



# CITY OF BUELLTON

## CITY COUNCIL AGENDA

**Regular Meeting of June 22, 2017 – 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**

### **ROLL CALL**

Council Members John Connolly, Dave King, Foster Reif, Vice Mayor Ed Andrisek, 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. Any person may address the Council on any subject pertaining to City business, including all items on the agenda not listed as a Public Hearing, including the Consent Agenda and Closed Session. Limited to three (3) minutes per speaker. By law, no action may be taken at this meeting on matters raised during Public Comments not included on this agenda. Public Speakers using a translator are allotted a total of six (6) minutes to speak, unless simultaneous translation equipment is used.

### **CONSENT CALENDAR**

**(ACTION)**

The following items are considered routine and non-controversial and 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 Any Council Member, the City Attorney, or the City Manager may request that an item be withdrawn from the Consent Agenda to allow for full discussion. Members of the Public may speak on Consent Agenda items during the Public Comment period.

- 1. Minutes of June 8, 2017 Regular City Council Meeting**
- 2. List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2016-17**
- 3. Revenue and Expenditure Reports through May 31, 2017**  
❖ (Staff Contact: Finance Director Carolyn Galloway-Cooper)

- 4. **Quarterly Report for January 1, 2017 through March 31, 2017 from Visit Santa Ynez Valley (VisitSYV)**  
❖ *(Staff Contact: Finance Director Carolyn Galloway-Cooper)*
- 5. **Resolution No. 17-12 – “A Resolution of the City Council of the City of Buellton, California, Deferring Additional Increases to the Monthly Water Meter Service Fees and Monthly Wastewater Service Fees in the City of Buellton until November 2017”**  
❖ *(Staff Contact: Public Works Director Rose Hess)*

**PRESENTATIONS**

**PUBLIC HEARINGS**

**COUNCIL MEMBER COMMENTS/ITEMS**

- 6. **Recognizing Council Member John Connolly for his Dedicated Service to the City of Buellton**

**WRITTEN COMMUNICATIONS**

**COMMITTEE REPORTS**

**BUSINESS ITEMS (POSSIBLE ACTION)**

- 7. **Interview and Possible Appointment to Fill City Council Seat**  
❖ *(Staff Contact: City Clerk Linda Reid)*

**CITY MANAGER’S REPORT**

- 8. **Recognizing Finance Director Carolyn Galloway-Cooper for her Dedicated Service to the City of Buellton**

**CLOSED SESSION ITEMS (POSSIBLE ACTION)**

- 9. **CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION**  
**Initiation of litigation pursuant to Government Code Section 54956.9, subdivision (d)(4) (two cases)**

**ADJOURNMENT**

The next meeting of the City Council will be held on Thursday, July 13, 2017 at 6:00 p.m.

# CITY OF BUELLTON

## CITY COUNCIL MEETING MINUTES

Regular Meeting of June 8, 2017

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

### ROLL CALL

**Present:** Council Members John Connolly, Dave King and Foster Reif, Vice Mayor Ed Andrisek, and Mayor Holly Sierra

**Staff:** City Manager Marc Bierdzinski, Finance Director Carolyn Galloway-Cooper, Public Works Director Rose Hess, City Attorney Steve McEwen (Via Telephone), Revenue Specialist Shannel Zamora, Lt. Shawn O’Grady and City Clerk Linda Reid

### PUBLIC COMMENTS

None

### CONSENT CALENDAR

Mayor Sierra requested that Item Nos. 1 and 5 be pulled for discussion.

2. **List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2016-17**
3. **Resolution No. 17-10 – “A Resolution of the City Council of the City of Buellton, California, Acknowledging the Receipt of and Ordering the Filing of the Annual Statement of Investment Policy for Fiscal Year 2017-18 with the City Council”**
4. **Resolution No. 17-11 – “A Resolution of the City Council of the City of Buellton, California, Establishing an Appropriation Limit for Fiscal Year 2017-18”**

**MOTION:**

Motion by Vice Mayor Andrisek, seconded by Council Member Connolly approving Consent Calendar Items 2, 3, and 4 as listed.

**VOTE:**

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

Council Member Connolly – Yes

Council Member King – Yes

Council Member Reif – Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

**1. Minutes of May 25, 2017 Regular City Council Meeting**

**5. Approval of Measure A Safe Routes to School Grant Cooperative Agreement with Santa Barbara County Association of Governments (SBCAG)**

Mayor Sierra requested an amendment to the minutes of May 25, 2017 to include that City Manager Bierdzinski accompanied her to the City of Santa Barbara Budget meeting on May 22.

City Engineer Hess stated that after the Council packet was assembled last week, the SBCAG board revised the Cooperative Agreement and she provided the Council with the revised agreement for approval and a copy was placed into the record.

**MOTION:**

Motion by Mayor Sierra, seconded by Council Member King approving Consent Calendar Items 1 and 5 as listed.

**VOTE:**

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

Council Member Connolly – Yes

Council Member King – Yes

Council Member Reif – Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

**PRESENTATIONS**

None

## **PUBLIC HEARINGS**

6. **Resolution No. 17-05 – “A Resolution of the City Council of the City of Buellton, California, Regarding the Commitments and Publishing the Report Required by Central Coast Water Authority Resolution Nos. 92-02 and 92-11”**

### **RECOMMENDATION:**

That the City Council consider approval of Resolution No. 17-05.

### **STAFF REPORT:**

Public Works Director Hess presented the staff report.

### **DISCUSSION:**

Mayor Sierra opened the public hearing at 6:08 p.m. There being no public comment, Mayor Sierra closed the Public Hearing at 6:09 p.m.

### **DOCUMENTS:**

Staff report with attachments as listed in the staff report.

