

Resolution No. \_\_\_\_\_

Date: \_\_\_\_\_

**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 THE COMMISSION FOR AN AMOUNT NOT TO EXCEED FOUR THOUSAND THREE HUNDRED AND SEVENTY DOLLARS (\$4,370.00), 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**

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WHEREAS, the County of Sonoma Board of Supervisors (Board) adopted Ordinance No. 5249 on July 11, 2000 establishing the Russian River Redevelopment Project; and

WHEREAS, on June 3, 2008, the Commission approved Resolution No. 08-0513 approving FY 2008/09 through FY 2012/13 Five Year Implementation Plan (Five Year Plan) for the Russian River Redevelopment Project Area (Project Area); and

WHEREAS, the Commission desires to contract with the Russian River Chamber of Commerce to implement the Banners and Baskets Program (the "Program") to promote the economic development of the Project Area; and

WHEREAS, the Program is consistent with the Russian River Redevelopment Plan and the Five Year Plan; and

WHEREAS, on April 1, 2008, the Board of Supervisors and the Commission adopted the *Sonoma County Policy Guidance for Use of Redevelopment Funds* ("Policy Guidance"); and

WHEREAS, the Program meets the Policy Guidance criteria 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 promoting events and activities and the visual appeal of downtown Guerneville through the Program would promote the economic development of the Project Area; and

WHEREAS, Projects funded under this category of the Policy Guidance must be undertaken by the Redevelopment Agency either directly or through an administrative services agreement with an appropriate contractor, and approval of funds for costs in this category falls under the sole purview of the Commission; and.

WHEREAS, the Program is also consistent with Community Redevelopment Law of the State of California; and

WHEREAS, 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.

NOW, THEREFORE, BE IT RESOLVED that the Commission, in its capacity as the governing body of the Sonoma County Community Redevelopment Agency:

1. Approves the Professional Services Agreement with the Russian River Chamber of Commerce to implement the Banners and Baskets Program in the Russian River Redevelopment Project Area; and
2. Authorizes the Commission's Executive Director to execute the Agreement, to execute future one-year extensions to the term of the Agreement, and to make minor, non-substantive changes to the Agreement following review and approval of County Counsel as to form.
3. Authorizes the Commission's Executive Director to obtain permits and pay any related fees as may be required from County Permit and Resource Management Department and State Department of Transportation.

COMMISSIONERS:

BROWN\_\_\_\_\_ KERNS\_\_\_\_\_ ZANE\_\_\_\_\_ CARRILLO\_\_\_\_\_ KELLEY\_\_\_\_\_

AYES:\_\_\_\_\_ NOES:\_\_\_\_\_ ABSTAIN:\_\_\_\_\_ ABSENT:\_\_\_\_\_

SO ORDERED