

Agenda Report Reviewed by:

City Manager: 

**CITY OF SEBASTOPOL  
CITY COUNCIL  
AGENDA ITEM**

**Meeting Date:** April 06, 2021  
**To:** Honorable Mayor and City Councilmembers  
**From:** City Administration  
**Subject:** Co-Mission Report to City Council  
**Recommendation:** Approve the Budget Request  
**Funding:** Currently Budgeted: \_\_\_\_\_ Yes  No \_\_\_\_\_ N/A  
Net General Fund Cost:  
Amount: Not to Exceed \$20,000

*Account Code 124-11-01-4210/Costs authorized in City Approved Budget \$100,000 (if applicable) AK (verified by Administrative Services Department)*

**INTRODUCTION/PURPOSE:**

At the City Council Study Session of March 10, 2021 the Council reviewed the report of accomplishments by CoMission, as well discussed their need for additional funding to keep the work going through the rest of this fiscal year. The City Council directed them to bring back an Agenda item, which you have before you this evening, with their funding request for May and June of this fiscal year.

**BACKGROUND:**

As discussed previously, CoMission was chosen as the Community Vitality/Economic Vitality Consultant to help Sebastopol revitalize our downtown, encourage local businesses to support other businesses and non-profits, improve community livability, retain our Small-Town Character, and be a liaison from the City to the community. Since approval of this contract, CoMission's focus and priorities both included many of these items and were changed to address the new challenges and face the resiliency demands of the community not only as they were prior to COVID-19, but especially in the wake of the pandemic.

**DISCUSSION:**

Tonight's item is to receive the proposed scope of work and budget request, and consider granting CoMission's request. The scope of work is similar to what you have approved in the past, including ongoing support and facilitation of the three Community Councils. The new addition in this scope of work includes facilitation and follow up actions from the planned Summit to be held in May. The Summit, as you may recall, is to showcase local community groups and individual who need funds, goods, and volunteer time to help them in their efforts to better the Sebastopol community. It is also designed for potential funders to better understand the more comprehensive community need, and is being organized in partnership with local service organizations.

**PUBLIC COMMENT:**

As of the writing of this staff report, the City has not received any public comment on this 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:**

This item request to increase the current budget of \$100,000 for an additional work performed in May and June of this fiscal year by CoMission of \$20,000 for a total of \$120,000 in this fiscal year 2020-21 in account number 124-11-01-4210.

**RECOMMENDATION:**

Adopt the budget request and keep the work going through the rest of the fiscal year.

**Attachment**

Resolution  
CoMission's Work Plan

RESOLUTION NUMBER: \_\_\_\_\_

CITY OF SEBASTOPOL

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SEBASTOPOL AUTHORIZING A BUDGET AMENDMENT FOR COMISSION ADDITIONAL WORK WILL BE CONDUCTED IN MAY AND JUNE 2021

WHEREAS, CoMission was chosen as the Community Vitality/Economic Vitality Consultant to help Sebastopol revitalize our downtown, encourage local businesses to support other businesses and non-profits, improve community livability, retain our Small-Town Character, and be a liaison from the City to the community; and

WHEREAS, at the City Council Study Session of March 10, 2021 the Council reviewed the report of accomplishments by CoMission, as well discussed their need for additional funding to keep the work going through the rest of this fiscal year; and

WHEREAS, the City Council directed them to bring back an Agenda item with their funding request for May and June of this fiscal year; and

WHEREAS, since approval of CoMission’s contract, their focus and priorities both included many of these items and were changed to address the new challenges and face the resiliency demands of the community not only as they were prior to COVID-19, but especially in the wake of the pandemic; and

WHEREAS, the new addition in this scope of work includes facilitation and follow up actions from the planned Summit to be held in May to showcase local community groups and individual who needs funds, goods and volunteer time ot help them in their efforts to better the Sebastopol community; and

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Sebastopol does hereby approve a budget amendment for \$20,000 in account 124-11-01-4210.

The above and foregoing Resolution was duly passed, approved, and adopted at a meeting by the City Council on the 6th day of April 2021, by the following vote:

**VOTE:**

Ayes:

Noes:

Absent:

Abstain:

APPROVED: \_\_\_\_\_

Mayor Una Glass

ATTEST: \_\_\_\_\_

Mary Gourley, Assistant City Manager/City Clerk, MMC

APPROVED AS TO FORM: \_\_\_\_\_

Larry McLaughlin, City Attorney

# CoMission Request for Funding

*Budget request for May and June 2021, FY 20/21*

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## Overview of Community Vitality Project

CoMission has engaged with the City of Sebastopol on the "Community Vitality Project" as outlined in the 2019 city plans; however, since the spread of the COVID-19 pandemic, CoMission has swiftly shifted our focus and priorities to address the new challenges and face the resiliency demands of the community, not only as they were prior to COVID-19, but especially in the wake of the pandemic.

CoMission will continue to reach out to the Sebastopol community, comprehensively eliciting participation from our local business, nonprofit, and government stakeholders. CoMission's work is performed in an inclusive and collaborative way, helping to support and nurture existing and aspiring leaders to organize for a common vision.

