

**SANTA ROSA CITY COUNCIL MEETING MINUTES
TUESDAY, JULY 27, 2010
COUNCIL CHAMBER, CITY HALL, 100 SANTA ROSA AVENUE
REGULAR MEETING**

**2:30 P.M. (MAYORS CONFERENCE ROOM,
ROOM 10)**

**1. CALL TO ORDER AND ROLL CALL
[4:13:40 PM](#)**

Mayor Gorin called the meeting to order at 2:30 p.m. Councilmembers present: Mayor Gorin, Vice Mayor Wysocky, Councilmembers Bender, Sawyer, Jacobi, Vas Dupre and Olivares.

2. STUDY SESSION – NONE

3. ANNOUNCEMENT OF CLOSED SESSION ITEM(S) AND ADJOURNMENT TO CLOSED SESSION(S) IN MAYOR'S CONFERENCE ROOM (ROOM 10, CITY HALL)

PUBLIC COMMENT ON CLOSED SESSION ITEMS -- NONE

3.1 CONFERENCE WITH LABOR NEGOTIATORS

Agency Designated Representatives: Greg Scoles, Deputy City Manager, Fran Elm, Human Resources Director and Chris Sliz, Employee Relations Manager.

Employee Organizations: Santa Rosa Firefighters Association – Local 1401 (representing City Employee Unit 2); Operating Engineers Local 3, Maintenance and Utility System Operators (Employee Units 3 and 16); Santa Rosa City Employees Association (Employee Units 4, 6, 7); Santa Rosa Police Officers Association, (Employee Unit 5); Service Employees International Union Local 1021, (Employee Units 8 and 14); Public Safety Management Association (Employee Unit 9); Santa Rosa City Attorneys' Association (Employee Unit 17), Santa Rosa Management Association (Employee Unit 18).

Unrepresented Executive Management, Middle Management, and Confidential Employees (Employee Units 10, 11 and 12).

3.2 PUBLIC EMPLOYEE APPOINTMENT

(Government Code Section 54957)

Title: Interim City Manager

3.3 CONFERENCE WITH LABOR NEGOTIATORS

Agency Designated Representative: Mayor Susan Gorin.

Unrepresented Employee: Interim City Manager

3.4 ADJOURN CLOSED SESSION(S) AND RECONVENE TO OPEN SESSION IN THE COUNCIL CHAMBER

3.5 ADJOURN CLOSED SESSION(S) AND RECONVENE TO OPEN SESSION IN THE COUNCIL CHAMBER

4:00 P.M. (CITY COUNCIL CHAMBER)

4. ANNOUNCEMENT OF ROLL CALL

Councilmembers were present as noted above.

5. REPORT, IF ANY, ON STUDY AND CLOSED SESSION(S) [4:15:06 PM](#)

City Manager Goldberg reported that the Council had met in closed session and discussed Item 3.1 as listed on the agenda, and that no action was taken and there were no announcements to be made.

6. PROCLAMATIONS/PRESENTATIONS

7. STAFF BRIEFINGS

7.1 RECENT IMPROVEMENTS IN CREEK TRAIL ACCESS AND NEW CREEK SIGNS [4:15:45 PM](#)

Alistair Bleifuss, Environmental Specialist, and Julia Gonzales, Marketing and Outreach Coordinator, provided a brief follow-up to the March 16, 2010 City Council Study Session that covered activities of the Waterways Advisory Committee. Mr. Bleifuss outlined the priority creek restoration projects, and improvements made to enhance public access to and use of the network of the City's creekside trails. Ms. Gonzales provided details regarding creek identification signage which had been installed along the creek to help identify location as well as heighten awareness of creeks, plants and animals, and identify the types of uses permitted. A Creek Tour to be held on July 28 at 6:00 p.m. was also announced, as well as Creek Week the week of September 25.

8. APPROVAL OF MINUTES – JUNE 22, 2010 MEETING MINUTES [4:33:36 PM](#)

The minutes for the June 22, 2010 were approved as submitted.