### **MOTION:**

Motion by Mayor Sierra, seconded by Council Member Connolly approving Resolution No. 17-05 – “A Resolution of the City Council of the City of Buellton, California, Regarding the Commitments and Publishing the Report Required by Central Coast Water Authority Resolution Nos. 92-02 and 92-11”

### **VOTE:**

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

Council Member Connolly - Yes

Council Member King – Yes

Council Member Reif – Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

## **COUNCIL MEMBER COMMENTS/ITEMS**

Vice Mayor Andrisek congratulated Jonata Middle School students on their graduation.

Council Member Connolly announced he would be leaving the Council on June 22 and expressed his honor in serving the residents of Buellton.

Mayor Sierra announced that she and Vice Mayor Andrisek attended the Visit Santa Ynez Valley luncheon on June 1 and provided an oral report for the record.

Mayor Sierra received Council consensus to agendize an ordinance that addresses no feeding of wild animals in Buellton. Vice Mayor Andrisek suggested that staff contact Animal Control so they can provide information to residents regarding this issue.

## WRITTEN COMMUNICATIONS

None

## COMMITTEE REPORTS

Mayor Sierra announced that she attended the Santa Barbara County Association of Governments North County Sub-Regional Committee meeting and provided an oral report for the record.

## BUSINESS ITEMS

### 7. **Discussion Regarding the Increases to Monthly Water Meter Service Fees and Monthly Wastewater Service Fees in the City of Buellton**

#### **RECOMMENDATION:**

That the City Council reaffirm the second year implementation of rate increases to monthly water meter service fees and wastewater service fees in the City of Buellton.

#### **STAFF REPORT:**

Public Works Director Rose Hess presented the staff report.

#### **DOCUMENTS:**

Staff report with attachment as listed in the staff report.

#### **SPEAKERS/DISCUSSION:**

The following speakers addressed the water and sewer rate increases and how the increases are impacting businesses in Buellton:

- Matt Loudon
- John Petersen
- Steve Lykken
- John Oltman

The City Council discussed the following issues:

- Capital improvement expenditures vary by month
- Having the City issue bonds to pay for capital improvements versus paying cash
- Determine the biggest commercial accounts and provide a comparison of rates before and after the rate increase
- Bring back a resolution on June 22 to defer the July 1 increases for six months
- Potentially extending rate increases over a longer period of time

#### **DIRECTION**

The City Council agreed by consensus to bring back a resolution at the June 22 Council meeting to defer the July 1 water and wastewater rate increases for six months to provide time to study the issue.

**8. Resolution No. 17-08 – “A Resolution of the City Council of the City of Buellton, California, Imposing a Two-Hour Parking Limit on the East Side of the 200 Block of Avenue of Flags”**

**RECOMMENDATION:**

That the City Council consider the adoption of Resolution No. 17-08.

**STAFF REPORT:**

Public Works Director Hess presented the staff report.

**DOCUMENTS:**

Staff report with attachment as listed in the staff report.

**SPEAKERS/DISCUSSION:**

John Oltman, Owner of Ellen’s Pancake House, requested the two-hour parking limit be installed in front of his business.

**MOTION:**

Motion by Vice Mayor Andrisek, seconded by Council Member Connolly approving Resolution No. 17-08 – “A Resolution of the City Council of the City of Buellton, California, Imposing a Two-Hour Parking Limit on the East Side of the 200 Block of Avenue of Flags”

**VOTE:**

Motion passed by a roll call vote of 4-1.

Council Member Connolly - Yes

Council Member King - No

Council Member Reif - Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

**9. Resolution No. 17-09 – “A Resolution of the City Council of the City of Buellton, California, Imposing a Fifteen-Minute Parking Limit on the East Side of the 300 Block of Park Street”**

**RECOMMENDATION:**

That the City Council consider the adoption of Resolution No. 17-09.

**STAFF REPORT:**

Public Works Director Hess presented the staff report.

**DOCUMENTS:**

Staff report with attachment as listed in the staff report.

**SPEAKERS/DISCUSSION:**

Dawayne Mogensen, Buellton, stated he lives in the subject area and said the curb should be painted red rather than green and that business owners should not be given personal parking spaces.

Kevin McConnell, property owner, discussed the parking situation and supports the 15-minute parking restrictions.

The City Council discussed whether it is appropriate to limit parking on public streets.

**MOTION:**

Motion by Council Member Connolly, seconded by Vice Mayor Andrisek approving Resolution No. 17-09 – “A Resolution of the City Council of the City of Buellton, California, Imposing a Fifteen-Minute Parking Limit on the East Side of the 300 Block of Park Street”

**VOTE:**

Motion passed by a roll call vote of 4-1.

Council Member Connolly - Yes

Council Member King - No

Council Member Reif - Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

**10. Review of Comprehensive Annual Financial Report (CAFR) for Fiscal Year Ending June 30, 2016****RECOMMENDATION:**

That the City Council review and file the Comprehensive Annual Financial Report for Fiscal Year ended June 30, 2016.

**STAFF REPORT:**

Finance Director Galloway-Cooper presented the staff report.

**DOCUMENTS:**

Staff report with attachment as listed in the staff report.

**SPEAKERS/DISCUSSION:**

The City Council discussed the CAFR.

**DIRECTION:**

The City Council agreed by consensus to receive and file the Comprehensive Annual Financial Report for Fiscal Year ended June 30, 2016.

**CITY MANAGER’S REPORT**

City Manager Bierdzinski provided an informational report to the City Council.

**CLOSED SESSION ITEMS**

**11. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION  
Initiation of litigation pursuant to Government Code Section 54956.9, subdivision  
(d)(4) (one case)**

The City Council met in Closed Session to discuss anticipated litigation. No reportable action was taken.

**ADJOURNMENT**

Mayor Sierra adjourned the regular meeting at 7:55 p.m. The next regular meeting of the City Council will be held on Thursday, June 22, 2017 at 6:00 p.m.

