



CITY OF BUELLTON

CITY COUNCIL AGENDA

**Regular Meeting of August 9, 2012 at 6:00 p.m.
City Council Chambers, 140 West Highway 246
Buellton, California**

Materials related to an item on this agenda, as well as materials submitted to the City Council after distribution of the agenda packet, are available for public inspection in the Office of the City Clerk, located at 107 West Highway 246, during normal business hours.

CALL TO ORDER

Mayor Holly Sierra

PLEDGE OF ALLEGIANCE

Mayor Pro Tem Dave King

ROLL CALL

Council Members Ed Andrisek, John Connolly, Judith Dale, Mayor Pro Tem Dave King, and Mayor Holly Sierra

REORDERING OF AGENDA

PUBLIC COMMENTS

Speaker Slip to be completed and turned in to the City Clerk prior to commencement of meeting. Limited to matters not otherwise appearing on the agenda. Limited to three (3) minutes per speaker. No action will be taken at this meeting.

CONSENT CALENDAR

(ACTION)

The following items are scheduled for consideration as a group. Any Council Member, the City Attorney, or the City Manager may request that an item be withdrawn from the Consent Agenda to allow for full discussion.

- 1. Minutes of July 26, 2012 City Council Meeting**
- 2. List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2012-13**
- 3. Resolution No. 12-22 – “A Resolution of the City Council of the City of Buellton, California, Approving and Adopting Amendment No.3 of the Guidelines of Procedure for Council Meetings and Related Functions and Activities to Rename the Office of Mayor Pro Tem to Vice Mayor”**
❖ (Staff Contact: City Attorney Hanson)

- 4. Budget Amendment No. 1 to Fiscal Year 2012-13 Adopted City Budget**
❖ *(Staff Contact: Finance Director Muñoz)*
- 5. Award of Bid for Replacement Fleet Vehicles**
❖ *(Staff Contact: Public Works Director Hess)*

PRESENTATIONS

PUBLIC HEARINGS

COUNCIL MEMBER COMMENTS

COUNCIL ITEMS

WRITTEN COMMUNICATIONS

Written communications are included in the agenda packets. Any Council Member, the City Manager or City Attorney may request that a written communication be read into the record.

COMMITTEE REPORTS

This Agenda listing is the opportunity for Council Members to give verbal Committee Reports on any meetings recently held for which the Council Members are the City representatives thereto.

BUSINESS ITEMS

(POSSIBLE ACTION)

- 6. Discussion Regarding Honoring Former Council Member Russ Hicks**
❖ *(Staff Contact: City Manager Kunkel)*
- 7. Public Visioning Process Debrief and Future Direction**
❖ *(Staff Contact: Planning Director Bierdzinski)*

CITY MANAGER’S REPORT

ADJOURNMENT

The next meeting of the City Council will be held on Thursday, August 23, 2012 at 6:00 p.m.

CITY OF BUELLTON

CITY COUNCIL MEETING MINUTES

Regular Meeting of July 26, 2012

**City Council Chambers, 140 West Highway 246
Buellton, California**

CALL TO ORDER

Mayor Holly Sierra called the meeting to order at 6:00 p.m.

PLEDGE OF ALLEGIANCE

Council Member Ed Andrisek led the Pledge of Allegiance

ROLL CALL

Present: Council Members Ed Andrisek, John Connolly, Judith Dale, Mayor Pro Tem Dave King, and Mayor Holly Sierra

Staff: City Manager John Kunkel, City Attorney Ralph Hanson, Planning Director Marc Bierdzinski, Public Works Director Rose Hess, Finance Director Annette Muñoz, Station Commander Lt. Brad McVay, and City Clerk Linda Reid

REORDERING OF AGENDA

None

PUBLIC COMMENTS

John Dorwin, Buellton, discussed the area in front of the Shell Station on Highway 246, where recently, a recreational vehicle got stuck trying to enter the Shell Station. Mr. Dorwin requested that staff organize a workshop involving Caltrans to discuss some of the problems that need to be addressed in Buellton.

CONSENT CALENDAR

- 1. Minutes of July 12, 2012 Regular City Council Meeting**
- 2. List of Claims to be Approved and Ratified for Payment to Date for Fiscal Years 2012-13**
- 3. Memorandum of Understanding to Participate in the Integrated Regional Water Management Plan (IRWMP) in Santa Barbara County**

4. Resolution No. 12-21 – “A Resolution of the City Council of the City of Buellton, California, Approving a 2.1% Cost of Living Adjustment (COLA) for all Regular Full-Time Employees, Effective, July 1, 2012”

MOTION:

Motion by Mayor Pro Tem King, seconded by Council Member Dale, approving Items 1 through 4 of the consent calendar as listed.

VOTE:

Motion passed by a roll call vote of 5-0.

PRESENTATIONS

5. Proclamation Recognizing Senior Deputy Kathi LeGault for her Service to the Community

Mayor Sierra read the Proclamation honoring Senior Deputy Kathi LeGault for her service to the community and presented the proclamation to Lt. Brad McVay. Senior Deputy LeGault was unable to attend the meeting.

Lt. McVay thanked the City Council on behalf of Senior Deputy LeGault.

PUBLIC HEARINGS

None

COUNCIL MEMBER COMMENTS

Council Member Andrisek announced that he and City Manager Kunkel attended the California Joint Powers Insurance Authority (CJPIA) Annual Board Meeting last week and the City of Buellton received an award for “Best Overall Performance in Liability without a Police Department”.

Mayor Sierra announced that “Saddlebag Saturday”, a community event benefitting the Buellton Senior Center is scheduled for September 8 from 12:00 to 4:00 p.m. More information about the event can be found at www.saddlebagsaturday.com or www.thecreationstation.com.

Mayor Sierra thanked the Santa Ynez Valley Marriott for the mixer they hosted last week and said it was a great success.

Mayor Sierra also thanked the Buellton Vet for fostering pets of seniors who are unable to care for them due to illness or hospitalization.

Mayor Sierra requested support in forming a committee to endorse Measure D2012 – Transient Occupancy Tax (TOT) rate increase.

Mayor Sierra also stated that Buellton children (ages 1-18) can receive a free lunch every week day during the summer at Oak Valley Elementary School through August 17. This program is sponsored by the Foodbank and Buellton Union School District.

COUNCIL ITEMS

Mayor Pro Tem King requested that staff agendaize changing the name of Mayor Pro Tem to Vice Mayor. The City Council agreed by consensus to bring this issue back for discussion and possible action.

WRITTEN COMMUNICATIONS

None

COMMITTEE REPORTS

Mayor Andrisek announced that he attended the Central Coast Water Authority Board Meeting and provided an oral report regarding the meeting.

Council Member Dale stated there will be three public meetings regarding beach parking and the public is invited to participate.

Mayor Sierra announced that she attended the Santa Barbara County Association of Governments Board Meeting and provided an oral report regarding the meeting.

BUSINESS ITEMS

6. Award of Contract for the 2011/12 Road Maintenance Project

RECOMMENDATION:

That the City Council award a contract in the amount of \$250,717.72 to Rockwood General Contractor for the 2011/2012 Road Maintenance Project and authorize the City Manager and City Attorney to execute the contract.

