others?
- How does an applicant succeed to get money?

Councilmember Hinton commented as follows:

- I had an in-depth conversation with the City of Healdsburg.
- They offered up a lot more money than we probably would.
- They have a bigger budget.
- Obviously, I had a bunch of conversations with Fairfax and some other cities.
- So, what, in all cases, people did, was they put a number out there that the council approved and they thought might be a good one, and then the applicants were vetted to make sure they met the criteria that we set.
- suppose it's just like anything, we would recommend a dollar amount, and if it wasn't enough and there was a lot of need and interest, maybe we would change and do something more.
- If there wasn't, then we would award less.
- But I just keep going off the nonprofit amount that we generally do, and so a hundred thousand in this program might be a similar amount, or we might decide there's a lot more need and maybe look at 200,000.
- Those are kind the numbers I had in my head.

Councilmember Gurney commented as follows:

- What is the criteria that other cities have used?
- Who gets help?

- Is it for rent or payroll?

Mayor Slayter commented as follows:

- Are we loaning -- is the loan program for payroll?
- Is it for rent?
- Is it for stock?
- Is it for, in the case of that one guy in Florida who used PPP money to buy a new Lamborghini?

Councilmember Hinton commented as follows:

- It was for operating expenses that could include payroll, basically keeping the business going.
- Not stock, not Lamborghinis, not frivolous expenditures.
- Local businesses that said I really need another little helper, and they filled out the application.

City Manager McLaughlin commented as follows:

- It's pretty obvious criteria.
- You have to have a storefront presence or office within the city limits.
- They list several types of businesses: restaurants, retail stores, mobile service providers.
- They have to have 25 -- this is Healdsburg.
- You have to have 25 or less full-time employees, current business license.
- The business must have been in operation as of the date the pandemic more or less began.
- You must have a demonstrated hardship due to the COVID-19 pandemic and health orders, such as closure result or results in loss in revenue.
- You have to be in good standing.
- Then as Councilmember Hinton said, non-funds used for daily operational needs, and they give quite a long list of examples, which are pretty office costs of doing business.

Councilmember Carnacchi commented as follows:

- Suggest one other criteria that the businesses that have been in operation for either a minimum period of time, say, five years or three years to ensure that they're actually a viable business, because I think it's in the first three years, if you don't make it through your first three years, there's a good chance your business might fold, so I think that that might be one of the criteria that we would add.
- Maybe we want to loan it to people that are going to pay us back.

Mr. Nolen and Mr. Litwin commented as follows:

- They had conducted programs with loans secured by individuals, companies, or cities and counties.
- It's not necessarily -- I think that we're in unprecedented territory as far as pandemic loans.
- But they were just comparing it to where the money is secured by an entity besides the credit union.
- Discussed percentage of the total amount.
- The other one that's been talked about, which is a little more old school perhaps, it's pulling the names from a hat, especially if it's a smaller loan amount.
- You know, if we truly are looking at \$5,000 loans, 20 of them, say to hit that \$100,000, that's another area you may want to debate amongst yourselves as far as if you would just issue the full amount to a limited amount of people versus less money to more people.

Mayor Slayter commented as follows:

- If that percentage is, say, 80 percent
- Then if the applicant knows that - it's easy to ask for 120 percent of what you need so you get a hundred percent.
- There are ways to game it – rather just be honest on ask

Councilmember Hinton commented as follows:

- Think in Healdsburg -- so if you go to 5,000 or 10,000, I think that they asked for that.
- Then they don't know how many people are applying until after the process, so that's when then it was cut back.
- 10,000 was cut back too.

Mayor Slayter commented as follows:

- It's a period of time where now is the time where you can send in your application.
- That is a finite period of time.
- Cut off.
- Nobody is ahead of anybody else.
- That makes more sense to me.
- Then it closes; right.
- Back to the idea of businesses needing a period of time to then open, to me, that's not something that I'm necessarily in support of.
- I think that that's placing an undue burden on young businesses who just, by the virtue of the calendar and when their great idea came to them, when they wanted to open a business, that's picking winners and losers, and I don't think that that's anything that I want to be doing.
- I think that it's significantly more democratic if we don't have a restriction like that.
- I certainly understand that we don't want to make bad loans.
- I get that.
- I also understand that there's data that shows if a business is going to fail, the percentage of it in the first three years is much higher.
- But I'd rather approach it with hope rather than not, I guess, you know.
- I guess it's an interesting idea, but I'm not sure I'm onboard with it at first blush.