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Holly Sierra  
Mayor

ATTEST:

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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  
 6/22/2017 Council Meeting.

Listed below is a brief summary of the attached claims:

EXHIBIT A *	A/P Packet #APPKT00513	2,064.17 (2 pages)
	A/P Packet #APPKT00515	53,477.72 (6 pages)
	A/P Packet #APPKT00509	145,774.09 (14 pages)

	Total Packets:	\$201,315.98
EXHIBIT B		\$76,687.98
Staff Payroll	6/9/2017	41,436.08
	Total Payroll:	\$41,436.08
<b>TOTAL AMOUNT OF CLAIMS:</b>		<b>\$319,440.04</b>

\* The A/P Packets above will be approved on Council Agenda date of 06/22/2017  
 Checks to be signed on 06/22/17 tie to A/P Packet #APPKT0513  
 Checks previously signed by staff to avoid late fees relate to:  
 A/P Packets # APPKT00509 and APPKT00515

58  
6/15/17  
 070  
6/15/17

Payments via Electronic Fund Transfer (EFT):  
From 05/31/2017 through 06/14/2017

Bank Fee	5/31/2017	65.00
Bank Fee	5/31/2017	37.80
Payroll Tax - IRS	5/31/2017	8,936.25
Bank Fee	5/31/2017	15.00
Payroll Tax - EDD	6/1/2017	2,447.72
BOE	6/2/2017	643.65
CalPERS - Medical	6/6/2017	22,236.81
CalPERS - Classic	6/6/2017	13,759.85
CalPERS - PEPR	6/6/2017	3,724.45
The Hartford	6/7/2017	447.93
Payroll Tax - EDD	6/12/2017	8,790.49
Payroll Tax - IRS	6/12/2017	2,420.45
DCP-AUL	6/12/2017	12,553.55
AFLAC	6/14/2017	609.03

**Total**

**76,687.98**



City of Buellton, CA

# Detailed Check Register

Packet: APPKT00513 - 2017-06-22 CITY COUNCIL - PAYMENTS

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: DAS MANUFACTURING INC</b>							
Fund: 001 - General Fund							
DAS MANUFACTURING INC	34713	06/14/2017	7977	6/2/2017 #ORD No-Slip Cur	001-558-60250		308.77
							<u>308.77</u>
<b>Fund 001 - General Fund Total:</b>							<b>308.77</b>
<b>Vendor DAS MANUFACTURING INC Total:</b>							<b>308.77</b>
<b>Vendor: EXCLUSIVE ALARMS INC</b>							
Fund: 001 - General Fund							
EXCLUSIVE ALARMS INC	34714	06/14/2017	06633	July-Sept 2017 CH Alarm Se	001-558-60800		120.00
EXCLUSIVE ALARMS INC	34714	06/14/2017	06634	July-Sept 2017 Planning - Al	001-558-60800		102.00
							<u>222.00</u>
<b>Fund 001 - General Fund Total:</b>							<b>222.00</b>
<b>Vendor EXCLUSIVE ALARMS INC Total:</b>							<b>222.00</b>
<b>Vendor: FLUID RESOURCE MANAGEMENT, INC.</b>							
Fund: 005 - Sewer Fund							
FLUID RESOURCE MANAG	34715	06/14/2017	F15863	April-June 2017 - Quarterly	005-701-60800		870.40
							<u>870.40</u>
<b>Fund 005 - Sewer Fund Total:</b>							<b>870.40</b>
<b>Vendor FLUID RESOURCE MANAGEMENT, INC. Total:</b>							<b>870.40</b>
<b>Vendor: FRUIT GROWERS LABORATORY, INC. (FGL)</b>							
Fund: 001 - General Fund							
FRUIT GROWERS LABORAT	34716	06/14/2017	705326A	5/4/2017 Reg Testing - RVP	001-551-60800		574.00
							<u>574.00</u>
<b>Fund 001 - General Fund Total:</b>							<b>574.00</b>
<b>Vendor FRUIT GROWERS LABORATORY, INC. (FGL) Total:</b>							<b>574.00</b>
<b>Vendor: The Radar Shop Inc.</b>							
Fund: 001 - General Fund							
The Radar Shop Inc.	34717	06/14/2017	10885	6/1/2017 On-Site Radar Re-	001-501-60820		89.00
							<u>89.00</u>
<b>Fund 001 - General Fund Total:</b>							<b>89.00</b>
<b>Vendor The Radar Shop Inc. Total:</b>							<b>89.00</b>
<b>Grand Total:</b>							<b>2,064.17</b>

**Fund Summary**

Fund	Expense Amount
001 - General Fund	1,193.77
005 - Sewer Fund	870.40
<b>Grand Total:</b>	<b>2,064.17</b>

**Account Summary**

Account Number	Account Name	Expense Amount
001-501-60820	Contract Svcs - Police -C	89.00
001-551-60800	Contract Services	574.00
001-558-60250	Maintenance / Repair	308.77
001-558-60800	Contract Services	222.00
005-701-60800	Contract Services	870.40
<b>Grand Total:</b>		<b>2,064.17</b>

**Project Account Summary**

Project Account Key	Expense Amount
**None**	2,064.17
<b>Grand Total:</b>	<b>2,064.17</b>