STAFF REPORT:

Public Works Director Hess presented the staff report.

DOCUMENTS:

Staff report with attachment (Location Exhibit)

MOTION:

Motion by Council Member Andrisek, seconded by Council Member King awarding the contract in the amount of \$250,717.72 to Rockwood General Contractor for the 2011/2012 Road Maintenance Project and authorize the City Manager and City Attorney to execute the contract.

VOTE:

Motion passed by a roll call vote of 5-0.

7. Award of Contract for Light Emitting Diode (LED) Flashing School Crossing Signs School Safety Project

RECOMMENDATION:

That the Council award a contract in the amount of \$23,891.39 to Statewide Traffic Safety & Signs for the purchase and installation of LED Flashing School Crossing Signs and authorize the City Manager and City Attorney to execute the contract.

STAFF REPORT:

Public Works Director Hess presented the staff report.

DOCUMENTS:

Staff report with attachments (Bid documents)

DISCUSSION:

The City Council expressed their support of staff in moving this issue forward to help keep kids safe when crossing Highway 246

MOTION:

Motion by Mayor Pro Tem King, seconded by Council Member Andrisek awarding the contract in the amount of \$23,891.39 to Statewide Traffic Safety & Signs for the purchase and installation of LED Flashing School Crossing Signs and authorize the City Manager and City Attorney to execute the contract.

VOTE:

Motion passed by a roll call vote of 5-0.

CITY MANAGER'S REPORT

City Manager Kunkel stated that a committee should be set up supporting Measure D2012 Transient Occupancy Tax (TOT) rate increase and requested that Council Members provide him with names of suitable committee members. Mr. Kunkel stated he will be on vacation from August 1 through 8 but is available by phone and email.

CLOSED SESSION ITEMS

8. The City Council will conduct a Closed Session pursuant to California Government Code Section 54957 concerning the following:

PUBLIC EMPLOYEE PERFORMANCE EVALUATION

Title: City Attorney

City Attorney Hanson read the title of Item 8 and announced that following the conclusion of the regular City Council meeting, the City Council would convene in Closed Session.

Mayor Sierra called the Closed Session to order at 7:00 p.m. The City Council met in Closed Session to discuss Item 8, Public Employee Performance Evaluation of the City Attorney.

Following the Closed Session, the City Council reconvened in Open Session and City Attorney Hanson made the following Closed Session announcement:

“The City Council met in Closed Session with all members present and conducted a review of legal services, including a review of contractual terms, past and present charges, and individual performance of legal services. The Council concluded that they were satisfied with the quality of legal services the City is receiving, that the services are provided at a fair and competitive rate, and that assurances were provided that routine travel expenses have not, and will not, be charged to the City of Buellton.”

ADJOURNMENT

Mayor Sierra adjourned the regular meeting at 7:30 p.m. The next regular meeting of the City Council is scheduled for Thursday, August 9, 2012 at 6:00 p.m.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

BACK-UP/SUPPORT DATA IS AVAILABLE FOR COUNCIL REVIEW IN CITY HALL

The following is a list of claims to be ratified and approved for payment by the City Council at the **August 9, 2012** Council Meeting.

Listed below is a brief summary of the attached claims:

	EXHIBIT A		\$ <u>384,100.10</u>
	EXHIBIT B		\$ <u>1,651.58</u>
	Council Pay	7/27/12	\$ 2,311.33
	PAYROLL	7/31/12	\$ <u>45,244.60</u>
TOTAL AMOUNT OF CLAIMS:			\$ <u>433,307.61</u>

	<u>FY 2011-12</u>	<u>FY 2012-13</u>
The total amount of claims and demands paid by the City for the Fiscal Year through July 31, 2012	\$ 971,626.33	\$ 1,084,620.26

AUTHORIZATION IS HEREBY GIVEN TO THE CITY TREASURER TO PAY ALL CLAIMS AS REVENUES BECOME AVAILABLE.

Check-Run	Seq#	Date	Vendor Name	Checking	# Obls	Discount	Net amount	Status
26718-	526	1	7/26/2012	0 CHANTALLE CASTELLANOS	1	.00	77.00	Logged
26719-	526	2	7/26/2012	0 DWAYNE DOUGLAS	1	.00	50.00	Logged
26720-	526	3	7/26/2012	0 VINTAGE AEROPLANE ASSN OF CALI	1	.00	80.00	Logged
26721-	526	4	7/26/2012	0 JACK IN THE BOX	1	.00	10,000.00	Logged
26722-	526	5	7/26/2012	0 NATIONAL BUSINESS FURNITURE	1	.00	264.20	Logged
26723-	526	6	7/26/2012	27 AQUA BEN CORPORATION	1	.00	2,172.24	Logged
26724-	526	7	7/26/2012	42 BP DESIGNS	1	.00	710.63	Logged
26725-	526	8	7/26/2012	65 BURKE, WILLIAMS & SORENSEN, LL	5	.00	19,733.50	Logged
26726-	526	9	7/26/2012	72 CA JOINT POWERS INS AUTHORITY	1	.00	23,173.00	Logged
26727-	526	10	7/26/2012	83 CSD ENGINEERING	2	.00	275.80	Logged
26728-	526	11	7/26/2012	90 CaPERS LONG-TERM CARE PROGRAM	1	.00	84.25	Logged
26729-	526	12	7/26/2012	105 CITY OF BUELLTON	1	.00	1,418.77	Logged
26730-	526	13	7/26/2012	119 CRAIG ADAMS	1	.00	100.00	Logged
26731-	526	14	7/26/2012	155 DAVID KING	1	.00	88.80	Logged
26732-	526	15	7/26/2012	189 FISHER PUMP & WELL SERVICE, IN	1	.00	89,521.00	Logged
26733-	526	16	7/26/2012	193 FIRST NATIONAL BANK OF OMAHA	9	.00	5,338.46	Logged
26734-	526	17	7/26/2012	199 FOSTER D. REIF	1	.00	100.00	Logged
26735-	526	18	7/26/2012	203 GARY BROWN dba	1	.00	103.00	Logged
26736-	526	19	7/26/2012	206 GERALD G. PENN dba	1	.00	2,760.00	Logged
26737-	526	20	7/26/2012	228 HOLLY SIERRA	1	.00	88.80	Logged
26738-	526	21	7/26/2012	230 HPC/EAGLE ENERGY	1	.00	1,198.31	Logged
26739-	526	22	7/26/2012	242 JASON L. FUSSEL	1	.00	50.00	Logged
26740-	526	23	7/26/2012	273 KURT GREER	1	.00	140.00	Logged
26741-	526	24	7/26/2012	285 SANTA MARIA TIMES dba	1	.00	203.50	Logged
26742-	526	25	7/26/2012	303 ART MERCADO	1	.00	100.00	Logged
26743-	526	26	7/26/2012	314 MAILBOXES, ETC.	1	.00	57.87	Logged
26744-	526	27	7/26/2012	322 MJ PLUMBING, INC dba	1	.00	147.00	Logged
26745-	526	28	7/26/2012	352 P G & E	1	.00	25,804.03	Logged
26746-	526	29	7/26/2012	381 PROPET DISTRIBUTORS, INC.	1	.00	1,038.00	Logged
26747-	526	30	7/26/2012	390 QUINN COMPANY	3	.00	4,726.11	Logged
26748-	526	31	7/26/2012	395 RAFAEL RUIZ CLEANING	3	.00	4,784.00	Logged
26749-	526	32	7/26/2012	424 S Y R W C D	2	.00	2,070.90	Logged
26750-	526	33	7/26/2012	426 SAN LUIS PAPER CO.	1	.00	161.98	Logged
26751-	526	34	7/26/2012	450 SB CO SHERIFF'S DEPARTMENT	3	.00	139,712.06	Logged
26752-	526	35	7/26/2012	469 STAPLES CONTRACT & COMMERCIAL,	1	.00	199.89	Logged
26753-	526	36	7/26/2012	489 STEVE'S WHEEL & TIRE	1	.00	823.18	Logged
26754-	526	37	7/26/2012	529 TRANSFIRST	1	.00	623.57	Logged
26755-	526	38	7/26/2012	543 USA BLUEBOOK	1	.00	217.58	Logged
26756-	526	39	7/26/2012	551 VALLEY TOOL RENTALS	1	.00	86.54	Logged
26757-	526	40	7/26/2012	554 VENCO WESTERN, INC.	4	.00	15,299.04	Logged
26758-	526	41	7/26/2012	556 VERIZON WIRELESS	1	.00	257.47	Logged
26759-	526	42	7/26/2012	570 WAYNE KREPS, JR. dba	1	.00	130.24	Logged
26760-	526	43	7/26/2012	582 VINTAGE WALK, LLC OWNERS ASSOC	1	.00	104.00	Logged
26761-	526	44	7/26/2012	589 GERALD T. WITCHER	1	.00	100.00	Logged
26762-	526	45	7/26/2012	598 ENGEL & GRAY, INC.	1	.00	5,680.21	Logged
26763-	526	46	7/26/2012	629 ED ANDRISEK	1	.00	179.27	Logged
26764-	526	47	7/26/2012	655 COAST NETWORKX, INC.	2	.00	380.90	Logged
26765-	526	48	7/26/2012	677 WALLACE GROUP	1	.00	4,195.21	Logged
26766-	526	49	7/26/2012	707 FLEX ONE - AFLAC	1	.00	91.00	Logged
26767-	526	50	7/26/2012	713 COASTAL COPY, LP	1	.00	483.80	Logged
26768-	526	51	7/26/2012	755 SYV ELITE EVENT PARTY RENTALS,	1	.00	972.85	Logged
26769-	526	52	7/26/2012	756 PAWS PARK OF SANTA YNEZ VALLEY	1	.00	2,000.00	Logged
26770-	526	53	7/26/2012	758 THE HARTFORD	1	.00	484.65	Logged