Vice Mayor Glass commented as follows"

- My negative concern is that the loans aren't big enough to make a difference, and so, I'm wondering what CoMission heard back from businesses, because, you know, knowing that a lot of the businesses on Main Street are paying 8,000, 10,000, 12,000, \$14,000 a month in rent, I wonder how much in the red they are?
- How under water are they?
- Is a \$5,000 or \$10,000 loan a drop in the bucket, and is the actually helpful?
- Do you have any sense of that?

Mr. Nolen commented as follows:

- One of the questions asked for loan amount and gave the option of \$1,000, \$2,500, \$5,000, or \$10,000, or none of these loan amounts meet my needs.
- Of the people who gave a positive response to interest, about half of them preferred \$5,000, half of them preferred \$10,000, and then one respondent said none of these amounts meet my needs.

Mayor Slayter commented as follows:

- The idea of the city being the loan agency, as one of the comments put loan shark, straight to the point with that comment from the respondent.
- I think that my comfort level with the city being the bank was not really very high.
- I wasn't sure how we would administer it.
- I don't know how our staff could have done it.
- We're not a bank.
- We're not a credit union.
- It would have been, I think, a tremendous load for our staff to try to administer.
- That's just not the business that we're in.
- So, when the idea of the city being the guarantor or the loans, that my comfort level and that that would be money well spent.
- In the one instance, it's, you know, less than \$7,000 in interest if the city were to cover those costs for that admitted round number that we don't know if it's reality.
- But the magnitude of the interest isn't significant enough for me to have huge concerns over the city becoming a partner in a loan program and taking that kind of financial responsibility.
- I think that is a fairly easy thing for the city to do financially.
- To the point of us not, then, spending general fund moneys or loaning general fund moneys, those general fund moneys might be put to a much higher and much better use with the EDB or with some other entity that is sort of -- we get in the pool with other communities and we're able to leverage those funds in a much greater way.
- So, my feeling is that the micro loans, to me, this is feeling -- my comfort level is going up, given the involvement of an actual lending institution.
- I think that's a really important key.

Councilmember Carnacchi commented as follows:

- With regard to the amount of time of business, I think that that is critical and that we do need to look at that.
- I think if we're going to partner up with a bank, they're certainly going to want to look at that as well, you know, like are you an established business versus before.
- They're going to want to secure the loan.
- I mean it just makes common sense.
- I wouldn't be comfortable loaning out general fund moneys to a business that hasn't established itself in town.
- That's where I'm with that.
- I think that that's important.
- I know you're opposite of that Mayor Slayter

Mayor Slayter opened for public comment.

Lee commented as follows:

- Just have two quick comments.
- One regarding the issue of downtown traffic and closing the streets, that's an issue that's been around, obviously, for a long time, as long as I've lived here.
- Michael sort of campaigned on the issue in many ways.

- But his point at the time, which I think is important to consider is, if you want to close 116 through town, then you have to reroute the traffic someplace else.
- I think Michael has tried, you know, diligently for several years on that, and what I think this is, it takes a really long time to come up with a plan and, actually, money, and then reroute traffic.
- But it's a worthy goal.
- If you want to actually accomplish something short term, can we take advantage of the COVID crisis, put up some cement barriers along the parking area on the west side and in front of the restaurants downtown and leave openings around the bookstore and a couple other places for people to stop and pick things up?
- Could we have weekends opened up in the restaurants and everybody's invited to come and meet outside?
- Then we have a better sense of what impact it has on traffic and everything else.
- Regarding the loan program, just a comment.
- I think Mr. Slayter said he doesn't want to pick winners and losers but was comfortable with the idea of guarantees loans.
- If you're actually going to guarantee a loan, that means if the business fails, the obligation is to the city, which means you really want to loan this money to people who are going to stay in business, and that means you do have to pick the winners and loser, so there's a little bit of contradiction there you have to get comfortable with.

