

COUNTY OF SONOMA AGENDA ITEM SUMMARY REPORT			Clerk of the Board Use Only Meeting Date ___/___/___ Agenda Item No: _____
Department: Community Development Commission			() 4/5 Vote Required
Contact: Kathleen H. Kane	Phone: (707) 565-7505	Board Date: 6/16/09	Deadline for Board Action:
AGENDA SHORT TITLE: Russian River Redevelopment Project Area - Banners & Baskets Program			
REQUESTED COMMISSION ACTION: Resolution of the Sonoma County Community Development Commission (Commission), in its capacity as the governing body of the Sonoma County Community Redevelopment Agency, approving an Agreement with the Russian River Chamber of Commerce to facilitate, administer, and maintain the Banners & Baskets Program in downtown Guerneville on behalf of Commission for an amount not to exceed Four Thousand Three Hundred and Seventy Dollars (\$4,370), and authorizing the Commission's Executive Director to execute the Agreement and to make minor, non-substantive changes to the Agreement following review and approval of County Counsel as to form, and to obtain permits and pay any related fees as may be required from County Permit and Resource Management Department and State Department of Transportation.			
CURRENT FISCAL YEAR FINANCIAL IMPACT			
EXPENDITURES		ADDNL. FUNDS REQUIRING BOARD APPROVAL	
Estimated Cost	\$ 4,370.00	Contingencies (Fund Name:)	\$
Amount Budgeted	\$ 4,370.00	Unanticipated Revenue (Source:)	\$
Other Avail Approp (Explain below)	\$	Other Transfer(s) (Source:)	\$
Additional Requested:	\$	Add'l Funds Requested:	\$
Explanation (if required): Funds are available from FY 08-09 non-housing project funds			
Prior Board Action(s): 7/11/2000 – Board adopted Ordinance No. 5249 adopting the Russian River Redevelopment Plan. 6/3/08 –Commission adopted Resolution No. 08-0513 approving FY 2008/09 through FY 2012/13 Five Year Implementation Plan for the Russian River Redevelopment Project.			
Alternatives - Results of Non-Approval: Redevelopment Agency would not leverage local volunteer and donated resources to enhance the visual appeal of the downtown Guerneville commercial area to promote increased tourism and business revenues.			

Background: [Professional Services Agreement is file with the Clerk of the Board]

On July 11, 2000, the Board of Supervisors (Board) adopted Ordinance No. 5249 adopting the Russian River Redevelopment Plan to establish the Russian River Redevelopment Project Area (Project Area). On June 3, 2008, the Community Development Commission adopted Resolution No. 08-0513 approving FY 2008/09 through FY 2012/13 Five Year Implementation Plan for the Project Area.

The Redevelopment Plan identifies twenty-three specific goals and objectives, including No. 4, which provides for "Economic development that leads to increased employment opportunities that mitigates underemployment problems for local residents."

Toward Goal No. 4, Commission staff is recommending that the Redevelopment Agency enter into an Agreement with the Russian River Chamber of Commerce to facilitate, administer and maintain a Banners & Baskets Program in downtown Guerneville on behalf of the Commission.

The Banners & Baskets Program (the "Program") includes:

1. Hanging decorative flower baskets with drought tolerant perennials along Main Street and throughout the plaza of downtown Guerneville; and
2. Installing banner brackets and pole arms on streetlight posts throughout downtown Guerneville to display banners promoting regional events. Armstrong Woods' 75th Anniversary would be the first of many promotional banners advertising events and activities.

Redevelopment funds would be used for the purchase of the flower baskets, plants, banner brackets and other materials necessary to implement the Program. Commission would retain ownership of these materials. Banners will be supplied by various local entities at their cost to promote local events throughout the year. The Chamber of Commerce will install the banner brackets and basket mounting hardware, assemble and hang the flower baskets, water and maintain the plants in good condition, work with local entities to provide banners announcing events, and perform other tasks as needed to administer the Program, at no cost to Commission, for a period of at least three years.

On April 1, 2008, the Board and Commission adopted the *Sonoma County Policy Guidance for Use of Redevelopment Funds* ("Policy Guidance"). The proposed Program meets the Policy Guidance category that allows redevelopment funding to be expended for non-capital marketing activities that are expected to result in increased tourism and for activities that will eliminate economic blighting conditions, in that providing a positive visual experience in downtown Guerneville is a "welcome" sign and an invitation for visitors to stop. Additionally, the banners promote various events and activities, thereby promoting tourism. The Program is also consistent with Community Redevelopment Law of the State of California and the FY 2008/09 through FY 2012/13 Five Year Implementation Plan.

Continued on next page

Attachments:

1. Resolution
2. Two Photo Simulations

On File With Clerk:

Professional Services Agreement

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote:

Background (continued)

The Program does not require CEQA review because it does not constitute the approval of a “project” and does not result in any physical changes to the environment but rather promotes the economic development of the Project Area.

Commission staff has been working with the Sonoma County Lighting District regarding County regulations for the installation of the banner mounts and the hanging basket brackets on downtown street lights. The Lighting District staff has reviewed the proposed placement of the banner mounts and basket hangers and they recommend approval of the program. Commission will need to obtain permits from the State Department of Transportation (Caltrans) and County Permit and Resource and Management Department (PRMD) prior to the Chamber’s installation of the banners and baskets. Commission has received estimates from Caltrans and PRMD for these permits totaling approximately \$507 for the first year and \$280 for subsequent years. The exact amount of the permit fees will be determined by Caltrans and PRMD upon review of Commission’s formal permit application. These fees will be paid from non-housing redevelopment funds and will be in addition to the funding budgeted for the Chamber’s purchase of program materials.

The attached Resolution approves the Professional Services Agreement between Commission and the Russian River Chamber of Commerce to administer and maintain a Banners & Baskets Program in downtown Guerneville. The Agreement includes an approved budget of \$3,800 to purchase all materials necessary to implement the Program, and a 15% contingency fund of \$570 that may be added into the Agreement budget if the Commission’s Executive Director determines that the additional costs are warranted (for a total amount not to exceed \$4,370). The Resolution further authorizes the Executive Director to obtain permits and pay any related fees as may be required from Caltrans and PRMD, to execute future one-year extensions to the term of the Agreement, and to make other minor, non-substantive changes to the Agreement following review and approval of County Counsel as to form.