

Agenda Report Reviewed by:
City Manager: 

CITY OF SEBASTOPOL
CITY COUNCIL
AGENDA ITEM

Meeting Date: March 1, 2022
To: Honorable Mayor and City Councilmembers
From: City Administration
Subject: Budget Amendment - Relaunch Sebastopol
Recommendation: That the Mayor and City Council Consider A Budget Amendment for the Relaunch Sebastopol Contract
Funding: Currently Budgeted: _____ Yes ___X___ No _____ N/A

Net General Fund:
Contract Services
Amount: Not To Exceed \$10,000
Net General Fund Cost: \$10,000

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

INTRODUCTION:

This item is to request City Council Consider A Budget Amendment for the Relaunch Sebastopol Contract.

BACKGROUND:

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. 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.

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. 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.

At the January 19, 2022 City Council Meeting, the City Council approved award of contract to Townie Media in the amount of \$86,000.

DISCUSSION:

As the Council is aware, the City has transferred risk management from the former Redwood Empire Municipal Insurance Fund (REMIF) to California Intergovernmental Risk Authority (CIRA). As CIRA reviews insurance submitted to the City for contracts, based upon review of the insurance provided from Townie Media, CIRA has requested that the contract be amended to include that "Insurance must be maintained and evidence of insurance must be provided for at least a minimum of year after completion of the contract of work. If coverage is canceled or non-renewed, and not replaced with another claims-made policy form with a Retroactive Date prior

to the contract effective date, the Consultant must purchase “extended reporting” coverage for a minimum of one year after completion of contract work. A copy of the claims reporting requirements must be submitted to the Entity for review.”

City staff has reviewed the insurance response from CIRA and concurs with CIRA that the additional insurance coverage is required to ensure that CIRA would represent the City in case a claim was made after the ending date of the contract. City staff have been in discussion with CIRA and Townie Media regarding this requirement for a resolution. As this is a requirement that the City has not seen before for a “claims made” insurance policy and was not made a part of the contract proposal, as well as the work that the scope of work proposed by Townie Media (fostering business development; attracting consumers to visit; promoting Sebastopol as a great place to live, work and visit; encouraging existing property owners to reinvest in their buildings; creating a “City day” picnic for the community to bring businesses and community together or utilizing empty businesses to create “pop up” events; and working with the local schools for community hour projects to beautify the City (Park/Street clean up, murals on benches/garbage cans, painting of City light poles, etc.) which are intended to bring in revenues to the City, City staff believes that the revenues to the City budget based on the Proposal by Townie Media will exceed the requested cost to maintain the insurance a year beyond the contract ending date and is therefore recommending the City Council authorize a not to exceed amount of \$10,000 for the cost of the additional coverage beyond the contract end date. The City has not yet signed the contract for Relaunch Sebastopol as this insurance issue need to be resolved. Authorizing the budget amendment of a not to exceed amount of \$10,000 will allow the City to execute the contract and begin the Relaunch Sebastopol activities.

CITY COUNCIL AND/OR GENERAL PLAN GOALS:

- 4.1 Create a Safe, Healthy and Attractive Environment for Residents and Visitors
 - 4.1.1 Improve and beatify the downtown plaza to create a people centric space for community events and gatherings
 - 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
- 8.1 Promote the City of Sebastopol as the destination for slow travel, eco-tourism and supporting of bike activities
 - 8.1.2 Support a Vibrant, Attractive and Accessible Downtown That Attracts Residents and Visitors thereby creating a Viable Sales Tax Base
 - 8.1.3 Promotion of Experience Sebastopol.com to increase visitors to the City
 - 8.1.4 Identify Businesses wanted in Sebastopol - (Use of City Committees to conduct survey of the community)
 - 8.1.5 Encourage new and existing businesses to offer living wage to employees

PUBLIC COMMENT:

As of the writing of this staff report, the City has not received any public comment. However, if staff receives 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 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 schedule meeting date.

FISCAL IMPACT:

The City Council has authorized \$86,000 in the FY 21-22 Fiscal Year Budget. Fiscal impact will be \$10,000 from the General Fund.

City staff has met with the Relaunch Sebastopol Ad Hoc Committee who support this request for additional funding.

RECOMMENDATION:

That the City Council Consider A Budget Amendment for the Relaunch Sebastopol Contract.

Attachment(s):

Resolution

RESOLUTION NO. XXXX-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 1st 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:

Noes:

Absent:

Abstain:

APPROVED:

Mayor Patrick Slayter

ATTEST: _____
Mary Gourley, Assistant City Manager/City Clerk, MMC

APPROVED AS TO FORM:
Larry McLaughlin, City Attorney