City of Buellton, CA

# Detailed Check Register

Packet: APPKT00515 - 2017-06-14 SPECIAL RUN - PAYMENTS

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: ARAMARK UNIFORM SERVICES INC</b>							
<b>Fund: 001 - General Fund</b>							
ARAMARK UNIFORM SERVI	34696	06/14/2017	INV0007259	May 2017 Mats/Towels Ser	001-558-60800		413.16
							<u>413.16</u>
						<b>Fund 001 - General Fund Total:</b>	<b>413.16</b>
<b>Fund: 005 - Sewer Fund</b>							
ARAMARK UNIFORM SERVI	34696	06/14/2017	INV0007259	May 2017 Mats/Towels Ser	005-701-60800		103.29
							<u>103.29</u>
						<b>Fund 005 - Sewer Fund Total:</b>	<b>103.29</b>
						<b>Vendor ARAMARK UNIFORM SERVICES INC Total:</b>	<b>516.45</b>
<b>Vendor: BUELLTON MEDICAL CENTER</b>							
<b>Fund: 001 - General Fund</b>							
BUELLTON MEDICAL CENTE	34697	06/14/2017	INV0007258	May 2017 Pre-Emp Drug Sc	001-410-60022		185.00
							<u>185.00</u>
						<b>Fund 001 - General Fund Total:</b>	<b>185.00</b>
						<b>Vendor BUELLTON MEDICAL CENTER Total:</b>	<b>185.00</b>
<b>Vendor: CENTRAL COAST WATER AUTHORITY</b>							
<b>Fund: 020 - Water Fund</b>							
<b>AccountCode: 15000 - Pre-Paid Expense</b>							
CENTRAL COAST WATER AU	34698	06/14/2017	INV0007257	10/1-12/13/17 Pre-paid - C	020-15000		5,160.77
							<u>5,160.77</u>
						<b>AccountCode 15000 - Pre-Paid Expense Total:</b>	<b>5,160.77</b>
						<b>Fund 020 - Water Fund Total:</b>	<b>5,160.77</b>
						<b>Vendor CENTRAL COAST WATER AUTHORITY Total:</b>	<b>5,160.77</b>
<b>Vendor: EASTSHORE CONSULTING LLC (P)</b>							
<b>Fund: 001 - General Fund</b>							
EASTSHORE CONSULTING L	34699	06/14/2017	COB-0004	FYE 6/30/2016 Prep Overla	001-420-60800		250.00
							<u>250.00</u>
						<b>Fund 001 - General Fund Total:</b>	<b>250.00</b>
						<b>Vendor EASTSHORE CONSULTING LLC (P) Total:</b>	<b>250.00</b>
<b>Vendor: KROS ANDRADE dba</b>							
<b>Fund: 001 - General Fund</b>							
KROS ANDRADE dba	34700	06/14/2017	635-cb	5/30/2017 COB Website Re	001-401-60210		2,400.00
KROS ANDRADE dba	34700	06/14/2017	635-cb	5/30/2017 COB Website Re	001-402-60210		200.00

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
KROS ANDRADE dba	34700	06/14/2017	635-cb	5/30/2017 COB Website Re	001-403-60210		700.00
KROS ANDRADE dba	34700	06/14/2017	635-cb	5/30/2017 COB Website Re	001-420-60210		500.00
KROS ANDRADE dba	34700	06/14/2017	635-cb	5/30/2017 COB Website Re	001-558-60210		700.00
KROS ANDRADE dba	34700	06/14/2017	635-cb	5/30/2017 COB Website Re	001-565-60210		1,500.00
							<b>6,000.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>6,000.00</b>
<b>Vendor KROS ANDRADE dba Total:</b>							<b>6,000.00</b>
<b>Vendor: LASH CONSTRUCTION, INC.</b>							
<b>Fund: 020 - Water Fund</b>							
LASH CONSTRUCTION, INC.	34701	06/14/2017	11258	6/5/2017 Tkt# 11258 522 C	020-601-60250		810.86
							<b>810.86</b>
<b>Fund 020 - Water Fund Total:</b>							<b>810.86</b>
<b>Vendor LASH CONSTRUCTION, INC. Total:</b>							<b>810.86</b>
<b>Vendor: LEE CENTRAL COAST NEWSPAPERS</b>							
<b>Fund: 001 - General Fund</b>							
LEE CENTRAL COAST NEWS	34702	06/14/2017	105720	6/1/17 Notice of CC Vacanc	001-403-60520		82.68
LEE CENTRAL COAST NEWS	34704	06/14/2017	105613	6/1/2017 Ntce Pub Hrng - F	001-565-60520		171.51
							<b>254.19</b>
<b>AccountCode: 22416 - Developer Deposit</b>							
LEE CENTRAL COAST NEWS	34703	06/14/2017	105611	6/1/17 NtcPubHrng 17-LLA-	001-22416	90048-070	185.61
<b>AccountCode 22416 - Developer Deposit Total:</b>							<b>185.61</b>
<b>Fund 001 - General Fund Total:</b>							<b>439.80</b>
<b>Vendor LEE CENTRAL COAST NEWSPAPERS Total:</b>							<b>439.80</b>
<b>Vendor: Los Olivos School District</b>							
<b>Fund: 001 - General Fund</b>							
<b>AccountCode: 22510 - Park/Damage Charge</b>							
Los Olivos School District	34705	06/14/2017	INV0007271	6/7/2017 REFUND RVP Sec	001-22510		200.00
<b>AccountCode 22510 - Park/Damage Charge Total:</b>							<b>200.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>200.00</b>
<b>Vendor Los Olivos School District Total:</b>							<b>200.00</b>
<b>Vendor: METRO VENTURES LTD</b>							
<b>Fund: 001 - General Fund</b>							
METRO VENTURES LTD	34706	06/14/2017	2017-0606-buel	05/2017 City Planner - Prof	001-565-60800		6,297.00
							<b>6,297.00</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>AccountCode: 22416 - Developer Deposit</b>							
METRO VENTURES LTD	34706	06/14/2017	2017-0606-buel	05/2017 City Planner - Prof	001-22416	90041-070	648.00
<b>AccountCode 22416 - Developer Deposit Total:</b>							<b>648.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>6,945.00</b>
<b>Vendor METRO VENTURES LTD Total:</b>							<b>6,945.00</b>
<b>Vendor: MOTOR PRODUCTS INC. dba</b>							
<b>Fund: 001 - General Fund</b>							
MOTOR PRODUCTS INC. db	34707	06/14/2017	INV0007264	May 2017 Misc Maint/Repa	001-558-61127		8.61
							<b>8.61</b>
<b>Fund 001 - General Fund Total:</b>							<b>8.61</b>
<b>Vendor MOTOR PRODUCTS INC. dba Total:</b>							<b>8.61</b>
<b>Vendor: P G &amp; E</b>							
<b>Fund: 001 - General Fund</b>							
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	001-410-61241		646.11
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	001-501-61241		352.16
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	001-510-61241		197.93
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	001-550-61241		5,197.66
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	001-552-61241		510.44
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	001-556-61241		88.51
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	001-565-61241		218.80
							<b>7,211.61</b>
<b>Fund 001 - General Fund Total:</b>							<b>7,211.61</b>
<b>Fund: 005 - Sewer Fund</b>							
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	005-701-61241		10,236.65
							<b>10,236.65</b>
<b>Fund 005 - Sewer Fund Total:</b>							<b>10,236.65</b>
<b>Fund: 020 - Water Fund</b>							
P G & E	34708	06/14/2017	INV0007254	5/5-6/5/2017 Electrical Ser	020-601-61241		11,179.43
							<b>11,179.43</b>
<b>Fund 020 - Water Fund Total:</b>							<b>11,179.43</b>
<b>Vendor P G &amp; E Total:</b>							<b>28,627.69</b>
<b>Vendor: PEOPLE HELPING PEOPLE</b>							
<b>Fund: 001 - General Fund</b>							
<b>AccountCode: 22510 - Park/Damage Charge</b>							
PEOPLE HELPING PEOPLE	34709	06/14/2017	INV0007260	6/11/2017 REFUND - RVP S	001-22510		100.00
<b>AccountCode 22510 - Park/Damage Charge Total:</b>							<b>100.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>100.00</b>
<b>Vendor PEOPLE HELPING PEOPLE Total:</b>							<b>100.00</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: Shelly Construction LLC</b>							
Fund: 075 - Trust & Agency Fund							
AccountCode: 22415 - Const &Demo Material Mgmt Dep							
Shelly Construction LLC	34710	06/14/2017	INV0007263	6/7/2017 REFUND C&D Dep	075-22415		3,600.00
AccountCode 22415 - Const &Demo Material Mgmt Dep Total:							3,600.00
Fund 075 - Trust & Agency Fund Total:							3,600.00
Vendor Shelly Construction LLC Total:							3,600.00
<b>Vendor: STATE OF CALIFORNIA - DOJ</b>							
Fund: 001 - General Fund							
STATE OF CALIFORNIA - DOJ	34711	06/14/2017	238513	May 2017 - DOJ Screening	001-410-60022		32.00
Fund 001 - General Fund Total:							32.00
Vendor STATE OF CALIFORNIA - DOJ Total:							32.00
<b>Vendor: TRANSFIRST HEALTH &amp; GOVERNMENT SVCS</b>							
Fund: 001 - General Fund							
TRANSFIRST HEALTH & GOV	34712	06/14/2017	0000024782	Oct 2015 Monthly Merchan	001-410-60900		601.54
Fund 001 - General Fund Total:							601.54
Vendor TRANSFIRST HEALTH & GOVERNMENT SVCS Total:							601.54
Grand Total:							53,477.72