Loretta commented as follows:

- My husband is going to talk first.
- Thanks for all your work.
- My concern is -- actually, my biggest concern is we've been trying to be on the agenda for the last three months, and we can't get on the agenda for some reason for the meetings about Morris Street.
- The other thing, I really love the idea about the downtown dining.
- We're in a very similar situation.
- We're trying to move some of our stuff at Butch's Corner outside.
- So, we've done that.
- We've moved outside trying to survive.
- Actually, businesses in Sebastopol is technically free.
- We're struggling, and more struggling because there's no parking on the streets because of the bands, and the bands have been here year after year after year.
- I counted -- today we're actually down a bit.
- We're down eight today, so then there's 14.
- I don't understand, in a city that cares so much about bike lanes, how we allow people to block the bike lanes.
- I have a good friend who was here about six months ago, got a parking ticket in a red zone.
- He was six inches in the red zone.
- Today, on Morris Street, there were seven vans, or, actually, trailers, that were in the bike zone with no tickets.
- A week ago, someone in the bike lane actually put their extender out for their bedroom.
- So, if you're riding a bike, Morris Street is not a good place to ride a bike.
- We've tried for years -- I'm 73 years old, you know, I don't know how long I can fight this.
- We try to do the right thing for the community.

- We've given lots of money.
- We're really struggling, and we don't feel that we're getting the kind of help that we should get from the Council, especially when we haven't been able to be on the agenda.
- That makes no sense to me.
- How we're not important, I don't understand.
- So, anyway, I don't want to get all emotional, but it really hurting when you have given your life to a town and no one really wants to listen to you, so, that's it.

Linda commented as follows;

- Just a couple questions.
- CoMission, thank you so much for all the hard work that you've put into this.
- I've enjoyed immensely working with you.
- It's been pretty quiet the last couple weeks with myself and CoMission, so we need to wrap it back up, in my opinion.
- The loan program, the city, thank you so much for entertaining this idea.
- My question is, will the Community First Credit Union have a fee attached to facilitate this loan program?
- Then on the downtown dining and pickup, I'm not quite sure -- it would be great if we could close 116.
- I just don't see that happening as quickly as our merchants need that.
- So, I would encourage us to entertain the idea of using our sidewalks, as minimal as they are, but really allowing our businesses to reach out there and allow them to use that space.
- Then on my last comment, Chip and Loretta, they are on the outskirts of downtown Main Street.
- That does not mean they are not in our town.
- There are many businesses out on Morris Street.
- They need our help just as much as the downtown.
- They've been in our area for many, many years.
- I'm not going to say how many.
- But they are the backbone of our community.
- It's difficult to have a gym outside, especially with our weather getting ready to change in the near future.
- So, what is it that we can do to help them?
- I know there's legalities involved about ticketing and moving the vans and all of that stuff.
- But there's got to be areas at Park Village that we could ask these people to gently move over there, giving merchants access for their customers to park on Morris Street so that we could enjoy our workouts and/or go to Key Auto Body if we need to, or Rhyne Design, or any of those up in that area.
- So, I encourage the City Council to please give some strong consideration to our businesses on Morris Street, which backs up to our Barlow.
- We're always talking about the Barlow.
- Let's not forget everybody else that is included in our town that we so passionately care about.

Debra commented as follows:

- I just wanted to add one more thing to Linda Collins and the Castleberry;s

- It's true about the businesses, and but let's not forget about the people, also the people that live around there, the residents also, because I know a lot of the residents do go out and they're walking, they're not going on the trails.
- They're walking out there, so I just wanted to put in about the residents; okay, on Morris Street.

City staff stated that they received one public comment from Jann..”take it out for a spin, have staff put their heads together, the city planner, engineer, and public works and chalk out the first block, provide for parking lanes to support seating, pickup, and bike lockouts, and the core project may help with the overall design.”

Public Comments were responded to as follows:

There was a question about possible fees for the loan program, and that's in the answers to the survey questions.

- So, I am not sure of any fees specific.
- When I spoke with Mr. Sheffield at Community First, he simply threw out a 2.5 percent number, and he said like that could vary depending on the size of member participants, and that he does intend, for programs like that, to be administered in a way that is affordable and efficient for the city.
- They do a lot of community work, so something like maybe could go beyond what is historical generosity are.
- But the specifics, we need more information on what type of program it would be.

Administration Fees and Interest:

- Short-handing fees and administration and interest at that 2.5 percent number, and that was something that needs to be discussed by the Council.
- Like to get everybody's thoughts on that particular part of it as we get into our discussion.
- So, that's what the administration fee or interest or whatever you want to call it would be, to answer the question from Linda.