9. STATEMENTS OF ABSTENTION BY COUNCILMEMBERS [4:33:50 PM](#)

No statements of abstention were made.

10. CONSENT ITEMS [4:33:58 PM](#)

PUBLIC COMMENT [4:39:41 PM](#)

Jack Osborne, asked for and received clarification on items 10.3 and 10.6 and suggested that interest accrue to the City on fee deferrals and deeds of trust, and suggested selling or borrowing on the deeds of trust. He noted the fee deferral is being requested on a no-interest basis.

Staff was requested to return a report to the Council regarding all outstanding fee deferral obligations.

MOVED by Vice Mayor Wysocky, seconded by Councilmember Jacobi, carried unanimously, to continue Item 10.6.

MOVED by Vice Mayor Wysocky, seconded by Councilmember Jacobi, carried unanimously, to adopt the motions in items 10.1 and 10.2 and adopt and waive reading of the text of the resolutions in items 10.3 through 10.5 as follows:

10.1 MOTION -- COOPERATIVE PURCHASE EXTENSION - OFFICE SUPPLIES

MOTION: EXTENDING CONTRACT NO. 09-9001 WITH STAPLES CONTRACT & COMMERCIAL, INC., NEWARK, CALIFORNIA, UNDER TERMS OF THE NATIONAL PURCHASING PARTNERS CONTRACT, FOR TWO ADDITIONAL YEARS, WITH NO INCREASE IN CONTRACT UNIT PRICES. THE TOTAL AMOUNT OF CONTRACT EXTENSION IS \$530,000. FUNDING FOR THIS OPERATIONAL EXPENSE IS ALLOCATED IN THE FY 2010-2011 OPERATIONAL BUDGETS OF VARIOUS DEPARTMENTS THAT UTILIZE THESE SERVICES.

10.2 MOTION -- CONTRACT AWARD - SANTA ROSA AVENUE WIDENING - YOLANDA AVENUE TO KAWANA SPRINGS ROAD - ROUGH GRADING

MOTION: AWARDING CONSTRUCTION CONTRACT NO. 2009-024, SANTA ROSA AVENUE WIDENING - YOLANDA AVENUE AT KAWANA SPRINGS ROAD - ROUGH GRADING

IN THE TOTAL AMOUNT OF \$287,777.00 TO THE LOWEST RESPONSIBLE BIDDER, GHILOTTI BROS INC., OF SAN RAFAEL, AND ESTABLISHES A TOTAL CONTRACT AMOUNT OF \$330,943.55 (THE ORIGINAL CONTRACT AMOUNT PLUS A 15% CONTINGENCY). FUNDING FOR THIS PROJECT HAS BEEN APPROPRIATED TO ACCOUNT NO. 5141. THE SOURCES OF FUNDS ARE REDEVELOPMENT AGENCY FUNDS, MEASURE M FUNDS AND CAPITAL FACILITIES FEES. NO CITY GENERAL FUND MONEY IS INCLUDED IN THIS PROJECT.

10.3 RESOLUTION -- AUTHORIZING BENEFITS PACKAGE FOR EMPLOYEES BEING LAID OFF FROM JULY 1, 2010 THROUGH DECEMBER 31, 2010

RESOLUTION NO. 27682 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA AUTHORIZING A BENEFITS PACKAGE FOR EMPLOYEES BEING LAID OFF FROM JULY 1, 2010 THROUGH DECEMBER 31, 2010

10.4 RESOLUTION -- CONTRACT AWARD - ABANDONED VEHICLE ABATEMENT SERVICES

RESOLUTION NO. 27683 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA AUTHORIZING AWARD OF A CONTRACT FOR ABANDONED VEHICLE ABATEMENT SERVICES TO PICK-N-PULL, SAN JOSE, CALIFORNIA

10.5 RESOLUTION -- ACCEPTING AND APPROPRIATING GRANT FUNDS FROM THE CALIFORNIA DEPARTMENT OF BOATING AND WATERWAYS

RESOLUTION NO. 27684 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING AND APPROPRIATING FUNDS FROM A CALIFORNIA DEPARTMENT OF BOATING AND WATERWAYS GRANT

10.6 RESOLUTION -- AGREEMENT FOR DEFERRAL OF PAYMENT OF CERTAIN DEVELOPMENT RELATED FEES FOR ACACIA LANE SENIOR HOUSING; PEP HOUSING – 657 ACACIA LANE

This item was continued.

