


Agenda Report Reviewed by:  
City Manager: 

CITY OF SEBASTOPOL  
CITY COUNCIL  
AGENDA ITEM

**Meeting Date:** November 16, 2021  
**To:** Honorable Mayor and City Councilmembers  
**From:** Locals Who Make A Difference Subcommittee  
(Councilmember Hinton/Councilmember Rich)  
Responsible Department: Public Works  
**Subject:** Locals Who Make a Difference Program Update  
**Recommendation:** That the City Council Review and Approve the Proposed Updates to the Locals Who Make A Difference Recognition Program  
**Funding:** Currently Budgeted:     X     Yes          No          N/A  
Net General Fund Cost: \$4,500 2021/22 Funding Source: 124-4103-4330

Account Code/Costs authorized in City Approved Budget (if applicable)   AK   (verified by Administrative Services Department)

**INTRODUCTION:**

This item is to request that the City Council review and approve the LWMAD Subcommittee's recommendation to modify the existing program (1) to eliminate the provision that disqualified possible nominees if their accomplishments or contributions were part of their primary source of income, and (2) to add an annual "theme" or focus to the LWMAD program, with this year's theme requiring that nominees be associated with a service organization or a nonprofit organization.

**BACKGROUND:**

The Locals Who Make a Difference Recognition Program was created to acknowledge and thank members of the Sebastopol community for their contributions in helping to make Sebastopol a better place to live. The proposal to modify the existing program eligibility requirement is (1) to eliminate the wording "*The accomplishment or contribution to the Sebastopol community for which the nominee is being recognized must not be their primary source of income*" and (2) to approve the theme for this coming calendar year 2022 to focus on those in our community who are associated with a service organization or a nonprofit organization, and to add this theme as a requirement for calendar year 2022.

As the program has evolved since 2018 it has become apparent that many deserving nominees have been disqualified due to their financial agreement with the organization that they are affiliated with. Often, they are far exceeding what would be considered their normal duties as expected by their compensation and are extending their contributions outside of their contractual agreements.

As the program has evolved, it has also become apparent that adding a theme or focus creates the opportunity to narrow the eligible group and increase recognition for a specific subgroup that has increased the quality of life here in Sebastopol. Service organizations and nonprofit organizations have been particularly important as a backbone to our town during the Covid pandemic and are deserving of particular recognition.

The purpose of this program remains the same. Honorees are announced and recognized with banners lining Sebastopol's Main Street and Downtown Plaza, a proclamation by the City Council, and on the City website. There are three honorees per yearly cycle, with each honoree being featured for approximately four months.

**DISCUSSION:**

The LWMAD Subcommittee met on October 13, 2021 to discuss potential modifications to the LWMAD program. Items considered for update included the possibility of future themes for the program, modifications to the eligibility requirements, and future calendarizing to better align to the council meeting dates and other challenges that may arrive due to holiday scheduling interruptions.

The committee agreed that an annual theme would be a beneficial change to the program, and that while there were many themes that could be considered, focusing on service organizations and nonprofit organizations in calendar year 2022 would be a good choice.

The realistic goal of presenting 3 honorees per a yearly cycle rather than attempting to set a hard calendar was in line with the spirit and intent of the program.

**GOALS:**

4.2.2, Foster a Sense of Community by Providing and Encouraging Participation in Community Events, Volunteering, and working with Non Profits to Support Local Events

**PUBLIC COMMENT:**

As of the writing of this staff report, the City has not received any public comment. However, staff anticipates receiving public comment from interested parties following the publication and distribution of this staff report. Such comments will be provided to the City Council as supplemental materials before or at the meeting. In addition, public comments may be offered during the public comment portion of the agenda item.

**PUBLIC NOTICE:**

This item was noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to scheduled meeting date.

**FISCAL IMPACT:**

Cost associated with this request is approved within the current operational budget.