Councilmember Carnacchi commented as follows:

- Just want, since we are talking about business here, and Chip and Loretta were talking about wanting to move their gym outside there, and they have the trouble with Morris Street.
- I'm wondering, since we have the Agenda Review Committee present here, I wonder, can we give them an update on what's happening with that?
- As you all know, I've been trying to get that on the agenda since shortly after November, and so can we somehow give them an update on what the plans are with regard to that with Morris Street.
- Where do we stand with that?

Mayor Slayter commented the City Manager provided an agendized report on that at the last Council Meeting.

Councilmember Carnacchi commented that Loretta and Chip were not on during that time.

Mayor Slayter commented the meeting is recorded and there was an agenda report to the public as well as having written materials as well.

Councilmember Carnacchi requested if an update and questioned if one was not going to be given.

Mayor Slayter commented it has already been done as a council agenda item. It was recommended that anybody that has a question about that particular item can give the city manager a phone call tomorrow if he's got a moment in his day where he can take the time and answer a personal one on-one type of questions with any of the business owners regarding that issue. Think that that's probably the best way to do it, rather than discuss a non-agenda item that with already on an agenda.

Mayor Slayter commented as follows:

We've got action on people's lane, potentially, and action, which I think would be to just simply go to a next step with the loan program and do additional research and get some real specifics about what it would look like with Community First Credit Union.

Mayor Slayter moved and Councilmember Glass seconded the motion to authorize the mayor to author a letter and sign it in support of the people's lane and all the things that it could entail, including parklets, or not to exclude parklets. Our engineering manager has the list of things that we would basically need a waiver for, and so we can outline those in specifics and I think that the letter, per our earlier discussion, can be broad.

VOTE:

Ayes: Councilmember Carnacchi, Gurney, Hinton, Vice Mayor Glass and Mayor Slayter
Noes: None
Absent: None
Abstain: None

City Council Action: Approved authorizing the mayor to author a letter and sign it in support of the people's lane and all the things that it could entail, including parklets, or not to exclude parklets. Our engineering manager has the list of things that we would basically need a waiver for, and so we can outline those in specifics and I think that the letter, per our earlier discussion, can be broad.

Minute Order Number: 2020-177

Council Discussion on Loans:

Councilmember Hinton commented as follows:

- Want to say that I'm strongly in support of it.
- I think the concerns the Council had have been addressed the research CoMission did for us going through a credit union, and, you know, it was a small survey, so we have no idea, actually, how many people are going to take advantage.
- But maybe we kind of split the difference and put out \$150,000 as a number and put out \$5,000 and \$10,000 options.
- For me, it's backing our small businesses
- So, we're not going to know until we put it out there.
- But if we've got an admin solution for it.
- I like what Mayor Slayter was saying.
- If the cost is only \$6,500 for the two percent or if we did 150-, maybe that's nine.
- It seems like that's something that we could take on as a city and contribute.

- I think a zero interest would really show our business community and small businesses that are struggling that we've kind of got their back.
- So I'm in full support of it, and it sounds like I really appreciate what CoMission did to vet it.
- It sounds like it's doable for us now for our small staff.

Vice Mayor Glass moved and Councilmember Hinton seconded the motion to direct CoMission to move forward with getting the details of what would be the administrative costs, exactly how we could structure it, and what it would take to move it forward.

Discussion:

Councilmember Gurney commented as follows:

- I'm comfortable doing with this, with the City is the guarantor, and Community First as the administrator, with the fees not to exceed 2.5 percent.
- I would be more comfortable with \$100,000 than 150,000, and have the loans be set up to \$10,000, and see what we get as to applicants, five years as the terms.
- We talked about the criteria tonight.
- I think that was all pretty acceptable with the City taking on the interest as our own expense.
- I think Councilmember Hinton's right; that would show support for our businesses.
- I thought we could just roll that to them, but I think she's got a good idea, that the city just absorb that as our way of supporting their future.

Councilmember Hinton commented as follows:

- Can disclose that we have typically given one percent to nonprofits.
- We're probably going to come back and recommend a little bit more than that this year, and the need we got was double that.
- So, when I kind of keep going back to, if the need is double for nonprofits, the need is probably great for our local businesses as well.
- So, if we're just talking about guarantees the money, that's why I just wanted to put it out there, because if we have ten businesses at 10,000, that's going to be max.
- If we don't get that much demand, then we don't fill that much.
- It's tomato tomato.
- So, whatever everybody's comfortable with is fine with me.