11. REPORT ITEMS

***11.1 REPORT – APPROVAL OF CITY
MANAGER EMPLOYMENT AGREEMENT
AND ADOPTION OF ORDINANCE
SETTING CITY MANAGER SALARY
[4:50:20 PM](#)**

Fran Elm, Director Human Resources, made the staff presentation for adoption of an ordinance setting newly appointed City Manager Kathleen Millison's salary at \$17,545 per month subject to 5% reduction in accordance with terms of the agreement. Effective, January 15, 2010, City Manager Jeff Kolin resigned and a subsequent recruitment process for a new City Manager took place. On July 20, 2010, the Council appointed Kathleen Millison as the City Manager subject to reaching satisfactory terms and conditions for an employment contract and authorized the Mayor to negotiate an employment agreement on behalf of the City. Ms. Millison had agreed to the terms and conditions set forth in the Employment Agreement, which would commence on October 4, 2010. The City Charter requires that the compensation for the salary of the City Manager be established by ordinance.

PUBLIC COMMENT [4:52:16 PM](#)

Jack Osborne, felt that due to the City's current economic difficulties the contract should have reflected reductions in pay and benefits from that of the previous City Manager.

Mayor Gorin responded that the agreement negotiated did reflect cost reductions from that of the previous City Manager.

Under Council discussion, Mayor Gorin summarized the need for an experienced City Manager and outlined qualifying experiences which led to Ms. Millison's selection; Councilmember Vas Dupre outlined the selection process from among 68 applicants; Councilmember Bender explained that her concerns had stemmed from the process and lack of a large enough field of qualified California candidates due to what the recruiter had characterized as the Council's reputation, as well as the thought that looking at another interim appointment may have been advantageous, but that her concerns were in no way a reflection on the appointee; Vice Mayor Wysocky stated he felt the pool of applicants was adequate and he did not feel the City could afford a void in leadership during this critical time and would not want to hire any City Manager who would participate in "blackballing" the City; Councilmember Sawyer agreed with Councilmember Bender's comments; Councilmember Jacobi felt there had been a good

pool of applicants; and Councilmember Olivares stated disappointment with the process and felt that Ms. Millison was the only qualified candidate among the applicants.

MOVED by Councilmember Vas Dupre, seconded by Councilmember Jacobi, carried unanimously, to introduce and waive reading of the text of the ordinance and adopt and waive reading of the text of the resolution in item 11.1 as follows:

RESOLUTION NO. 27685 ENTITLED:
RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPOINTING A CITY MANAGER AND APPROVING AN EMPLOYMENT CONTRACT FOR THE CITY MANAGER POSITION

ORDINANCE ENTITLED: ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA ESTABLISHING SALARY AND OTHER COMPENSATION AND BENEFITS FOR THE CITY MANAGER

[Clerk's note: Because the preceding item was not included on a preliminary agenda in accordance with the terms of the City's Settlement Agreement with the Sierra Club, this action was taken again on August 3 after proper preliminary agenda notification took place.]

**11.2 REPORT – CITY OF SANTA ROSA VITAL
CITY SERVICES MEASURE
(Continued from the July 20, 2010 Regular
Meeting) [5:22:18 PM](#)**

Wayne Goldberg, Interim City Manager, presented the proposed Vital City Services Measure ordinance. The proposed ordinance would be subject to voter approval on the November 2, 2010 ballot and would establish a general purpose, one-quarter of one percent sales tax for a term of eight years in order to generate revenue to maintain vital City services. He explained that the proposed ordinance was being brought forward as a result of polling results indicating such a revenue measure was the option most likely to receive support. One of the potential revenue measures, a Utility Users Tax, was deemed not practicable due to an agreement with the Sonoma County Taxpayers Association requiring prior negotiation with the Association. Mr. Goldberg added that termination of the agreement required six month's advance notice to the other party.