**Fund Summary**

<b>Fund</b>	<b>Expense Amount</b>
001 - General Fund	22,386.72
005 - Sewer Fund	10,339.94
020 - Water Fund	17,151.06
075 - Trust & Agency Fund	3,600.00
<b>Grand Total:</b>	<b>53,477.72</b>

**Account Summary**

<b>Account Number</b>	<b>Account Name</b>	<b>Expense Amount</b>
001-22416	Developer Deposit	833.61
001-22510	Park/Damage Charge	300.00
001-401-60210	Computer Maintenance	2,400.00
001-402-60210	Computer Maintenance	200.00
001-403-60210	Computer Maintenance	700.00
001-403-60520	Advertising - Legal	82.68
001-410-60022	Recruitment Expense	217.00
001-410-60900	Miscellaneous	601.54
001-410-61241	Utilities - Electric	646.11
001-420-60210	Computer Maintenance	500.00
001-420-60800	Contract Services	250.00
001-501-61241	Utilities - Electric	352.16
001-510-61241	Utilities - Electric	197.93
001-550-61241	Utilities - Electric	5,197.66
001-552-61241	Utilities - Electric	510.44
001-556-61241	Utilities - Electric	88.51
001-558-60210	Computer Maintenance	700.00
001-558-60800	Contract Services	413.16
001-558-61127	Tools	8.61
001-565-60210	Computer Maintenance	1,500.00
001-565-60520	Advertising - Legal	171.51
001-565-60800	Contract Services	6,297.00
001-565-61241	Utilities - Electric	218.80
005-701-60800	Contract Services	103.29
005-701-61241	Utilities - Electric	10,236.65
020-15000	Pre-Paid Expense	5,160.77
020-601-60250	Maintenance / Repair	810.86
020-601-61241	Utilities - Electric	11,179.43
075-22415	Const & Demo Material	3,600.00
<b>Grand Total:</b>	<b>Grand Total:</b>	<b>53,477.72</b>

**Project Account Summary**

<b>Project Account Key</b>	<b>Expense Amount</b>
**None**	52,644.11
90041-070	648.00
90048-070	185.61
<b>Grand Total:</b>	<u>53,477.72</u>