City Manager Mclaughlin commented as follows:

- Get some clarification for staff
- I've heard some specifics about criteria and other details.
- I wonder if we could get clarification from the motion maker and second as to how far we're to take this at the staff level.
- Are we coming back to get formal approval?
- What stage would it be at when we return it?
- Are we being authorized now to launch a program?

Vice Mayor Glass commented as follows:

- Motion was to come back with a staff report that has a vetted concept, and maybe it has more than one option, so maybe there's an option that is two percent, for the City paying two percent, or maybe there is an option where the City actually might pay less.
- It's just a flat fee or, there might be some options there.

- But find out from Community First what the details would be.
- Put together the program as -- given all the ideas that have been discussed, put together a staff report that we can approve or not.
- To be returned to the September 1st meeting

Councilmember Carnacchi commented as follows:

- I have a question with regard to a legal question.
- So, if I'm the only person on the Council that has a storefront, am I precluded from applying for a loan by virtue of my vote?
- I would think so.

City Manager McLaughlin commented as follows:

- Not a hundred percent sure of that, because there's exception under conflict of interest rules that's referred to generally as a public generally exception.
- It allows people to own a business in town still make decisions that generally affect businesses.
- If you're worried about voting this evening, well, at this point in time, you haven't applied for any loan, so I would advise you it's okay to go ahead and vote on this agenda item, and we'll figure out the conflict question afterwards.

VOTE:

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

Noes: None

Absent: None

Abstain: None

**City Council Action: Approved direct CoMission to move forward with getting the details of what would be the administrative costs, exactly how we could structure it, and what it would take to move it forward.
Minute Order Number: 2020-178**

The Council discussed other actions as follows:

Mayor Slayter commented as follows:

- Now we have some other time set aside to talk about other items, and something that I'd like to mention is it's been brought up -- I think Linda mentioned it in public comment -- about the changing of the seasons, and, well, first we have to get through the power shutoff season, and then we need to get through other disasters, and then we get into rainy season, and the rainy season is going to be here before we know it.
- It doesn't appear that restrictions on businesses are going to be lessening any time soon, and the need to have space outside for people to queue up so that large numbers of people aren't outside waiting in line is very real.
- We're lucky in that our couple of blocks in our downtown have covered awnings where people might be able to stand out of rain.
- We have other areas in our commercial districts that don't have that.
- We have some shopping centers that have deep overhangs and, therefore, are somewhat protected from rain.
- So, I think what we need to do is take a look at our commercial districts and determine businesses that would benefit from some sort of weather protection.
- I don't have any preconceived notions about what that would be.

- But this is something we've got at least a couple months that we can consider this and look for other examples in other communities.
- Talk with Public Works, see what they might be able to offer as far as suggestions, and provide that for our businesses.
- So that's just one example of one thing that I've thought of that we might want to plant a seed and start thinking about.

Vice Mayor Glass commented as follows:

- Discussed mentioning of people wanting access to façade improvement program
- If they were actually there were mentioned of responses to the survey, and it seemed like some of the people that responded to the survey actually didn't know about the Façade Program.
- But I think it would be helpful to our business community if we might think about that.
- We have some money in the Façade Program fund I think, and so what can we do to encourage our, particularly storefront, businesses on Main Street to get engaged in the Façade Improvement Program, and do we want to significantly reduce the match for that or, you know, is there something that we could do to get more people using the Façade Program?
- Do we need to change the cost structure
- It's a \$20,000 line item.
- it's a match right now?
- I think you have to do a 50 percent match.
- Do we want to lower that in order to encourage spiffing up Main Street?
- Do we want to lower what the match is in order to get people to engage with that program?
- That kind of map that sort of corresponds with the awning idea, and is there something that we could do that would even help multiple businesses do it and get a group price on it or something, you know, so that everybody is able to spiff up their business.
- Then the other I was thinking about was, if everyone does that -- I just lost my train of thought.
- Spiffing up, I like that.
- It was that this would be a really easy thing to do now when a lot of people are kind of quasi shutdown or whatever.
- I mean, this is, okay, if there are some funds provided to do this, and a lot of businesses are very slow because of the COVID situation, maybe this is a good time to, if you have the funds, to do some spiffing up of your business out front.
- So, it seems like it would be good timing.