Check-Run	Seq#	Date	Vendor Name	Checking	# Obls	Discount	Net amount	Status
26771-	526	54	7/26/2012	759 JJACPA, INC.	1	.00	13,200.00	Logged
26772-	526	55	7/26/2012	11105 ADRIENNE WALTER	1	.00	108.00	Logged
26773-	526	56	7/26/2012	11142 CHRISTOPHE MILLNER	1	.00	726.07	Logged
26774-	526	57	7/26/2012	11170 DONELLE MARTIN	1	.00	400.00	Logged
26775-	526	58	7/26/2012	11177 DUNN SCHOOL	1	.00	66.50	Logged
26776-	526	59	7/26/2012	11244 HERMILA SANCHEZ	1	.00	223.12	Logged
26777-	526	60	7/26/2012	11292 JOSHUA A. GRANT	1	.00	91.00	Logged
26778-	526	61	7/26/2012	11300 KAREN PALMER	1	.00	14.00	Logged
26779-	526	62	7/26/2012	11319 KYLE BATTY	1	.00	52.50	Logged
26780-	526	63	7/26/2012	11321 LAURA COGAN	1	.00	120.00	Logged
26781-	526	64	7/26/2012	11341 MAGDALENA JOHNSON	1	.00	58.80	Logged
26782-	526	65	7/26/2012	11343 MARIANNE MADSEN	1	.00	198.00	Logged
26783-	526	66	7/26/2012	11467 SHIRLEY F. WALLACE	1	.00	24.50	Logged
26784-	526	67	7/26/2012	11476 STEPHEN F. DUNLAP	1	.00	105.00	Logged
26785-	526	68	7/26/2012	11525 VICTORIA L. BENNETT	1	.00	70.00	Logged
						.00		
** Total check discount **						.00		
** Total check amount **						384,100.10		
						.00		

Payments via Electronic Fund Transfer (EFT):

FSA - Staff	7/17/12	712.33
P/R Taxes	7/20/12	39.25
Postage-Hasler	7/20/12	800.00
FSA-Council	7/27/12	100.00
Total		<u>\$ 1,651.58</u>

FISCAL YEAR 2011-12 REVENUE AND EXPENDITURE RECAP

As of June 30, 2012 1st Close
99.0%
of the year elapsed

<u>GENERAL FUND</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$3,948,016.00	\$4,434,261.44	112%
Total Expenditures	\$4,089,459.00	\$3,459,323.47	85%
<u>SPECIAL FUNDS</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$584,349.00	\$1,175,050.24	201%
Total Expenditures	\$2,240,746.00	\$2,542,717.92	113%
<u>WATER/SEWER</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$2,044,800.00	\$1,938,313.05	95%
Total Expenditures	\$2,605,396.00	\$2,036,032.62	78%
<u>SUCCESSOR AGENCY</u>	<u>Budgeted</u>	<u>Year to Date</u>	<u>% of Budget YTD</u>
Total Revenues	\$825,000.00	\$429,554.06	52%
Total Expenditures	\$1,499,936.00	\$493,087.59	33%

The Revenue Status Report and Expenditure Status Report are available for your review.

The Cash Balances as of July 31, 2012 are as follows:

	Balance as of:	<u>FY 2011-12</u>	<u>FY 2012-13</u>
Checking			
Rabobank	7/31/12	300,253.36	261,334.33
Montecito Bnk&Trust	7/31/12	156,199.43	34,716.28
Total Checking		<u>456,452.79</u>	<u>296,050.61</u>
Savings/Investments			
LAIIF-savings	6/30/12	12,703,040.33	13,091,976.14
Rabobank-money mkt	6/30/12	201,951.75	202,967.72
Morgan Stanley-bonds	6/30/12	250,000.00	375,000.00
Great Pacific-treasuries	6/30/12	0.00	0.00
First Empire-bonds	6/30/12	3,986,386.65	3,232,010.19
Total Savings/Investments		<u>17,141,378.73</u>	<u>16,901,954.05</u>
 % of cash invested		 25.22%	 22.15%
 Total Cash		 <u><u>17,597,831.52</u></u>	 <u><u>17,198,004.66</u></u>

CITY OF BUELLTON
City Council Agenda Staff Report

City Manager Review: JHK
Council Agenda Item No.: 3

To: The Honorable Mayor and City Council

From: Ralph Hanson, City Attorney

Meeting Date: August 9, 2012

Subject: Resolution No. 12-22 – “A Resolution of the City Council of the City of Buellton, California, Approving and Adopting Amendment No. 3 of the Guidelines of Procedure for Council Meetings and Related Functions and Activities to Rename the Office of Mayor Pro Tem to Vice Mayor”

BACKGROUND

At the City Council meeting of July 26, 2012, the City Council directed staff to prepare a resolution to consider changing the name of the office of Mayor Pro Tem to Vice Mayor. The attached Resolution No. 12-22 amends the Guidelines of Procedure for Council Meetings and Related Functions and Activities (Amendment No. 3) and will rename the Office of Mayor Pro Tem to Vice Mayor.