**RECOMMENDATION:**

Staff recommends that the City Council Review and Approved the Proposed Updates to the Locals Who Make A Difference Recognition Program

**Attachments:**

LWMAD Round 11 Program Update Schedule

LWMAD Program Outline, Revised November 16, 2021

## Agenda Item Number 13

Name	Section/Column	Assign	Start Date	Due Date	Notes
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2021-11-02</b>	
Come up with new "hero" image for LWMAD--w/ Pam	Prep New LWMAD Format	HH		2021-11-08	Choose image that will work in various formats: header on website, Facebook post, SoCo News digital ads and be modified annually based on theme.
Draft updated rules	Prep New LWMAD Format	MR		2021-11-15	
Draft updated application	Prep New LWMAD Format	MR		2021-11-15	
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2021-11-16</b>	
Once new format approved, publish updated material on website	Prep New LWMAD Format	MR		2021-11-17	
Website Article Post announcing nominations open. Link to nomination page.	Round 11	MR		2021-11-18	
Post nominations open to NextDoor	Round 11	MR		2021-11-18	
Pitch new format & nominations open to Townsy, SocoNews, Community Voice	Round 11	HH		2021-11-18	
Send email to Non-profit/Service Org. list (See notes)	Round 11	MR		2021-11-19	
<b>THANKSGIVING</b>	<b>HOLIDAYS</b>			<b>2021-11-25</b>	
Place digital ad in SoCo News. \$125	Round 11	MR		2021-12-01	
Facebook Carousel Ad with some video. \$50. Run 10 days starting Dec. 15	Round 11	MR		2021-12-01	
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2021-12-07</b>	
Facebook PAID ADS run	Round 11	MR	2021-12-15	2021-12-25	
Doodle Poll to Neysa, Diana, Larry, Dante; cc Mary	Round 11	DD		2021-12-16	
Promo Email to Mayor, Council; cc Mary, Larry, Dante	Round 11	HH		2021-12-20	1 week before deadline.
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2021-12-21</b>	
<b>CHRISTMAS EVE</b>	<b>HOLIDAYS</b>			<b>2021-12-24</b>	
Weekly newsletter item promoting nominations. (Weds. draft for Fri. distribution) Link to nominations page.	Round 11	MR	2021-11-17	2021-12-24	
<b>CHRISTMAS</b>	<b>HOLIDAYS</b>			<b>2021-12-25</b>	
Weekly Facebook post promoting nominations. Link to nomination page.	Round 11	MR	2021-11-18	2021-12-27	
<b>Application DEADLINE [Round 11]</b>	<b>Round 11</b>			<b>2021-12-30</b>	
<b>NEW YEAR'S DAY</b>	<b>HOLIDAYS</b>			<b>2022-01-01</b>	
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2022-01-04</b>	
Application Review (no later than)	Round 11	DD		2022-01-06	
Staff Report Due - Requires Larry's signature	Round 11	DD		2022-01-10	
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2022-01-18</b>	
Council Meeting - Committee Recommendation Approval	Round 11	DD		2022-01-18	
Notify Honoree/Coordinate Photoshoot	Round 11	HH		2022-01-19	Letter Template here: <a href="https://www.dropbox.com/s/s4p1xv19ew19mq/Honoree%20Notification%20Letter.docx?dl=0">https://www.dropbox.com/s/s4p1xv19ew19mq/Honoree%20Notification%20Letter.docx?dl=0</a> Congratulations, next steps, photographer availability.
Draft Model Release and Send to Honoree(s)	Round 11	MR		2022-01-19	
Schedule Photo	Round 11	HH		2022-01-19	
Award Order - Email Sheryl at D&S Awards	Round 11	DD		2022-01-20	
Invitation Letter to Honoree (hard copy) to CC mtg. - Requires Mayor's Signature	Round 11	DD		2022-01-24	
Honoree Photo (no later than)	Round 11	HH		2022-01-25	
Photo file to designer (Ranch 7) (no later than)	Round 11	HH		2022-01-26	
Announce honoree on FB. More to follow.	Round 11	MR		2022-01-26	
Banner Order - Email Ron Blair Signs	Round 11	DD		2022-01-28	
Initial announcement of honoree in weekly newsletter. More to follow	Round 11	MR		2022-01-28	
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2022-02-01</b>	
Presentation to Honoree/Proclamation (@CC Mtg.) - Require's Mayor's Signature	Round 11	DD		2022-02-01	
Interview for bio	Round 11	HH		2022-02-02	
Write bio. Submit for approval	Round 11	HH		2022-02-09	
<b>CITY COUNCIL MEETING</b>	<b>City Council Meetings</b>			<b>2022-02-15</b>	
Post bio to website	Round 11	MR		2022-02-16	
Write home page article. Link to bio	Round 11	MR		2022-02-16	
Draft Article for Mar-April Newsletter	Round 11	MR		2022-02-16	
Banners to Public Works	Round 11	DD		2022-02-17	
<b>MAR-APRIL NEWSLETTER COPY DEADLINE</b>	<b>Bi-Monthly Newsletter Deadlines</b>			<b>2022-02-21</b>	
Second FB announcement with link to bio on website (USE IMAGE OF BANNER)	Round 11	MR		2022-02-23	
Announcement in weekly newsletter with link to article on website. BANNER IMAGE	Round 11	MR		2022-02-25	
Pitch honoree to Townsy, SocoNews, Community Voice	Round 11	HH		2022-02-28	
<b>MAR-APRIL NEWSLETTER PRINT DISTRIBUTION</b>	<b>Bi-Monthly Newsletter Deadlines</b>			<b>2022-03-03</b>	
<b>MAR-APRIL NEWSLETTER DIGITAL DISTRIBUTION</b>	<b>Bi-Monthly Newsletter Deadlines</b>			<b>2022-03-08</b>	
<b>LWMAD Banners on Display [Round 11- thru Jun 22]</b>	<b>Round 11</b>	<b>DD</b>	<b>2022-02-22</b>	<b>2022-06-22</b>	