Councilmember Gurney commented as follows:

- I think one of the difficulty that is I've heard about the Façade Improvement Program is that the business owners may very much want to do something, and it's the landlords that are the obstacle, because they don't want their building touched or changing, or they don't want to have to put holes in the wall, or whatever it might be.
- So, I very much support Una's suggestions, and I think coming with that is some sort of ombudsmen work, however the city could get in the middle of that relationship so that the Façade Improvement can actually be successful.
- I think business owners need an advocate with their landlords downtown.
- That's what I've heard, without naming any names.
- There are some very difficult landlords.

Councilmember Hinton commented as follows:

- Maybe let's lower it, 75 percent city, 25 percent contribution.
- But if we're going to promote our loan program, it makes sense to me that we could promote the Façade Program at the same time, because maybe somebody needs a loan, but maybe somebody, if we lowered it and said 75/25, would go, oh, I don't need a loan.
- I'd rather have the free money of the 75 and do my awning and I just owe you 25 and I can get that done.
- So, by putting out the loan program for the people that aren't sitting on City Council meetings all the time and learned about our Façade Program, we could put both things out together as two options.
- That really makes a lot of sense to me.
- Cross-promote.

Vice Mayor Glass commented as follows:

- Like idea about the cross promote.
- Maybe out of this meeting, if we can get the loan thing figured out fast enough, maybe the cross-promotion thing is that once we nail all of these items, that we could have Ollie develop a flier that is about a package of COVID-related economic relief for our small businesses, so there's kind of a menu of things that's in a single document.
- It would be up on our document, but a flier that we could just take to any business, particularly the ones downtown where they would be interested in façade improvement.
- Let everybody know, okay, you can maybe get a loan or you can do your façade improvement.
- This is who you need to contact to do that.
- On top of that, you could do, you know, participate in some kind of marketing program, anyway, we could work with the Chamber and the Downtown Association.
- But have menu of things so that Holly comes up with a list of things so that our businesses are seeing what we do have to offer.
- I found it rather interesting, a number of times I've talked to business owners, and they didn't even know we had the Façade Program.
- I mean, so if we don't market it and tell everybody we have these things that we're doing, then no one will avail themselves of it, and we won't have an improved spiffy looking town or solvent town or all those other good things.
- Something else that I know we have a girl who is working on an app that is --
- we had somebody call it Sebastopol Prime.
- That's not the name of her app, but it's an online marketing thing that local businesses can sign up for, and it could have a delivery service that is shared, and so those kinds of resources are certainly out there, and I can connect CoMission with that individual who is developing that, and I've seen a prototype of it, or whatever.
- Had noted something, and I was never able to quite figure out what it should be.
- So, in the parlance of the evening, I think some sort of unifying spiffiness, something that is similar across commercial districts and be able to visually link the north end with the south end with the central part of our commercial districts, and I don't know what that is.
- It's just sort of an idea of some sort of unifying thing.
- And if it's -- I don't know -- half wine barrels with flowers in them, and it most likely shouldn't be that, but if those kinds of things are located in multiple areas around town, as people go through the town, there's a sense of cohesion.
- So, I'm not sure what that is.
- It's not really a very well-formed idea other than the root of it.

- Would be interested in CoMission looking into that and seeing if they have any recommendations, if that's something that the City needs to help promote.
- If it's viable, I'm not sure how the interface between private individual who's got that and the public.
- I don't know how all that would work.
- But, to me, that feels like something that a lot of businesses, to have a business and then also to have to figure out how to be an online presence, I think that that's something a lot of small businesses are struggling with, and for us to be able to provide some sort of support for that.
- Then also, you know, that is directly in line with our small business focus, our formula business ordinance, shop local, make local, all those things.
- So, I think that that's -- I have interest in promoting that, or having CoMission look into that.

Councilmember Gurney commented as follows:

- I really liked your idea, Patrick, about the unifying element.
- I think we all may remember visually the white lights that were downtown.
- I think it started with the Holiday Season.
- A lot of businesses kept them up, and it was quite lovely to see that at night.
- It went beyond Main Street, into the Barlow as well.
- Barlow picked it up and it looked really nice.
- That's great for nighttime, but it would be wonderful to have an element that also worked daytimes, and all through the year.
- I really like that idea.
- Because, we just have to remember, we go from north to south, you know, from Main Street to McKinley.
- We also have the nonprofit corridor on High Street, which could just as well be brought into this kind of unifying work.
- have something that is not expensive but adds to the cohesion.