FISCAL IMPACT

This agenda item will not have any fiscal impact on the City.

RECOMMENDATION

That the City Council adopt Resolution No. 12-22 – “A Resolution of the City Council of the City of Buellton, California, Approving and Adopting Amendment No. 3 of the Guidelines of Procedure for Council Meetings and Related Functions and Activities to Rename the Office of Mayor Pro Tem to Vice Mayor”

ATTACHMENT

Resolution No. 12-22

RESOLUTION NO. 12-22

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, APPROVING AND ADOPTING AMENDMENT NO. 3 OF THE GUIDELINES OF PROCEDURE FOR COUNCIL MEETINGS AND RELATED FUNCTIONS AND ACTIVITIES TO RENAME THE OFFICE OF MAYOR PRO TEM TO VICE MAYOR

WHEREAS, Section 2.04.040 of the Buellton Municipal Code requires that the City Council adopt guidelines of procedure to govern the conduct of its meetings and any of its other functions and activities, and regulations pertaining thereto; and

WHEREAS, California Government Code Section 65804 requires all cities and counties to have adopted procedures for the conduct of zoning hearings; and

WHEREAS, the City Council desires to have uniform procedures for the conduct of hearings at City Council meetings so that all individuals and persons appearing before the City Council are treated fairly and equally; and

WHEREAS, on February 25, 1999, the City Council adopted its Resolution No. 99-05 setting forth the "City of Buellton Guidelines of Procedure for Council Meetings and Related Functions and Activities" (the "Guidelines"). On May 9, 2002 the City Council adopted Amendment No. 1 to the Guidelines. On August 25, 2011 the City Council adopted Amendment No. 2 to the Guidelines; and

WHEREAS, it is the desire of the City Council to further amend the Guidelines to rename the office of the Mayor Pro Tem to Vice Mayor.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Buellton does hereby resolve, determine, and order as follows:

SECTION 1. The City Council hereby finds that the above recitations are true and correct and, accordingly, are incorporated as a material part of this Resolution.

SECTION 2. Section 2.3 of the Guidelines is amended as follows:

“2.3 ROLL CALL:

Before proceeding with the business of the Council, the City Clerk shall call the roll of the Council Members and the names of those present shall be entered in the minutes. The order of roll call shall be alphabetical with the Vice Mayor called next to last and Mayor called last.”

SECTION 3. Section 3 of the Guidelines is amended as follows:

3. PRESIDING OFFICER

“3.1 PRESIDING OFFICER:

The Mayor shall be the Presiding Officer at all meetings of the Council. In the absence of the Mayor, the Vice Mayor shall preside. In the absence of both the Mayor and the Vice Mayor, the Council shall elect a temporary presiding officer to serve until the arrival of the Mayor or Vice Mayor or until adjournment.”

In accordance with Government Code Section 36801, the Council shall meet on the Tuesday after each general municipal election and choose one of its members as Mayor and one as Vice Mayor. Each selection shall be by three (3) or more affirmative votes, and a failure to achieve such total of affirmative votes shall be deemed a selection of the incumbent (s) to remain in office. Each person so selected shall serve until a successor is chosen by three (3) or more affirmative votes, provided that the election shall occur at the first regular meeting following the regular municipal election and at the first regular meeting that falls no less than one (1) year after that date. Notwithstanding the selection procedure set forth above, the Council, by a vote of at least three (3) Members, may replace the Mayor and/or the Vice Mayor at any time during a regular meeting or meeting called for that purpose.

“3.2 CALL TO ORDER:

The meeting of the Council shall be called to order by the Mayor or, in his or her absence, by the Vice Mayor. In the absence of both the Mayor and the Vice Mayor, the meeting shall be called to order by the City Clerk, whereupon the City Clerk shall immediately call for the selection of a temporary Presiding Officer.”

“3.3 PARTICIPATION OF PRESIDING OFFICER:

The Presiding Officer may move, second, and debate from the Chair, subject only to such limitations of debate as are imposed on all Councilmembers, and he/she shall not be deprived of any of the rights and privileges of a Councilmember by reason of his/her acting as Presiding Officer. However, the Presiding Officer is primarily responsible for the conduct of the meeting. If he/she desires to personally engage in extended debate on questions before the Council, he/she should consider turning the Chair over to another Member.”

“3.4 QUESTIONS TO BE STATED:

The Presiding Officer shall verbally restate each question immediately prior to calling for the vote. Following the vote, the Presiding Officer shall verbally announce whether the question carried or was defeated. The Presiding Officer may also publicly state the effect of the vote for the benefit of the audience before proceeding to the next item of business.”

“3.5 SIGNING OF DOCUMENTS:

The Mayor, or Vice Mayor, in the absence of the Mayor, shall sign Ordinances adopted by the City Council. The City Clerk, or Deputy City Clerk, shall attest to the signature of the Mayor or Vice Mayor.”

“3.6 MAINTENANCE OF ORDER:

The Mayor or Presiding Officer is responsible for the maintenance of order and decorum at all times. No person is allowed to speak who has not first been recognized by the Chair. All questions and remarks shall be addressed to the Chair.”

SECTION 4. Section 4.11 of the Guidelines is amended as follows:

"4.11 RULING OF CHAIR FINAL UNLESS OVERRULED:

In presiding over Council meetings, the Mayor, Vice Mayor or temporary Presiding Officer shall decide all questions of interpretation of these guidelines, points of order or other questions of procedure requiring rulings. Any such decision or ruling shall be final unless overridden or suspended by a majority vote of the Councilmembers present and voting, and shall be binding and legally effective (even though clearly erroneous) for purposes of the matter under consideration."

SECTION 7. Section 7.1 of the Guidelines is amended as follows:

"7.1 VOTING PROCEDURE:

In acting upon every motion, the vote shall be taken by voice or roll call or any other method by which the vote of each Councilmember present can be clearly ascertained. The vote on each motion shall then be entered in full upon the record. The order of voting shall be alphabetical with the Councilmember making the motion voting first, the Councilmember seconding the motion voting next; and, unless he/she has made or seconded the motion, the Vice Mayor shall vote next to last, and the Mayor voting last. The City Clerk shall call the names of all Members seated when a roll call vote is ordered or required. Members shall respond "aye," "no" or "abstain" provided that when a vote is collectively taken by voice or roll call is used, any Councilmember not audibly and clearly responding "no" or "abstain" or otherwise registering an objection shall have his vote recorded as "aye."