Chief Financial Officer David Heath provided a contextual overview of the City's declining finances, projected finances, and the spending

reductions taken to date to offset the revenue declines. He noted that the best measure at their disposal to counter the decline in sales tax, property tax and fee revenues was a sales tax; he also noted that 180 positions had been eliminated; approximately \$30,000,000 had been cut from the General Fund; and employee concessions and a move to a two-tier retirement plan had helped to close the gap.

As this was Mr. Heath's last meeting with the Council prior to taking a new position with the SMART Authority, the Council thanked him for his exemplary service to the City.

Marc Richardson, Director of Recreation and Parks, summarized the extent of the cuts in that department during the economic downturn and cost saving and fee generation steps that had been taken to date. He also invited the public to several upcoming fundraising events.

PUBLIC COMMENT

Anne Gray Byrd, said she regularly watches the meetings and stays informed about City government through various means, including a book entitled "Who Rules Santa Rosa," and urged the Council to defend the weaker among the community from those more powerful. She said those people don't have additional tax monies.

Hans Dippel felt the proposed tax would hurt those who least could afford it, saying the survey indicated only 37% support. He suggested looking at other avenues in order to avoid service cuts while not raising taxes.

Richard Canini, objected to a sales tax as it is a regressive tax that hurts the poor, and taxes fast food and pet food. He urged more focus on Wall Street and Congress, but not looking to the poor to pay.

Roger McConnell, said that he and his wife live on a very limited income and have nothing left to cut, but he asked that the tax go forward to let the public decide. He felt it would be supported.

Colleen Fernald spoke of the impacts to local governments created by federal spending on war. She suggested getting concessions from military contractors and taking funds spent on war.

John Jenke also supported cutting military spending instead of going forward with a ¼ cent sales tax.

MOVED by Councilmember Sawyer, seconded by Councilmember Olivares, carried unanimously to

introduce and waive reading of the text of the ordinance and adopt and waive reading of the text of the resolution in item 11.2 as follows:

ORDINANCE ENTITLED: ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA IMPOSING A GENERAL TRANSACTION AND USE TAX TO BE ADMINISTERED BY THE STATE BOARD OF EQUALIZATION

RESOLUTION NO. 27686 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA CALLING A SPECIAL ELECTION ON NOVEMBER 2, 2010, TO SUBMIT A MEASURE TO THE REGISTERED VOTERS OF THE CITY ON THE IMPOSITION OF A GENERAL TAX AND REQUESTING A CONSOLIDATION OF SUCH ELECTION WITH OTHER ELECTIONS BEING HELD ON THE SAME DATE

Mayor Gorin recessed the meeting at [6:22:24 PM](#) and reconvened at [6:34:51 PM](#) with all members of the Council in attendance.

11.3 REPORT -- SONOMA COUNTY WATER AGENCY PROPOSED WATER SUPPLY STRATEGY ACTION PLAN [6:35:42 PM](#)

Glen Wright, Deputy Director Water Resources made the staff presentation and introduced Board of Public Utilities Vice Chair Stephen Gale, Sonoma County Water Agency Interim Chief Engineer Jay Jasper and Jennifer Burke, Senior Water Resources Planner.

On April 13, 2009, the Sonoma County Water Agency (SCWA) held a workshop on water supply challenges and water supply planning, including 12 possible strategies to address those challenges. The SCWA Board directed SCWA staff to gather input on the proposed strategies from the Water Contractors and the community. On October 20, 2009, the City Council adopted Resolution No. 27500 providing input on the 12 water supply strategies. In April 2010, SCWA released a draft Water Supply Strategy Action Plan and presented it to the Technical Advisory Committee (TAC). In May 2010, SCWA released a revised draft Water Supply Strategy Action Plan incorporating input from the TAC and reducing the amount of strategies to 10. SCWA presented the revised draft Water Supply Strategy Action Plan to the Water Advisory Committee (WAC) at their May meeting and requested input from the various Boards and Councils of the Water Contractors. At their July 15, 2010 meeting, the Board of Public Utilities reviewed the draft Water Supply Strategy Action Plan and drafted a detailed comment letter

and, by motion, recommended that the Council review and submit those detailed comments on the Action Plan. A copy of the letter is on file in the City Clerk's Office.