Vice Mayor Glass commented as follows:

- The Budget Cut Subcommittee actually talked about that this morning.
- it was the flower baskets downtown, which Craig Boblitt has really been trying to promote.
- We were actually meeting with Dante from Public Works, and that was brought up.
- That whole thing kind of got stalled because -- I thought it was a great idea.
- I know Neysa, and probably other people, have talked to Craig about the idea.
- It kind of got put on hold because of the infinite saga of Caltrans, and so there wasn't any point in trying to get that going before the Caltrans work happened.
- But there was also an issue, because there was going to be all this work done on the downtown sidewalks, blah, blah, blah, so it sort of got put on hold.
- But it seems like something -- that would be a really good idea if we could get the flower baskets going.
- I think Craig has talked with maybe with Ray and the downtown people about getting people to help with watering them.
- I think part of the issue with that is maintenance.
- But, anyway, I think that's a really good idea that unifying element of flowers.
- Actually, he had shown me, like, massive amounts of pictures and drawings and all these really cool things that we could do.

- So, I actually, when I was in Ashland last year, took a bunch of pictures so he'd know I was paying attention.
- Like, look at all the flower baskets in Ashland.
- They really look wonderful.
- It adds a lot, and it can really define kind of your downtown area.

Councilmember Gurney commented as follows:

- It's wonderfully predictable.
- I'm wondering if there isn't something a little more predictable, full of whimsy or creative or artistic that might be thought up.
- I'm not the person who could think of it.
- Here's an example.
- Holly came up with the idea for the Gravenstein Apple Fair, this pop-up business that's happening on the weekend, Grab and Go.
- I mean, somebody is just really, like that coming up with fun things, and it would be neat if somebody had a great design element.
- Flowers are great, and what if something else went with them, I don't know, like a funny apple.
- I have no idea, but something original.

Mayor Slayter commented as follows:

- I'll propose that we might want to ask our Public Arts Committee to brainstorm.
- That is populated with some very creative people, and some people with some commercial art shops.
- Let's lean on them.
- Let's see what they might be able to come up with for ideas.
- I mean, we don't need to have the specifics.
- We're looking for ideas.
- Maybe we have a little brief program and we put it in the community newsletter, and we put out to the community, hey, do you have any great ideas for this?
- The Council is looking for input.
- Establish a special e-mail address where people can just write their idea in.
- It doesn't need to be a competition.
- It doesn't need to anything.
- It's just a call for creativity.
- Another thing, I think that's an opportunity that we could use, and maybe if we're sending fliers around, maybe with, you know, this kind of menu of things we can do to spruce up your business or opportunities there are, and we could maybe talk with the folks at Cals and see if we could have, you know, the What's Happening Sebastopol mini "innerstitial" or something.
- That's what they call them in the nonprofit radio business is, like, they're little short records that can could go between programs.
- We could do a recording and try and really get people to tune in, because we don't have to tune in over the air.
- You can just stream it on the Web, and that's how most people access media now anyway.
- So, if we had a particular program or time and we could encourage our businesses to listen to What's Happening Sebastopol and get everybody in town to hear, because it's actually nonprofit

radio, like, you know, there's Sip and Savor is happening this weekend, or, you know, be sure and pick up your to-go food downtown, and these are the restaurants participating.

- You know, if we could just get people to start thinking about tuning into our local -- our really, really hyper local radio station, maybe that would be something we could think about.
- Partnerships.
- That wouldn't even cost us hardly anything.
- I think we've probably provided some food for thought, and the idea is that this is not a one-off type of brainstorming session that our consultants will take these things away and put them in the idea grinder and see what pops out.
- We'll have the loan item coming back as a formal agenda item, and I will make sure that the letter goes out to the governor posthaste and of course, you will all see a copy of that.