The City Clerk shall certify to the adoption of this Resolution.

PASSED, APPROVED and ADOPTED this 9th day of August, 2012.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

CITY OF BUELLTON
City Council Agenda Staff Report

City Manager Review: JHK
Council Agenda Item No.: 4

To: The Honorable Mayor and City Council

From: Annette Muñoz, Finance Director

Meeting Date: August 9, 2012

Subject: Budget Amendment No. 1 to Fiscal Year 2012-13 Adopted City Budget

BACKGROUND

Over the last two years the City has adopted a budget that includes amounts for future capital outlays in current year budgeted capital outlay accounts, which makes the difference between what the City spends for a fiscal year and what is budgeted much greater because of these future amounts being reflected in the capital outlay budget. At the end of each fiscal year the future amounts were placed in a reserve for continuing appropriations account (set-aside account) for future expenditures, which is not reflected in the monthly budget to actual status reports. Since the budget is a reflection of the expenditures that will be spent in a particular year, the new auditor recommended a budget amendment be performed to properly illustrate the proposed capital outlays for fiscal year 2012-13 that the City intends on spending and reclassify the future amounts to a transfer to reserves account to show that these amounts are being set aside for future expenditure. Also, since prior year reserves were not reflected in the current year budget it will be necessary to have a budget adjustment to reflect the City's intention to utilize prior year set asides for the current year expenditures.

The attached Budget Amendment No. 1 is accounting for items placed in reserve in prior fiscal years which will now be expended for the 2012-13 fiscal year in order to show the proper budget amount when the purchases are made. This will be offset by a transfer from reserves account to indicate that these appropriations are for prior year set asides.

In addition, the budget will be amended to reflect projects that had not been closed out at the end of fiscal year 2011-12. These amounts were previously shown as "carryovers" in the 2012-13 budget and will use similar methodology as described above. Projects included in this scenario include the annual road maintenance and the bus shelter improvements.

FISCAL IMPACT

The fiscal impact to all funds will not change as the amounts in the reserve for continuing appropriations account will now be reflected in the respective funds and capital outlay account budgets will reflect only the amount the City intends to spend for the current fiscal year.

RECOMMENDATION

That the City Council review and approve Budget Amendment No. 1 for the Fiscal Year 2012-13 Adopted City Budget.

ATTACHMENT

Attachment 1 – Budget Amendment No. 1

ATTACHMENT 1

City of Buellton
Budget Amendment #1
August 9, 2012 Council Meeting

Fund	Account	Description	Adopted		Revised
			Budget FY 12-13	Amendment	Amended Budget FY 12-13
001	410-6503	Vehicle Replace	5,000	-5,000	0
001	420-6505	Computer Equip	50,000	-50,000	0
001	558-6503	Vehicle Replace	21,700	10,928	32,628
001	565-6201	Contract Services	5,000	10,000	15,000
001		Transfer to/from reserves	0	34,072	34,072
028	511-6503	Vehicles	5,000	-5,000	0
028		Transfer to reserves	0	5,000	5,000
Gen Fund Sub Total			86,700	0	86,700
005	701-6503	Vehicle Replace	7,900	6,778	14,678
005		Transfer from reserves	0	-6,778	-6,778
020	601-6503	Vehicle Replace	7,900	6,778	14,678
020		Transfer from reserves	0	-6,778	-6,778
Enterprise Funds Sub Total			15,800	0	15,800
025	554-6201	Contract Services	26,000	12,991	38,991
025	557-6201	Contract Services	25,000	17,983	42,983
025	557-6507	Improvements	150,000	101,555	251,555
025		Transfer from reserves	0	-132,529	-132,529
031	560-6201	Contract Services	50,000	41,213	91,213
031	560-6507	Improvements	248,898	229,964	478,862
031		Transfer from reserves	0	-271,177	-271,177
Special Revenue Funds Sub Total			499,898	0	499,898
Grand Totals			602,398	0	602,398

CITY OF BUELLTON
City Council Agenda Staff Report

City Manager Review: JHK
Council Agenda Item No.: 5

To: The Honorable Mayor and City Council

From: Rose Hess, Public Works Director/City Engineer

Meeting Date: August 9, 2012

Subject: Award of Bid for Replacement Fleet Vehicles

BACKGROUND

Included in this Fiscal year’s budget is the procurement of 3 replacement vehicles of the City’s current 14 active vehicles in its fleet. The 3 vehicles to be replaced are the 1992 Crown Victoria, the 2000 Ford Explorer and the 2003 Ford Ranger. A Notice to Bidders was published in the Santa Ynez Valley News and on the City’s web page on July 20, 2012. The City requested Bids on a mid-size sedan, a small/mid-size sports utility vehicle, and a full size pick-up truck. Bidders were requested to provide a cost for the best used and best new vehicle available that met the required specifications.

On July 31, 2012, bids were received from Rio Vista Chevrolet, Jim Vreeland Ford, and Raceway Ford.

A summary of the bids received are as follows:

	Rio Vista Chevrolet	Jim Vreeland Ford	Raceway Ford
Sedan	2010 Fusion	2012 Fusion	2012 Fusion
	\$17,950.00	\$23,563.93	\$19,947.39
Sports Utility Vehicle	2011 Traverse	2012 Escape*	2012 Escape
	\$21,500.00	\$23,563.93	\$26,678.53
Pick-Up Truck	2012 1500	2012 F-150	2012 F-150
	\$20,534.97	\$33,584.88	\$20,734.27
<i>Total</i>	<i>\$59,984.97</i>	<i>\$80,712.74</i>	<i>\$67,360.19</i>
Tax (included in cost above) *Portion to City of Buellton	\$4,314.46*	\$6,160.49*	\$4,843.44

*Jim Vreeland Ford also provided a bid on a 2012 Flex, total cost is \$30,615.13 as an alternate to the Escape.

Delivery is within 30 days and acceptance upon Staff's inspection of the vehicles.

FISCAL IMPACT

Staff has been setting aside monies every year for the replacement of fleet vehicles. The 2012/2013 Fiscal Year's amended budget reflects the expenditures for the vehicles. Costs are allocated among the General Public Works, Water and Wastewater Funds.

RECOMMENDATION

That the City Council award the contract to Rio Vista Chevrolet in an amount of \$59,984.97 for the purchase of three replacement fleet vehicles and authorize the City Manager to make the purchase.

CITY OF BUELLTON
City Council Agenda Staff Report

City Manager Review: JHK
Council Agenda Item No.: 6

To: The Honorable Mayor and City Council

From: John Kunkel, City Manager

Meeting Date: August 9, 2012

Subject: Discussion Regarding Honoring Former Council Member Russ Hicks

BACKGROUND

At the City Council meeting of July 12, 2012, the City Council discussed honoring former Council Member Russ Hicks and directed staff to investigate different types of monuments and locations at River View Park, speak with the Hicks Family to determine how they would like to honor Mr. Hicks, and provide a cost estimate for renaming River View Park.

