

From: [REDACTED]
To: [City Council](#)
Subject: Sebastopol Hotel Request for Rebate of 50% of TOT
Date: Tuesday, July 21, 2026 11:41:46 AM

Dear Councilmembers-

In September of 2011 The Barlow Development was being promoted by Barney Aldridge and many of his supporters on the existing City Council. At the time there was a strong effort to essentially relocate the center of Sebastopol to the Barlow area, at the direct expense of the existing downtown. Stores that had existed downtown have subsequently closed and a frequent turnover of businesses continues to this day. Barney Aldridge requested, and was granted by the City, a waiver of over \$500,000.00 in fees in exchange for street improvements. These street improvements were for the benefit of his development. Other businesses are not granted similar waivers. In fact, many are additionally burdened for costs of amenities that the City deems to be required. For example, CVS was required to build a "promenade" that is never used but the City decided it was a requirement to move forward with the development.

Barney Aldridge is back with a new request for a rebate of 50% of the TOT for 10 years in order to make his hotel project viable. First and foremost, if his project is not financially viable without gifts from the City he should not expect the taxpayers to cover the budget shortfall. The fact that the Planning Commission has endorsed the gifting of taxpayer funds to Mr. Aldridge is inconceivable to me. He is a private citizen who wants to build a luxury hotel in our town which he hopes will net a healthy profit. I applaud his effort and willingness to invest in our community but not on the financial backs of the citizens. No other business comes knocking on the door of the City Council expecting to have their business underwritten by the taxpayer.

It is a complete mystery to me that Mr. Aldridge carries such sway with the City leadership and I strongly encourage you to stand up for the citizens this time and tell him no.

Respectfully,

Pamela Oakes