**“LOCALS WHO MAKE A DIFFERENCE”  
BANNER RECOGNITION PROGRAM OUTLINE**

*Revised November 16, 2021*

**PURPOSE**

The Locals Who Make a Difference Banner Recognition Program (LWMAD) acknowledges and thanks members of the Sebastopol Community for their contributions in helping to make Sebastopol a better place to live. For calendar year 2022, the Locals Who Make a Difference Program will recognize those in our community who are associated with a service organization or a nonprofit organization.

**ELIGIBILITY**

Nominees must be living.

Nominees must reside in Sebastopol or identify Sebastopol as their home community.

Nominees must be associated with a service organization or a nonprofit organization.

**NOMINATION/AWARD PROCESS**

Nominees not selected for a particular year will be kept in the pool and will be considered for subsequent periods. It is the City’s intention that as many deserving people as possible will be honored.

Anyone may submit a nomination application. Nominators fill out an application (available at City Hall and online on the City website) identifying the nominee and describing why they think their candidate should be selected.

**Applications to be submitted as follows:**

City of Sebastopol

Department of Public Works

714 Johnson Street

Sebastopol, CA 95472

Or Email to: [citypw@cityofsebastopol.org](mailto:citypw@cityofsebastopol.org)

Nominations for honorees will be submitted three times per yearly cycle for consideration. The relevant dates for the current cycle are as follows:

- November 4 – December 15, 2021: Nominations accepted
- January 4, 2022: City Council approval of honoree
- February – June 2022: Honoree recognition period (banners downtown)

The second and third selection cycles for this calendar year 2022 will be posted on this website after February of 2022.

**NOMINATION OUTLINE**

The following should be outlined in the supporting information on the application, and will be used by the Committee during the selection process:

- The nominee’s association with a service organization or nonprofit organization
- Specific examples of how the individual’s (groups/organizations) actions and contributions have inspired the nominator, and/or the community
- Achievements/contributions to the community
- Impact on the community — who and how many benefit from the individual’s (groups/organizations) actions or service?

- Barriers and difficulties the individual (group/organization) may have faced and how they have been overcome
- Providing guidance and advice (above the normal call of duty) to those in need, within the community
- Trust, fairness, respect, and diversity within the community
- To have made a significant impact on their community through civic involvement

**RECIPIENT:**

- LWMAD Committee reviews applications and presents top candidate(s) recommendation to City Council for approval.
- Nominator and Honoree are notified of selection.
- Honoree must sign a permission form for photo/name to be placed onto banner.
- Professional photo is taken of Honoree for banners.
- Banners bearing Honoree name and likeness are produced and hung on poles throughout Sebastopol for approximately 4 months.
- Pole locations to be determined by the Committee
- Honorees are recognized with a City proclamation at a City Council meeting.
- Selection of Honoree is advertised in the local press and posted on the City website and Facebook page.
- Honoree's photo and biography/story is posted on the City website.

**FUNDING SOURCE**

General Fund Streets

**BANNER ROTATION SCHEDULE**

Banners will be rotated 3 times per yearly cycle with a new honoree.