The Hicks Family would like to see River View Park named after former Council Member Hicks. Another alternative could be to dedicate the Park in memory of Russ Hicks. The Council may also consider keeping the sign named River View Park and adding "In Memory of Russ Hicks" below the name of the park (as seen in Attachments 1-3). The cost of adding a dedication to the existing sign would be \$1,050 and will be approximately 30 inches wide and 14.5 inches high and will be attached to the existing sign with two straps. The sign will be made of metal with individual raised letters on one side and will look similar to existing sign.

Staff has investigated engraving a large boulder like the one located at Oak Park (Attachment 4) and placing it near the BBQ area at River View Park. Such a monument would cost approximately \$1,000 to \$2,000.

Staff has also looked into creating an island counter to the north of the BBQ area at River View Park with a sink, drain, cabinets, etc., topped with a nice piece of granite, with an engraved plaque that states "Dedicated to the Memory of Council Member Russ Hicks". The cost of this project is estimated between \$10,000 to \$15,000. It would be recommended that family and friends establish a fund and take donations or hold fundraisers to raise money to pay for this type of dedication.

FISCAL IMPACT

Undetermined, based on the City Council's action.

RECOMMENDATION

That the City Council determine how best to honor former Council Member Russ Hicks and provide staff with direction on how to proceed.

ATTACHMENTS

Attachments 1-3 – (Photos of proposed sign changes)

Attachmen 4 – (Photo of monument)





River View Park



OAK PARK
CITY OF BUELLTON
NOVEMBER 2002

CITY COUNCIL

RUSS HICKS
VICTORIA POINTER
NEIL JONES
BILL TRAYLOR
DIANE WHITEHAIR

MAYOR
MAYOR PRO TEM
COUNCIL MEMBER
COUNCIL MEMBER
COUNCIL MEMBER

STEVEN THOMPSON

CITY MANAGER

ARCADIA STUDIO
CARROLL CONSTRUCTION

LANDSCAPE ARCHITECT
CONTRACTOR

CITY OF BUELLTON
City Council Agenda Staff Report

City Manager Review: JHK
Council Agenda Item No.: 7

To: The Honorable Mayor and City Council

From: Marc Bierdzinski, Planning Director
Economic Development Task Force

Meeting Date: August 9, 2012

Subject: Public Visioning Process Debrief and Future Direction

BACKGROUND

Now that the Vision Plan, Corridor Study, and Cal Poly Study are complete, staff is seeking City Council direction on moving forward with several items. In essence, this is the first debrief of the process to this point.

Draft Request for Proposals for Branding and Economic Development

At the direction of City Council, staff sent out a Request for Qualifications (RFQ) for both a branding consultant and an economic development consultant. Statement of Qualifications (SOQ) were received from four firms for branding and seven firms for economic development.

The four branding firms are:

- Flint Strategies of Half Moon Bay, CA
- Graphic Solutions of San Diego, CA
- North Star of Nashville, TN
- The Placemaking Group of Oakland, CA

The seven economic development firms are:

- Applied Development Economics of Walnut Creek, CA
- BAE Urban Economics of San Francisco, CA
- Buxton Corporation of Fort Worth, TX
- Chabin Concepts of Chico, CA
- Craft Consulting Group of Lafayette, CA
- Kosmont Companies of Los Angeles, CA
- Rosenow Spevacek Group of Santa Ana, CA

The SOQs are available for review at the Planning Department office.

The Economic Development Task Force (EDTF) reviewed the above SOQs and is recommending that all firms be sent a Request for Proposals (RFP). Staff prepared draft RFPs for both branding and economic development. The RFPs were reviewed by the EDTF in July. The RFPs are provided as Attachment 1 (branding) and Attachment 2 (economic development). The EDTF recommends that the City Council accept the RFPs as worded.

The EDTF also discussed possible funding sources for these two items, realizing no money has been allocated in the Fiscal Year 2012-2013 budget. The EDTF felt that the potential additional revenue from the increased Transient Occupancy Tax (TOT) may be a source that could be used to fund these consultants.

The EDTF did not want to move forward with issuing the RFPs until a funding source is identified as they did not want the consultants to expend time and money on a proposal if it could not be funded. Therefore, the EDTF is recommending to the City Council that the RFPs be tabled until after the November election and the decision on the TOT measure.

Corridor Study/Cal Poly Study

Now that the Corridor Study and the Cal Poly Study are complete, staff is seeking City Council direction on the next process steps on implementing an Avenue of Flags Specific Plan.

Options include:

- Having the visioning steering committee review these studies and provide input and recommendations to the City Council.
- Hold public workshops with the Planning Commission.
- Discuss at a future City Council meeting and then refer it to staff, the steering committee, and/or Planning Commission.
- All of the above.

The EDTF felt the best short term solution in these tight budgetary times would be to keep the alignment of the Avenue as is but reduce the width to one lane in each direction and widen the medians accordingly. The median at Second Street could then be paved and used for special events. Other medians could be used for parking.

Staff cannot begin any work on an Avenue of Flags Specific Plan until direction is given on what alignment and uses are desired by the City Council and community. The Fiscal Year 2012-2013 budget includes \$5,000 on peer review of this work that will be done in-house by City staff. The method of moving forward on this is the first step for implementation.

Planning Commission Workshops

Staff plans to begin workshops with the Planning Commission on updates to the zoning ordinance and Community Design Guidelines. These updates will be handled by staff and no consultant funds are necessary. Staff is seeking City Council concurrence on this work program.

RECOMMENDATION

That the City Council provide direction to staff on the following items:

- Release of the RFPs for branding and economic development. Staff recommends that these be tabled until after the election and the decision on the TOT. The additional TOT funds could be used for this work.
- Direction on moving forward with review of the Corridor Study and Cal Poly Report to determine future alignment of the Avenue of Flags and preparation of a specific plan. This could include having the Steering Committee review these reports and bring back a recommendation to the City Council, having public workshops, and/or involving the Planning Commission.
- Direct staff to begin having Planning Commission workshops on updates to the zoning ordinance and Community Design Guidelines.

ATTACHMENTS

Attachment 1 – Draft RFP for Branding

Attachment 2 – Draft RFP for Economic Development

ATTACHMENT 1

DRAFT Request for Proposal

for a

Branding Consultant for the

City of Buellton



Proposals Due by 4:45 p.m.
on , 2012

City of Buellton Planning Department
107 W. Highway 246, P.O. Box 1819
Buellton, CA 93427
(805) 688-7474



, 2012

ATTN:

SUBJECT: **REQUEST FOR PROPOSAL – BRANDING CONSULTANT FOR
THE CITY OF BUELLTON**

The City of Buellton is soliciting proposals from qualified firms for developing and marketing a branding concept for the City of Buellton. The consultant will join City officials and Chamber of Commerce members in developing this task.

BACKGROUND

The City of Buellton recently completed a public visioning process. The Final Vision Plan was accepted in February 2012. Goal 1 of the Vision Plan is to portray a positive Buellton image and brand. Goal 1 from the Vision Plan is attached to this RFP. The Sub-Committee Report on branding is also attached that discusses this goal in more detail. The entire vision plan can be viewed on the City’s website, www.cityofbuellton.com.