City of Buellton, CA

# Detailed Check Register

Packet: APPKT00509 - 2017-06-08 Special Run - PAYMENTS

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: ALAN NEEDHAM dba</b>							
<b>Fund: 001 - General Fund</b>							
ALAN NEEDHAM dba	34652	06/08/2017	23005	May 2017 Landscape Maint	001-552-60800		11,200.00
ALAN NEEDHAM dba	34652	06/08/2017	23005	May 2017 Landscape Maint	001-556-60800		3,960.00
ALAN NEEDHAM dba	34652	06/08/2017	23097	5/27/2017 Park Maintenanc	001-552-60800		500.00
							<b>15,660.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>15,660.00</b>
<b>Vendor ALAN NEEDHAM dba Total:</b>							<b>15,660.00</b>
<b>Vendor: ALBERTSONS, LLC.</b>							
<b>Fund: 001 - General Fund</b>							
ALBERTSONS, LLC.	34653	06/08/2017	INV0007182	05/2017 Misc Supplies	001-511-67140		21.98
							<b>21.98</b>
<b>Fund 001 - General Fund Total:</b>							<b>21.98</b>
<b>Vendor ALBERTSONS, LLC. Total:</b>							<b>21.98</b>
<b>Vendor: ALLIANT INSURANCE INC.</b>							
<b>Fund: 001 - General Fund</b>							
<b>AccountCode: 15000 - Pre-Paid Expense</b>							
ALLIANT INSURANCE INC.	34654	06/08/2017	615850	2017-18 Crime Ins Policy - A	001-15000		250.00
							<b>AccountCode 15000 - Pre-Paid Expense Total: 250.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>250.00</b>
<b>Fund: 005 - Sewer Fund</b>							
<b>AccountCode: 15000 - Pre-Paid Expense</b>							
ALLIANT INSURANCE INC.	34654	06/08/2017	615850	2017-18 Crime Ins Policy - A	005-15000		250.00
							<b>AccountCode 15000 - Pre-Paid Expense Total: 250.00</b>
<b>Fund 005 - Sewer Fund Total:</b>							<b>250.00</b>
<b>Fund: 020 - Water Fund</b>							
<b>AccountCode: 15000 - Pre-Paid Expense</b>							
ALLIANT INSURANCE INC.	34654	06/08/2017	615850	2017-18 Crime Ins Policy - A	020-15000		250.00
							<b>AccountCode 15000 - Pre-Paid Expense Total: 250.00</b>
<b>Fund 020 - Water Fund Total:</b>							<b>250.00</b>
<b>Vendor ALLIANT INSURANCE INC. Total:</b>							<b>750.00</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: ASSOC TRANSPORTATION ENGINEERS</b>							
Fund: 001 - General Fund							
ASSOC TRANSPORTATION E	34655	06/08/2017	17026.00-0000003	4/16-5/15/2017 Prof Srvc	001-565-60830		4,543.69
							<u>4,543.69</u>
<b>Fund 001 - General Fund Total:</b>							<b>4,543.69</b>
<b>Vendor ASSOC TRANSPORTATION ENGINEERS Total:</b>							<b>4,543.69</b>
<b>Vendor: Berenis Santos</b>							
Fund: 001 - General Fund							
AccountCode: 22510 - Park/Damage Charge							
Berenis Santos	34656	06/08/2017	INV0007158	5/28/2017 - REFUND RVP S	001-22510		100.00
							<u>100.00</u>
<b>AccountCode 22510 - Park/Damage Charge Total:</b>							<b>100.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>100.00</b>
<b>Vendor Berenis Santos Total:</b>							<b>100.00</b>
<b>Vendor: BUELLTON GARAGE INC</b>							
Fund: 001 - General Fund							
BUELLTON GARAGE INC	34657	06/08/2017	7670	6/6/2017 - Vehicle Maint -	001-511-60270		60.53
							<u>60.53</u>
<b>Fund 001 - General Fund Total:</b>							<b>60.53</b>
<b>Vendor BUELLTON GARAGE INC Total:</b>							<b>60.53</b>
<b>Vendor: BUELLTON UNION SCHOOL DISTRICT</b>							
Fund: 001 - General Fund							
BUELLTON UNION SCHOOL	34658	06/08/2017	INV0007143	Apr-Jun 2017 Qtrly Disburs	001-511-67140		150.00
							<u>150.00</u>
<b>Fund 001 - General Fund Total:</b>							<b>150.00</b>
<b>Vendor BUELLTON UNION SCHOOL DISTRICT Total:</b>							<b>150.00</b>
<b>Vendor: CalPERS LONG-TERM CARE PROGRAM</b>							
Fund: 001 - General Fund							
AccountCode: 22166 - Long-Term Care Deduction							
CalPERS LONG-TERM CARE	34659	06/08/2017	11775564	6/1-6/15/17 - Long Term Ca	001-22166		84.25
							<u>84.25</u>
<b>AccountCode 22166 - Long-Term Care Deduction Total:</b>							<b>84.25</b>
<b>Fund 001 - General Fund Total:</b>							<b>84.25</b>
<b>Vendor CalPERS LONG-TERM CARE PROGRAM Total:</b>							<b>84.25</b>
<b>Vendor: CCI CENTRAL, INC.</b>							
Fund: 001 - General Fund							
CCI CENTRAL, INC.	34660	06/08/2017	26388	6/2/2017 Postage meter su	001-410-61130		34.45
							<u>34.45</u>
<b>Fund 001 - General Fund Total:</b>							<b>34.45</b>
<b>Vendor CCI CENTRAL, INC. Total:</b>							<b>34.45</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: COAST NETWORKX, INC.</b>							