PUBLIC COMMENT [6:47:11 PM](#)

Brenda Adelman, Russian River Watershed Committee, submitted photographs and stated her biggest concern is that the City is still pursuing the 101,000 acre feet. She said the new letter is not clear on that, and she stated concerns with the interim change conditions, such as the closed estuary and temporary changes which require no CEQA evaluation. She had done a picture study of the algae and Ludwegia problem in the river which has worsened over time. She said the biological opinion does not address water quality problems in the lower river. She requested a line be added regarding protecting the lower river as well.

Mr. Wright responded that the reference to 101,000 acre feet was removed from the letter, replaced with a line requesting that the contractual obligation be fulfilled. He noted the biological issue was also raised in the letter, but no statement specific to the lower river was included but could be added. Mr. Gale stated no objection to adding this under one of the appropriate action items in the Agency Plan, He said they are asking the agency to quantify their costs and make decisions based on a regional perspective. Mr. Jasper suggested strategies this suggestion could fit under as an action item, and asked for suggestions as to specific projects the City may like to propose. He noted the plan does address water quality through various means.

MOVED by Councilmember Jacobi, seconded by Vice Mayor Wysocky, carried unanimously, to adopt and waive reading of the text of the resolution in Item 11.3, as amended by staff, as follows:

RESOLUTION NO. 27687 ENTITLED:
RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA PROVIDING INPUT ON THE SONOMA COUNTY WATER AGENCY'S PROPOSED WATER SUPPLY STRATEGY ACTION PLAN

11.4 REPORT -- CONTRACT AWARD -- FINLEY CENTER SENIOR WING [7:12:46 PM](#)

Marc Richardson, Director Recreation, Parks and Community Services made the staff presentation for the award of a construction contract to A.E. Nelson, Rohnert Park, in the amount of \$2,362,000 plus a 10% contingency for the construction of

Phase I of the Senior Wing at the Finley Community Center. He explained that in 2002, Seniors, Inc. was founded with the sole purpose of raising funds to enable the planning, design and construction of a new senior wing for the Finley Community Center, and thus far had raised over \$1 million through donations, including \$500,000 from the Larry and Gudrun Simons Fund that had been used for project design, architectural drawings and would support the construction management for the Senior Wing project. The City had also allocated park development fees for the project construction. He said the invitation to bid was issued on May 17, 2010; four bids were received and opened on June 10, 2010 with the lowest responsive bidder being A. E. Nelson based on the base bid. A.E. Nelson was the high bidder on the alternate bid. Mr. Richardson detailed the differences between the base project, which was the exterior shell, and Alternate A, which was for additional site improvements. He outlined potential benefits of moving forward, which included favorable cost due to the down economy, he also noted potential risks which included the loss of Seniors Inc. funds on preliminary work and the potential for an empty wing should the City be financially unable to complete the balance of the project. He detailed the overall project budget, which had an engineer's estimate of \$8 million total, adjusted downward to \$5.2 million in the current economic environment, with potential savings on Phase I estimated at 35 to 37%. He estimated the need for an additional \$1.1 to \$1.5 million in private funds to complete the project. He recommended award of this bid with the contingency and to go out to bid on Phase II.

Wayne Bossier, project architect, answered questions about the building design and its incorporation of green building and energy efficiency elements.

PUBLIC COMMENT 7:34:41 PM

Barbara Holmes, Seniors Inc. Board President, said that their organization had donated the approved and paid –for plans for the new facility as well as \$480,000 of private funds to the City for construction of phase I. She urged approval, saying that additional funds would be more readily raised once the project is under construction.