The City has been labeled “Service Town USA” in the past and has been known for Pea Soup Andersens since the 1920s. The Chamber of Commerce/Visitor’s Bureau has also developed a tagline for marketing the City (“Gateway to the Valley”). The selected consultant will review these past associations and help determine the best course of action to brand and market the City of Buellton. The City is willing to look at all available options, including moving away from these past associations or building upon them.

The City is also issuing an RFP for an economic development advisor and both the branding consultant and economic development advisor will be expected to coordinate their efforts. Both consultants will also work with City staff and the Chamber of Commerce/Visitor’s Bureau as a team.

PROJECT TIME SCHEDULE

Send out Request for Proposal	, 2012
Last day to submit questions/clarifications	, 2012
Consultants Proposal Due	, 2012, by 4:45 p.m.

CONSULTANT - SCOPE OF WORK

The following are the mandatory and optional tasks that are being requested. The costs of the optional tasks shall be separate line items from the mandatory tasks.

Task 1 – Review Existing Setting/Meet with Staff

The consultant shall review the existing branding and marketing of the City and determine its current effectiveness. This shall include the Vision Plan and its data relating to branding. Budget for at least two meetings with City staff and/or City committees in this initial data gathering stage.

Task 2 – Meet with Stakeholders

The consultant shall meet with City staff, City Council members, and community stakeholders to ascertain the wishes and desires of the various stakeholders on the future branding of the City.

Task 3 – Develop Brand and Marketing Strategy

The consultant shall prepare a Branding and Marketing Strategy for the City of Buellton. The Branding and Marketing Strategy shall be in a format to easily allow the agents of the City to implement the recommendations.

Deliverables: Ten hard copies and an electronic version (in Word and PDF) of the Branding and Marketing Strategy.

Task 4 – Present Report to the City Council

The consultant shall present the Branding and Marketing Strategy at a public meeting of the Buellton City Council.

Optional Task 5 – Additional Public Meetings

In the event the consultant is requested to attend additional public meetings, the RFP shall include a budget for attendance at these additional meetings.

Optional Task 6 – Additional Services

In the event the City wishes assistance in implementing the Branding and Marketing Strategy, the consultant shall budget for additional time for this task.

CITY - SERVICES TO BE PROVIDED

1. Copies of all applicable land use documents in electronic format.
2. Scheduling meetings and meeting rooms.
3. Attend meetings with the consultant.
4. Administer contracts.
5. Process progress payments submitted by the consultant and approved by the Planning Director within a timely period.

CONSULTANT'S PROPOSAL

The City is providing this RFP only to those firms that submitted a Statement of Qualifications for providing branding services. The City's quality-based selection process will require each consultant to submit a proposal which demonstrates the consultant's ability to provide the best available services and design products at a reasonable cost.

All proposals shall include, as a minimum, the following elements:

1. A description of your project team:
 - Identification of key personnel to be assigned to this project with complete resumes of each and percentage of time to be devoted to the project.
 - A listing of other firms (subs or partners) to be utilized to fulfill the terms of the agreement with qualifications and their participating personnel.
 - A review of similar projects completed by the project team. Include a statement that key staff will not be changed during the course of the project following proposal submittal without the City's concurrence or direction.
2. Consultant references. Include reference names, agencies/companies, addresses, and current phone numbers and e-mail address.
3. Description of the branding services proposed by the consultant and your detailed scope of work, and project deliverables associated by each Task.
4. A discussion of the methods to be used for adjusting fees (either upward or downward) if the actual scope changes during the contract period.
5. A copy of your firm's insurance certificate that verifies the ability to comply with the City's liability requirements.
6. If sub-consultants are being proposed, describe the nature and extent of services to be provided by each sub-consultant.
7. A Project Schedule with milestones outlined.
7. Proposed fees for professional services for each component of work as described above. These fees shall be in the form of a maximum not to exceed cost. Provide a schedule of hourly rates according to personnel classifications. The proposed fee schedule shall be in an envelope separate from the main body of the proposal.

All proposals, whether selected or rejected, shall become the property of the City of Buellton. The City reserves the right to reject any or all proposals. The costs of preparation of the proposal will be borne by the proposer. Proposal shall be signed by a representative of the consultant who has the authority to sign contracts for the consultant. Attached is a copy of the City's standard contract. Please review to insure all conditions can be met.

Award of a contract is contingent upon the availability of funds.

SELECTION PROCEDURE

Listed below is the City of Buellton's selection procedure for selecting firms to provide professional services.

1. Prepare and distribute the Request for Proposals stating the scope of work and requesting that the firm submit a written proposal including a not-to-exceed amount for the service.
2. Review all proposals for completeness.
3. Prepare "short list" for firms submitting complete proposals that satisfy the City's requirements and meet the City's budget for this process.
4. Rate the short list consultants' proposals in light of the specific project proposed and the criteria given below.
 - a. Consultant's knowledge and understanding of the issues as they relate to conducting branding services.
 - b. Past experience in the field.
 - c. Adequacy of professional staff and depth of firm.
 - d. Completeness of proposal.
5. The top consultants will be invited to make presentations to the City Council.
6. The City Council will rank the firms in order of preference and direct staff to begin negotiations with the top ranked consultant.
7. Staff will enter negotiations with the top ranked consultant. If the City and the consultant are unable to reach agreement, the City will enter negotiations with the next highest ranked consultant. The process continues until agreement is reached with a qualified consultant, or the City decides to re-issue the Request for Proposals.
8. The consultant will be required to sign the City's standard contract for professional services.

Interested firms shall submit ten copies of their proposal to the City of Buellton Planning Department, 107 West Highway 246, P.O. Box 1819, Buellton, CA 93427, attention Marc Bierdzinski, Planning Director. Proposals must be submitted no later than 4:45 p.m. on , , 2012. Postmarks are not accepted.

If you have any questions or require additional information, please contact:

- Marc Bierdzinski at (805) 688-7474, marcb@cityofbuellton.com.

Marc P. Bierdzinski, AICP
Planning Director

ATTACHMENT

- Goal 1 from Vision Plan – Branding
- Sub-Committee Report on Branding
- City standard contract

All City documents referenced in this RFP and the Buellton Municipal Code can be viewed on the City's website, www.cityofbuellton.com.

ATTACHMENT 2

DRAFT Request for Proposal

for an

Economic Development Consultant for the

City of Buellton



Proposals Due by 4:45 p.m.
on , 2012

City of Buellton Planning Department
107 W. Highway 246, P.O. Box 1819
Buellton, CA 93427
(805) 688-7474



, 2012

ATTN:

SUBJECT: **REQUEST FOR PROPOSAL – ECONOMIC DEVELOPMENT
CONSULTANT FOR THE CITY OF BUELLTON**

The City of Buellton is soliciting proposals from qualified firms for performing economic development activities for the City of Buellton. The consultant will join City officials and Chamber of Commerce members in developing this task.