PROCLAMATIONS/PRESENTATION: NONE

STATEMENTS OF CONFLICTS OF INTEREST BY MAYOR/CITY COUNCILMEMBERS FOR ITEMS ON THE AGENDA (This is the time for the Mayor or City Councilmembers to indicate any statements of conflicts of interests for any item listed on this agenda)

CONSENT CALENDAR:

- The consent agenda consists of items that are routine in nature and do not require additional discussion by the City Council or have been reviewed by the City Council previously. These items may be approved by one motion without discussion unless a member of the City Council requests that the item be taken off the consent calendar.
- The Mayor will read the consent calendar items; ask if a Councilmember wishes to remove one or more items from the consent calendar; and then open public comment to the members of the public in attendance on the virtual meeting. At this time, a member of the public may speak for up to three minutes on the entire consent calendar and/or request at that time that an agenda item or items be removed for discussion.
- If an item or items are removed from the consent calendar, the item shall be placed at the end of the regular agenda items unless otherwise determined by the Mayor or Mayor Pro Tern.
- Council Members may comment on Consent Calendar items or ask for minor clarifications without the need for pulling the item for separate consideration. Items requiring deliberation should be pulled for separate consideration and shall be placed at the end of the regular agenda items unless otherwise determined by the Mayor or Mayor Pro Tern.

CONSENT CALENDAR:

2. Approval of Revised Budget Sub-Committee Schedule. This item is to approve a revised schedule to include an additional public meeting. (Responsible Department: Administrative Services)

Mayor Slayter moved and Vice Mayor Glass seconded the motion to approve consent calendar item number 2.

VOTE:

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

Noes: None

Absent: None

Abstain: None

City Council Action: Approved Revised Budget Sub-Committee Schedule

Minute Order Number: 2020-179

PUBLIC COMMENT: During COVID 19 Virtual City Council Meetings, members of the public may submit written emails/comments for items not on the agenda either by email as a public record or by public comment during the public comment period of the virtual City Council meeting. At this time, a member of the public, when recognized by the Mayor, may speak for up to three minutes on the entire consent calendar and/or request at that time that an agenda item or items be removed for discussion. All written emails/comments will be provided to the entire City Council as a public record but will not be read into the minutes at the City Council meeting. Written emails/comments should be received by 5:00 pm of the Council Meeting Date for submission to the entire City Council prior to the meeting and will be included as a part of the record of the

meeting. Please submit your comments via email for this meeting to mgourley@cityofsebastopol.org. Under State Law, unless otherwise permitted under the Ralph M. Brown Act, the merits of the matters presented under this item cannot be discussed or acted upon by the City Council at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up for Council consideration. Please review procedures on how to make live public comment during a city council meeting.

Suzanne commented as follows:

- It's just a general comment that I really appreciate what's happening here.
- I really appreciate CoMission.
- I feel like our town is not going to die.
- Yesterday, I was kind of feeling like our town is dying.
- I'm obviously a senior person.
- I walk really a lot in town.
- There are many of my peers who are also seniors.
- We love walking.
- I like -- I forget what you call the name of it for walking -- being able to walk more in the downtown corridor.
- I really like that idea.
- I really like what Craig had mentioned one previous time, about the need to have the Barlow and the old downtown kind of as -- it's our town, and that's all I have to say.

Linda commented as follows:

- I just wanted to remind everybody that the Sebastopol Chamber of Commerce is going to be our first Zoom, Business After 5:00.
- It will be on the fourth Thursday of this month.
- We are going to start it, actually, at 6:00 o'clock instead of our usual 5:30.
- That will give everybody, hopefully, a chance to get home and have a little bit to eat.
- So, it's going to be August 27th at 6:00 o'clock via Zoom.
- We encourage everyone to join us.
- Our guest speaker for the evening is going to be Ambrosia Thompson from the Recology Sonoma Marin.
- So, for any of you that may have questions regarding that, please logon.
- If you're interested, there's a spot where you can contact us, and we will give you the Zoom login, which I should have by the beginning of next week.

ADJOURNMENT OF REGULAR MEETING:

Mayor Slayter adjourned the meeting at 8:00 pm.

ADJOURNMENT OF REGULAR MEETING:

- This meeting was adjourned to the City Council Regularly Scheduled City Council Meeting of September 1, 2020 at 6:00 pm. (VIRTUAL ZOOM PLATFORM)

The Regular City Council Meeting of August 18, 2020 has been cancelled.

Respectfully Submitted:

Mary C. Gourley
Assistant City Manager/City Clerk, MMC

DRAFT