Sy Berkowitz, also spoke in support based on the need for a new center and that investing in a new, more efficient building would be more cost effective than putting more money into the current outdated facility.

Carolina Spence, Executive Director of Seniors Inc., thanked the seniors who had supported this effort and staff for their partnership in making the center a reality.

Colleen Fernald said she was speaking on behalf of Richard Canini who said that the City has misplaced priorities in that it charges the seniors for use of the Senior Center but doesn't charge rent to the Chamber or Convention and Visitors Bureau.

MOVED by Councilmember Bender, seconded by Councilmember Olivares, carried unanimously, to adopt and waive reading of the text of the resolution in item 11.4 as follows:

RESOLUTION NO. 27688 ENTITLED:
RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING A BID AND AWARDING CONTRACT NO. 2010-005RP TO A.E. NELSON OF ROHNERT PARK, CALIFORNIA FOR THE FINLEY SENIOR WING – BUILDING SHELL CONSTRUCTION AND ACCEPTING A CONTRIBUTION OF \$480,000 FROM SENIORS, INC. FOR THE CONSTRUCTION OF THE FIRST PHASE

Mayor Gorin reordered the agenda as follows:

11.7 PUBLIC HEARING -- SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA (BIA) ASSESSMENT PUBLIC HEARING
[7:54:37 PM](#)

Danielle O'Leary, Economic Development and Housing Manager, made the staff presentation for the public hearing to receive public testimony regarding establishment of a Tourism Business Improvement Area, noting that should 51% or more of those to be assessed protest the formation of the area it could not be allowed to proceed.

Staff recommended adoption of an ordinance establishing the Santa Rosa Tourism Business Improvement Area and approval of an agreement with the Santa Rosa Chamber of Commerce for Convention and Visitors Bureau services; appointment of a permanent Advisory Board for the BIA and approval of the Santa Rosa Tourism Business Improvement Area Strategic Plan.

PUBLIC HEARING [7:58:09 PM](#)

Judy Bivens stated that Motel 6 North protested the formation of the district.

Hearing no further testimony, Mayor Gorin closed the public hearing at [7:59:38 PM](#).

Stephanie Lincoln, Senior Administrative Assistant – Finance Department, reported that two formal protests had been received, bringing the total remonstrance to just under 7%.

Jonathan Coe, Santa Rosa Chamber of Commerce, presented an overview of the work the Convention and Visitors Bureau would be carrying out to promote tourism in Santa Rosa; Ms. O'Leary outlined the performance measures and benchmarks that will be used to gauge program effectiveness.

Keo Hornbostel, chair of Convention and Visitors Bureau Board and General Manager of the Hyatt Vineyard Creek Hotel, spoke regarding the activities in the CVB work plan.

MOVED by Councilmember Sawyer, seconded by Councilmember Vas Dupre, carried unanimously to introduce and waive reading of the text of the ordinance and adopt and waive reading of the text of the resolutions in item 11.7 as follows:

ORDINANCE ENTITLED: ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA, ESTABLISHING THE SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

RESOLUTION NO. 27689 ENTITLED:
RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING AN AGREEMENT WITH THE SANTA ROSA CHAMBER OF COMMERCE FOR CONVENTION AND VISITORS BUREAU SERVICES

RESOLUTION NO. 27690 ENTITLED:
RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPOINTING THE ADVISORY BOARD FOR THE SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA

RESOLUTION NO. 27691 ENTITLED:
RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ACCEPTING AND APPROVING THE SANTA ROSA TOURISM BUSINESS IMPROVEMENT AREA STRATEGIC PLAN

11.5 PUBLIC HEARING – ESTABLISHMENT OF PARK USE FEE PER VEHICLE AT HOWARTH PARK AND ADJUSTMENT TO FACILITIES USE FEE FOR ATHLETIC FIELDS [8:17:57 PM](#)

Marc Richardson, Director Recreation Parks & Community Services made the staff presentation for the proposed establishment of a park use fee of, per vehicle, \$2 for two hours or \$5 for the full

day at Howarth Park as well as an increase in the athletic field rental field for youth leagues of \$1 per child per season in order to help close the funding gap faced by the Department. He said that a \$75 annual pass would also be offered for Howarth Park, and that nine solar pay stations would be installed at the park. He noted that vehicles with handicapped placards would be exempt from the fees as well as for parents dropping off children at camp. He suggested as an option delayed implementation if a sales tax measure is placed on the ballot and implementation only if the measure were to fail. He estimated that the impact of a four month delay would be loss of approximately \$125,820 in parking fee revenue and \$98,400 in parking fine revenue, offset by \$57,800 in salary savings (parking enforcement staff) for a total revenue loss of \$166,420.