The comprehensive community engagement portion of the project began on May 5, 2020, allowing CoMission to rapidly engage with stakeholders and effectively assess and respond to the needs of the community. Clearly our community vitality efforts will continue to be focused on pandemic survival and recovery efforts.

## Budget Request

CoMission held a Study Session with the Sebastopol City Council on Wednesday, March 10 of this year. During the Study Session, we reviewed our accomplishments for the past ten months of our contract with the City and the work plan moving forward. We were asked to bring two specific funding requests back to the City Council for their consideration:

- The first is funding to keep us working on community vitality efforts through the end of this fiscal year, 2020/2021.
- The second is a work plan and funding request for fiscal year 2021/2022.

Tonight's request is for completing work through this fiscal year, 2020/2021. We will answer your request for funding for next fiscal year on a future Council agenda.

Our budget request is for up to but no more than \$20,000. This allows us to maintain our monthly work of supporting and maintaining the existing Community Councils. It also provides us with enough budget to make sure that we are following through with the numerous inquiries we get from community members wanting to participate or learn more about community vitality efforts. We estimate this work costs \$8,000 a month. The additional \$2,000 a month budgeted allows us to fulfill the extra work we anticipate through facilitating the May Summit; an event for those seeking funding and donations of goods and time, and those looking to fulfill those requests.

**Thank you for your consideration! Please see our requested funding and outlined Scope of Work, below.**

# Proposed Scope of Work [SEB101]

## Community Vitality Contract

In direct response to the ongoing COVID-19 pandemic, CoMission will provide the following consultation deliverables as directed by the Sebastopol City Manager, and as the budget allows:

<p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>● <b>Maintain the work flow</b> of meetings and actions already in process</li> <li>● <b>Take fluid direction from City Manager</b> to increase community vitality and resiliency as part of the local pandemic response</li> <li>● <b>Conduct Community Summit</b> of the Service Organizations Council             <ul style="list-style-type: none"> <li>○ Facilitate event</li> <li>○ Follow up on actions identified</li> <li>○ Plan next steps with Service Organizations</li> </ul> </li> <li>● <b>Provide regular reports to the City Council</b> as directed by the City Manager</li> <li>● <b>Watch for and research local, state, federal and private grants and loans</b> that are available for local businesses, non profits, and residents to help inform our community of these opportunities and to bring funding to Sebastopol</li> <li>● <b>Facilitate monthly Community Councils of the following interest groups:</b> <ul style="list-style-type: none"> <li>○ <b>Business Leadership</b> <ul style="list-style-type: none"> <li>■ Ongoing support: Maintain action list of items to bring to the City Council. Speed up feedback loops of proposed solutions to identified problems. Work together to share pertinent information and resources with the business community and support a unified town in look and feel.</li> </ul> </li> <li>○ <b>Community Benefit Organizations (CBO's)</b> <ul style="list-style-type: none"> <li>■ Ongoing support: Lead dialogue between our CBO's. Maintain a monthly e-newsletter aggregating top programs for local CBO's in order that organizations can cross promote each other. Bring a guest speaker to each monthly CBO meeting to support capacity building, fundraising, and provide experts on other requested subject matters.</li> </ul> </li> <li>○ <b>Service Organization Council</b> <ul style="list-style-type: none"> <li>■ Ongoing support: Continue to facilitate our local service clubs' regular dialogue with each other, and support efforts to take inventory of needs for local Community Benefits Groups and individual service providers in order to assist in attracting volunteers and funds for the needs. Follow up on needs and resources identified in the May summit planned by this group.</li> </ul> </li> </ul> </li> </ul> <p><i>The purpose of these councils is to strengthen collaboration, collectively solve problems, and identify actions to be taken to improve community vitality.</i></p>	<p><i>Billed per Hourly Rates Sheet below</i></p> <p><i>Discount rate of 10% will be applied to monthly invoices.</i></p> <p><i>Contract Amount not to exceed: \$20,000 total for May and June 2021.</i></p> <p><i>Contract Dates: May 1, 2021 through June 30, 2021</i></p> <p><i>Payment terms: Net 30</i></p> <p><i>Additional services available upon request at hourly billable rates.</i></p>
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**Hourly Rates**

<b>Position</b>	<b>Regular Rate</b>	<b>Discounted Rate @10%</b>
Administrator/Researcher	<b>\$105</b>	<b>\$94</b>
Community Canvasser	<b>\$105</b>	<b>\$94</b>
Executive Administrator	<b>\$115</b>	<b>\$103</b>
Copywriter	<b>\$120</b>	<b>\$108</b>
Client Services Manager	<b>\$120</b>	<b>\$108</b>
Sustainability Coordinator	<b>\$120</b>	<b>\$108</b>
Design Strategist	<b>\$135</b>	<b>\$121</b>
Public Affairs Strategist	<b>\$150</b>	<b>\$135</b>
Sustainable Business MBA	<b>\$190</b>	<b>\$171</b>
Principal ( <i>new reduced rate</i> )	<b>\$221</b>	<b>\$199</b>
Specialty Consulting	<b>MP</b>	<b>MP-10%</b>