BACKGROUND

The City of Buellton recently completed a public visioning process. The Final Vision Plan was accepted in February 2012. Goal 8 of the Vision Plan is to foster local economic development that supports the community vision. Goal 8 from the Vision Plan is attached to this RFP. The Sub-Committee Report on economic development is also attached that discusses this goal in more detail. The entire vision plan can be viewed on the City's website, www.cityofbuellton.com. The California Association for Local Economic Development (CALED) prepared an assessment of the City in 2008 (attached to this RFP). The City's General Plan also has an Economic Development Element.

Economic development activities for the City are currently handled by two groups. The City has an economic development task force comprised of members from City staff, the City Council, and Board members of the Chamber of Commerce. The Chamber of Commerce/Visitor's Bureau is also under contract with the City to perform basic economic development activities. These duties are attached to this RFP. The main focus of the Chamber is tourism recruitment.

The City is seeking a qualified economic development professional to assist the City in developing an economic development strategy, and then providing economic development assistance on an on-call basis on the implementation of the plan. We are looking to add and build upon the base that has been started.

The City is also issuing an RFP for a branding consultant and both the branding consultant and economic development advisor will be expected to coordinate their efforts. Both consultants will also work with City staff and the Chamber of Commerce/Visitor's Bureau as a team.

PROJECT TIME SCHEDULE

Send out Request for Proposal	, 2012
Last day to submit questions/clarifications	, 2012
Consultants Proposal Due	, 2012, by 4:45 p.m.

CONSULTANT - SCOPE OF WORK

The following are the mandatory and optional tasks that are being requested. The costs of the optional tasks shall be separate line items from the mandatory tasks.

Task 1 – Develop an Existing Economic and Demographic Profile

The consultant shall develop an existing economic and demographic profile using, but not limited to, the following data sources:

- The City’s Economic Development Element of the General Plan and other relevant goals and policies
- The 2008 CALED Study
- Meetings with City staff, the economic development task force, City Council members, the Chamber of Commerce Executive Director, and other City stakeholder groups
- The 2012 Public Vision Plan

Deliverables: Ten hard copies and an electronic version (in Word and PDF) of the existing economic and demographic profile of the City.

Task 2 – Prepare a SWOT Analysis

The consultant shall prepare a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis.

Deliverables: Ten hard copies and an electronic version (in Word and PDF) of the SWOT Analysis.

Task 3 – Prepare Final Economic Development Strategy Plan

The consultant shall prepare an Economic Development Strategy Plan with specific goals, strategies, and action items to implement the plan. The final plan shall include the deliverables from Tasks 1 and 2.

Deliverables: Ten hard copies and an electronic version (in Word and PDF) of the Economic Development Strategy Plan.

Task 4 – Present Plan to the Economic Development Task Force and City Council

The consultant shall present the Economic Development Strategy Plan to the Economic Development Task Force and then to the City Council (two meetings total).

Optional Task 5 – Additional Public Meetings

In the event the consultant is requested to attend additional public meetings, the RFP shall include a budget for attendance at these additional meetings.

Optional Task 6 – On-Call Economic Advisor Services

In the event the City wishes assistance in implementing the Economic Development Strategy Plan, the consultant shall budget for additional time for this task on an on-call basis.

CITY - SERVICES TO BE PROVIDED

1. Copies of all applicable land use documents in electronic format.
2. Scheduling meetings and meeting rooms.
3. Attend meetings with the consultant.
4. Administer contracts.
5. Process progress payments submitted by the consultant and approved by the Planning Director within a timely period.

CONSULTANT'S PROPOSAL

The City is providing this RFP only to those firms that submitted a Statement of Qualifications for providing branding services. The City's quality-based selection process will require each consultant to submit a proposal which demonstrates the consultant's ability to provide the best available services and design products at a reasonable cost.

All proposals shall include, as a minimum, the following elements:

1. A description of your project team:
 - Identification of key personnel to be assigned to this project with complete resumes of each and percentage of time to be devoted to the project.
 - A listing of other firms (subs or partners) to be utilized to fulfill the terms of the agreement with qualifications and their participating personnel.
 - A review of similar projects completed by the project team. Include a statement that key staff will not be changed during the course of the project following proposal submittal without the City's concurrence or direction.
2. Consultant references. Include reference names, agencies/companies, addresses, and current phone numbers and e-mail address.
3. Description of the economic development services proposed by the consultant and your detailed scope of work, and project deliverables associated by each Task.
4. A discussion of the methods to be used for adjusting fees (either upward or downward) if the actual scope changes during the contract period.
5. A copy of your firm's insurance certificate that verifies the ability to comply with the City's liability requirements.

6. If sub-consultants are being proposed, describe the nature and extent of services to be provided by each sub-consultant.
7. A Project Schedule with milestones outlined.
8. Proposed fees for professional services for each component of work as described above. These fees shall be in the form of a maximum not to exceed cost. Provide a schedule of hourly rates according to personnel classifications. The proposed fee schedule shall be in an envelope separate from the main body of the proposal.

All proposals, whether selected or rejected, shall become the property of the City of Buellton. The City reserves the right to reject any or all proposals. The costs of preparation of the proposal will be borne by the proposer. Proposal shall be signed by a representative of the consultant who has the authority to sign contracts for the consultant. Attached is a copy of the City's standard contract. Please review to insure all conditions can be met.

Award of a contract is contingent upon the availability of funds.

SELECTION PROCEDURE

Listed below is the City of Buellton's selection procedure for selecting firms to provide professional services.

1. Prepare and distribute the Request for Proposals stating the scope of work and requesting that the firm submit a written proposal including a not-to-exceed amount for the service.
2. Review all proposals for completeness.
3. Prepare "short list" for firms submitting complete proposals that satisfy the City's requirements and meet the City's budget for this process.
4. Rate the short list consultants' proposals in light of the specific project proposed and the criteria given below.
 - a. Consultant's knowledge and understanding of the issues as they relate to conducting branding services.
 - b. Past experience in the field.
 - c. Adequacy of professional staff and depth of firm.
 - d. Completeness of proposal.
5. The top consultants will be invited to make presentations to the City Council.
6. The City Council will rank the firms in order of preference and direct staff to begin negotiations with the top ranked consultant.

7. Staff will enter negotiations with the top ranked consultant. If the City and the consultant are unable to reach agreement, the City will enter negotiations with the next highest ranked consultant. The process continues until agreement is reached with a qualified consultant, or the City decides to re-issue the Request for Proposals.
8. The consultant will be required to sign the City's standard contract for professional services.

Interested firms shall submit ten copies of their proposal to the City of Buellton Planning Department, 107 West Highway 246, P.O. Box 1819, Buellton, CA 93427, attention Marc Bierdzinski, Planning Director. Proposals must be submitted no later than 4:45 p.m. on , , 2012. Postmarks are not accepted.

If you have any questions or require additional information, please contact:

- Marc Bierdzinski at (805) 688-7474, marcb@cityofbuellton.com.

Marc P. Bierdzinski, AICP
Planning Director

ATTACHMENT

- Goal 8 from Vision Plan – Economic Development
- Sub-Committee Report on Economic Development
- CALED Study
- Chamber of Commerce economic development tasks
- City standard contract

All City documents referenced in this RFP and the Buellton Municipal Code can be viewed on the City's website, www.cityofbuellton.com.