Fund: 001 - General Fund							
COAST NETWORKX, INC.	34661	06/08/2017	19182	March 2017 IT Services	001-401-60210		190.00
COAST NETWORKX, INC.	34661	06/08/2017	19182	March 2017 IT Services	001-410-60210		142.50
							<b>332.50</b>
<b>Fund 001 - General Fund Total:</b>							<b>332.50</b>
<b>Vendor COAST NETWORKX, INC. Total:</b>							<b>332.50</b>
<b>Vendor: COASTAL COPY, INC.</b>							
Fund: 001 - General Fund							
COASTAL COPY, INC.	34662	06/08/2017	732928	5/1-5/31/2017 REC Contrac	001-511-61130		163.90
							<b>163.90</b>
<b>Fund 001 - General Fund Total:</b>							<b>163.90</b>
<b>Vendor COASTAL COPY, INC. Total:</b>							<b>163.90</b>
<b>Vendor: COMCAST CABLE</b>							
Fund: 005 - Sewer Fund							
COMCAST CABLE	34663	06/08/2017	INV0007146	5/29-6/28/17 - WW Busine	005-701-60210		236.01
							<b>236.01</b>
<b>Fund 005 - Sewer Fund Total:</b>							<b>236.01</b>
<b>Vendor COMCAST CABLE Total:</b>							<b>236.01</b>
<b>Vendor: COURIER SYSTEMS</b>							
Fund: 005 - Sewer Fund							
COURIER SYSTEMS	34664	06/08/2017	1331693	6/2017 - DW/WWTP Water	005-701-60800		75.00
							<b>75.00</b>
<b>Fund 005 - Sewer Fund Total:</b>							<b>75.00</b>
Fund: 020 - Water Fund							
COURIER SYSTEMS	34664	06/08/2017	1331693	6/2017 - DW/WWTP Water	020-601-60800		75.00
							<b>75.00</b>
<b>Fund 020 - Water Fund Total:</b>							<b>75.00</b>
<b>Vendor COURIER SYSTEMS Total:</b>							<b>150.00</b>
<b>Vendor: CVS PHARMACY INC.</b>							
Fund: 001 - General Fund							
CVS PHARMACY INC.	34665	06/08/2017	INV0007181	05/2017 Misc Maint Items	001-552-61140		26.94
							<b>26.94</b>
<b>Fund 001 - General Fund Total:</b>							<b>26.94</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Fund: 020 - Water Fund</b>							
CVS PHARMACY INC.	34665	06/08/2017	INV0007181	05/2017 Misc Maint Items	020-601-61140		14.56
							<u>14.56</u>
						<b>Fund 020 - Water Fund Total:</b>	<b>14.56</b>
						<b>Vendor CVS PHARMACY INC. Total:</b>	<b>41.50</b>
<b>Vendor: DANIEL FITZGERALD dba</b>							
<b>Fund: 001 - General Fund</b>							
DANIEL FITZGERALD dba	34666	06/08/2017	INV0007142	May 2017 Monthly Janitori	001-558-60800		960.00
							<u>960.00</u>
						<b>Fund 001 - General Fund Total:</b>	<b>960.00</b>
						<b>Vendor DANIEL FITZGERALD dba Total:</b>	<b>960.00</b>
<b>Vendor: DEMSEY, FILLIGER &amp; ASSOCIATES LLC</b>							
<b>Fund: 001 - General Fund</b>							
DEMSEY, FILLIGER & ASSOC	34667	06/08/2017	INV0007136	FY16-17 GASB 45 Disclosure	001-420-60800		1,000.00
							<u>1,000.00</u>
						<b>Fund 001 - General Fund Total:</b>	<b>1,000.00</b>
<b>Fund: 005 - Sewer Fund</b>							
DEMSEY, FILLIGER & ASSOC	34667	06/08/2017	INV0007136	FY16-17 GASB 45 Disclosure	005-701-60800		1,000.00
							<u>1,000.00</u>
						<b>Fund 005 - Sewer Fund Total:</b>	<b>1,000.00</b>
<b>Fund: 020 - Water Fund</b>							
DEMSEY, FILLIGER & ASSOC	34667	06/08/2017	INV0007136	FY16-17 GASB 45 Disclosure	020-601-60800		1,000.00
							<u>1,000.00</u>
						<b>Fund 020 - Water Fund Total:</b>	<b>1,000.00</b>
						<b>Vendor DEMSEY, FILLIGER &amp; ASSOCIATES LLC Total:</b>	<b>3,000.00</b>
<b>Vendor: IRON MOUNTAIN</b>							
<b>Fund: 001 - General Fund</b>							
IRON MOUNTAIN	34668	06/08/2017	NXK1457	4/26-5/23/2017 Onsite Shr	001-410-60900		50.68
							<u>50.68</u>
						<b>Fund 001 - General Fund Total:</b>	<b>50.68</b>
						<b>Vendor IRON MOUNTAIN Total:</b>	<b>50.68</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: JACQUELINE G DOW</b>							
Fund: 001 - General Fund							
AccountCode: 22510 - Park/Damage Charge							
JACQUELINE G DOW	34669	06/08/2017	INV0007139	6/3/2017 - REFUND - Securi	001-22510		100.00
<b>AccountCode 22510 - Park/Damage Charge Total:</b>							<b>100.00</b>
<b>Fund 001 - General Fund Total:</b>							<b>100.00</b>
<b>Vendor JACQUELINE G DOW Total:</b>							<b>100.00</b>
<b>Vendor: JJACPA, INC.</b>							
Fund: 001 - General Fund							
JJACPA, INC.	34670	06/08/2017	701	5/22/2017 - FYE 6/30/2016	001-420-60021		800.00
<b>Fund 001 - General Fund Total:</b>							<b>800.00</b>
Fund: 005 - Sewer Fund							
JJACPA, INC.	34670	06/08/2017	701	5/22/2017 - FYE 6/30/2016	005-701-60021		800.00
<b>Fund 005 - Sewer Fund Total:</b>							<b>800.00</b>
Fund: 020 - Water Fund							