Amy Rocklewitz, Recreation Supervisor, said that managing the parking has become a concern. Some are parking there to avoid paying to park at Spring Lake which is creating overcrowded parking lots at Howarth Park.

PUBLIC HEARING [8:37:44 PM](#)

Charles Hoefler, had met with staff and received information on the economic circumstances leading to the proposed action, he understands efforts to raise the funds to support the parks but expressed concern that fees now be required to access public parks and facilities that should be available to the public for free. He supported delayed implementation pending the sales tax measure, saying the surrounding neighborhoods will be impacted by those who decide to park elsewhere.

Lois Benson, said that as a regular user of Howarth Park who is also a senior drawing Social Security she would be priced out of the park, and suggested the fee may reduce park use and the public will go to neighboring state parks. She suggested a \$1 gate pass fee instead of \$5 for parking.

John Jenkel, objected to some users having to pay while others get in free, and said that attendance would suffer.

Craig Lawson, Chair Board of Community Services, said the Board of Community Services forwarded this recommendation to them with much angst about raising fees at a time when many residents are having a difficult time making ends meet.

Hearing no further testimony, Mayor Gorin closed the public hearing at [8:57:55 PM](#).

Council discussion ensued, with Vice Mayor Wysocky supporting delayed implementation but requesting re-evaluation of the annual pass price in comparison with the County's; Councilmember Bender supported deferring implementation until after the election and agreed with the need to re-examine the cost of an annual pass, suggesting a senior pass and comparison with the County prices as well; Councilmember Vas Dupre was concerned with the revenue loss resulting from delayed implementation; Councilmember Olivares stated he was uncomfortable with delaying implementation until after the election.

MOVED by Councilmember Olivares, seconded by Councilmember Vas Dupre; motion failed 3-4 (Mayor Gorin, Vice Mayor Wysocky, Councilmember Bender and Councilmember Sawyer voting NO) to adopt the resolution in item 11.5, with an effective date of September 1, 2010, as follows:

RESOLUTION ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ESTABLISHING A PARK USE FEE PER VEHICLE FOR HOWARTH PARK AND ADJUSTING FACILITIES USE FEES IN CONNECTION WITH RECREATION AND PARK FACILITIES AND SERVICES

MOVED by Councilmember Bender, seconded by Vice Mayor Wysocky, carried 6-1 (Councilmember Olivares voting NO) to adopt and waive reading of the text of the resolution in item 11.5, with an implementation date of January 2, 2011 contingent upon failure of the sales tax measure, as follows:

RESOLUTION NO. 27692 ENTITLED: RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ESTABLISHING A PARK USE FEE PER VEHICLE FOR HOWARTH PARK AND ADJUSTING FACILITIES USE FEES IN CONNECTION WITH RECREATION AND PARK FACILITIES AND SERVICES

11.6 REPORT -- PARKING ORDINANCE - ADDITION OF CITY PARKS CHAPTER 11-46 TO SANTA ROSA CITY CODE [9:32:56 PM](#)

Cheryl Woodward, Deputy Director – Transit & Parking, made the staff presentation for the amendment of the City Code to provide for implementation and enforcement of park user fees in the City Code within the Parking Ordinance. Adding a section to the Parking Ordinance is required to fully implement and enforce the new program to collect park user fees approved in the previous item. Ms. Woodward recommended

approval, contingent upon failure of the sales tax measure and to become effective January, 2011, of the proposed ordinance to add to Title 11 of the Santa Rosa City Code, entitled Vehicles and Traffic, Chapter 11-46, City Parks, and approval of a resolution revising the Schedule of Parking Fines and Penalties to establish parking fines for violation of provisions of this new chapter.

