

RESOLUTION NO. 6412-2022

RESOLUTION AUTHORIZING AN AMENDMENT TO THE CITY OF SEBASTOPOL GENERAL FUND FOR  
THE RELAUNCH SEBASTOPOL CONTRACT TO TOWNIE MEDIA  
in the City of Sebastopol, Sonoma County, California

WHEREAS, On October 19, 2021 the City Council approved a Request for Proposals (RFP) for a Relaunch Sebastopol contract to manage and coordinate a variety of organizations and interests towards a common goal of increased community vitality; and

WHEREAS, The Council authorized \$86,000 towards hiring of a contract employee or consultant to not only identify steps the City can take to promote the creation of a robust retail environment in the City, work with cross-promoting events, but also create City events to showcase Sebastopol and enhance community engagement and cross-promoting of events; and

WHEREAS, City staff released the Request for Proposals with the goal to hire professional consultant or contract employee to develop and sustain a strong local economy to provide business and residents with, among other things, the necessary municipal services to maintain the community's high quality of life; and

WHEREAS, The awardee would carry out the tasks in the RFP to enhance community and economic vitality for Sebastopol and coordinate a variety of organizations and interests towards a common goal of increased community vitality; and

WHEREAS, At the January 19, 2022 City Council Meeting, the City Council approved award of contract to Townie Media in the amount of \$86,000 from Budget Account Number 100-10-01-4210 and

WHEREAS, The City was notified by the California Intergovernmental Risk Authority (CIRA) that additional insurance coverage is required; and

WHEREAS, the City Administration and Relaunch Sebastopol Ad Hoc Committee are requesting an additional budget amendment of not to exceed \$10,000 in the City Council Account 100-10-01-4210 to authorize coverage of additional insurance as required by CIRA.

NOW, THEREFORE, BE IT RESOLVED that the City Council hereby authorize an amendment of not to exceed \$10,000 in the City Council Account 100-10-01-4210 and authorizes the City Manager to execute payment to Townie Media for said coverage upon submittal of invoice.

The above and foregoing Resolution was duly passed, approved, and adopted at a meeting by the City Council on the 1<sup>st</sup> day of March 2022.

I, the undersigned, hereby certify that the foregoing Resolution was duly adopted by City of Sebastopol City Council following a roll call vote:

**VOTE:**

Ayes: Councilmembers Glass, Gurney, Rich, Vice Mayor Hinton and Mayor Slayter  
Noes: None  
Absent: None  
Abstain: None

APPROVED:

Handwritten signature of Mayor Patrick Slayter in black ink, consisting of the letters 'PSL' followed by 'SLY'.

Mayor Patrick Slayter

ATTEST: Mary C Gourley

Mary Gourley, Assistant City Manager/City Clerk, MMC



Larry McLaughlin, City Attorney