She explained that the resolution authorizes the Director of Recreation and Parks to establish rules and regulations governing use of the city park facilities including establishing rules and regulations for use of the park permits and designating locations and city parks where restrictions or regulations may be imposed. Violation of any provision of this chapter may result in a parking citation being issued. The parking fines established for violations under this chapter are consistent with those fines that have been previously approved and are currently in effect for public parking lots operated and maintained by the parking division. She recommended that the Council introduce the proposed ordinance to add to Title 11 of the Santa Rosa City Code entitled Vehicles and Traffic Chapter 11-46 City Parks and approve, by resolution, the revised Schedule of Parking Fines and Penalties to establish parking fines for violation of provisions of this new chapter. The recommendation should be conditioned in the same way that your last action was so that this will only take effect on January 1, 2011 in the event that the sales tax measure does not pass.

MOVED by Councilmember Jacobi, seconded by Councilmember Bender, to delay action on the resolution until mid-November. The motion was not acted upon, but by consensus action on this resolution was delayed.

PUBLIC COMMENT

MOVED by Councilmember Olivares, seconded by Councilmember Vas Dupre, carried unanimously to introduce and waive reading of the text of the ordinance in item 11.6 as follows:

ORDINANCE ENTITLED: ORDINANCE OF THE COUNCIL OF THE CITY OF SANTA ROSA AMENDING TITLE 11, VEHICLES AND TRAFFIC, OF THE SANTA ROSA CITY CODE, ADDING CHAPTER 11-46, CITY PARKS

12. PUBLIC COMMENTS ON NON-AGENDA MATTERS

The following people spoke regarding items not on the Council agenda.

Colleen Fernald objected to war spending.

Scott Wimmer suggested a museum, particularly focused on the valley's rich agricultural heritage and the related equipment now only in private collections, in Sonoma County as a source of revenue.

Rachel Bell spoke in opposition to war.

Mikhaila Rubke spoke against war.

Mary Morrison spoke against war.

John Jenkel, Graton, spoke against war.

Maxine Anderson objected to the high cost to seniors of attending the Sonoma County Fair.

Peter Tscherneff spoke out against corporate greed.

Allen Thomas reported on the West End Neighborhood Association's annual picnic and Friday night Bocce games through the summer. He displayed some photographs of various neighborhood events.

13. WRITTEN COMMUNICATIONS (AND POSSIBLE COUNCIL ACTION)

13.1 LIVABLE PLACES UPDATE – JUNE 2010

13.2 LOCAL GOVERNMENT COMMISSION REPORT – JUNE 2010

13.3 MEMO FROM RICK MOSHIER, DIRECTOR – NOTIFICATION OF AWARD OF \$250,000 MINOR CONTRACT – PUBLIC WORKS RE SANTA ROSA PUBLIC WORKS ON-CALL STREET, SIDEWALK AND DRAINAGE REPAIR AND INSTALLATION – PHASE 1

14. MAYOR'S/COUNCILMEMBERS' REPORTS

The Mayor and members of the Council made announcements and reported on items of interest to the Council.

15. CITY MANAGER'S/CITY ATTORNEY'S REPORTS

The City Manager and City Attorney made announcements of interest to the Council.

16. [IF NEEDED] – ANNOUNCEMENT OF ADDITIONAL CLOSED SESSION ITEM(S), ADJOURNMENT TO CLOSED SESSION(S), RECONVENEMENT TO OPEN SESSION, AND ANNOUNCEMENTS, IF ANY

17. ADJOURNMENT OF MEETING [10:10:01 PM](#)

Hearing no further business, Mayor Gorin adjourned the meeting at 10:10 p.m. The next regularly scheduled meeting will take place on August 3, 2010, at a time to be set by the Mayor.

Approved on: September 14, 2010

Susan Stoneman
City Clerk