JJACPA, INC.	34670	06/08/2017	701	5/22/2017 - FYE 6/30/2016	020-601-60021		800.00
<b>Fund 020 - Water Fund Total:</b>							<b>800.00</b>
<b>Vendor JJACPA, INC. Total:</b>							<b>2,400.00</b>
<b>Vendor: LASH CONSTRUCTION, INC.</b>							
Fund: 020 - Water Fund							
LASH CONSTRUCTION, INC.	34671	06/08/2017	11803	5/17/2017 Hydrant Repair	020-601-60250		1,695.34
<b>Fund 020 - Water Fund Total:</b>							<b>1,695.34</b>
<b>Vendor LASH CONSTRUCTION, INC. Total:</b>							<b>1,695.34</b>
<b>Vendor: LEE CENTRAL COAST NEWSPAPERS</b>							
Fund: 001 - General Fund							
LEE CENTRAL COAST NEWS	34672	06/08/2017	INV0007154	05-01-05/28/2017 REC Adv	001-511-60510		129.84
LEE CENTRAL COAST NEWS	34672	06/08/2017	INV0007154	05-01-05/28/2017 REC Adv	001-511-60510		79.92
LEE CENTRAL COAST NEWS	34672	06/08/2017	INV0007154	05-01-05/28/2017 REC Adv	001-511-60510		129.84
LEE CENTRAL COAST NEWS	34672	06/08/2017	INV0007154	05-01-05/28/2017 REC Adv	001-511-60510		79.92
<b>Fund 001 - General Fund Total:</b>							<b>419.52</b>
<b>Vendor LEE CENTRAL COAST NEWSPAPERS Total:</b>							<b>419.52</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: Martina Rivera</b>							
Fund: 001 - General Fund							
AccountCode: 22510 - Park/Damage Charge							
Martina Rivera	34673	06/08/2017	INV0007159	5/27/2017 REFUND - RVP S	001-22510		200.00
AccountCode 22510 - Park/Damage Charge Total:							200.00
Fund 001 - General Fund Total:							200.00
Vendor Martina Rivera Total:							200.00
<b>Vendor: MICHAEL J. GREEN</b>							
Fund: 001 - General Fund							
MICHAEL J. GREEN	34674	06/08/2017	INV0007174	4/29/2017 Reimbursement	001-558-67600		74.98
							74.98
Fund 001 - General Fund Total:							74.98
Fund: 020 - Water Fund							
MICHAEL J. GREEN	34674	06/08/2017	INV0007174	4/29/2017 Reimbursement	020-601-67600		74.97
							74.97
Fund 020 - Water Fund Total:							74.97
Vendor MICHAEL J. GREEN Total:							149.95
<b>Vendor: MNS ENGINEERS, INC.</b>							
Fund: 001 - General Fund							
MNS ENGINEERS, INC.	34675	06/08/2017	68642	4/1-4/30/2017 City Enginee	001-557-60800		3,712.50
MNS ENGINEERS, INC.	34675	06/08/2017	68645	4/1-4/30/2017 City Storm	001-551-60800		8,345.00
MNS ENGINEERS, INC.	34675	06/08/2017	68648	4/1-4/30/2017 City/Misc Pl	001-565-60830		175.00
							12,232.50
AccountCode: 22416 - Developer Deposit							
MNS ENGINEERS, INC.	34675	06/08/2017	68650	4/1-4/30/2017 Crossroads	001-22416	90010070	357.50
MNS ENGINEERS, INC.	34675	06/08/2017	68652	4/1-4/30/2017 Nghbrhd Pa	001-22416	90017070	385.00
MNS ENGINEERS, INC.	34675	06/08/2017	68653	4/1-4/30/2017 Hampton In	001-22416	90019070	357.50
MNS ENGINEERS, INC.	34675	06/08/2017	68654	4/1-4/30/2017 Flying Flags	001-22416	90040-070	357.50
MNS ENGINEERS, INC.	34675	06/08/2017	68656	4/1-4/30/2017 Village Tow	001-22416	90021070	357.50
MNS ENGINEERS, INC.	34675	06/08/2017	68659	4/1-4/30/2017 Fig Mtn Bre	001-22416	90037070	2,872.50
AccountCode 22416 - Developer Deposit Total:							4,687.50
Fund 001 - General Fund Total:							16,920.00
Fund: 005 - Sewer Fund							
MNS ENGINEERS, INC.	34675	06/08/2017	68644	4/1-4/30/2017 City/Sewer	005-701-60830		207.50
							207.50
Fund 005 - Sewer Fund Total:							207.50
Fund: 020 - Water Fund							
MNS ENGINEERS, INC.	34675	06/08/2017	68646	4/1-4/30/2017 City/Update	020-601-60830		2,150.00
MNS ENGINEERS, INC.	34675	06/08/2017	68647	4/1-4/30/2017 City/Update	020-601-60830		1,045.00

Detailed Check Register

Packet: APPKT00509 - 2017-06-08 Special Run - PAYMENTS

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
MNS ENGINEERS, INC.	34675	06/08/2017	68651	4/1-4/30/2017 Water Mod	020-601-60830		2,645.00
MNS ENGINEERS, INC.	34675	06/08/2017	68655	4/1-4/30/2017 Backflow Pr	020-601-60830		3,625.00
							<b>9,465.00</b>
<b>Fund 020 - Water Fund Total:</b>							<b>9,465.00</b>
<b>Fund: 029 - Transportation Planning</b>							
MNS ENGINEERS, INC.	34675	06/08/2017	68643	4/1-4/30/2017 City/Transp	029-557-60800		8,267.50
							<b>8,267.50</b>
<b>Fund 029 - Transportation Planning Total:</b>							<b>8,267.50</b>
<b>Fund: 092 - Capital Improvement Proj Fund</b>							
MNS ENGINEERS, INC.	34675	06/08/2017	68649	4/1-4/30/2017 City/McMur	092-307-60800		602.50
MNS ENGINEERS, INC.	34675	06/08/2017	68657	4/1-4/30/2017 Hwy 246 Pe	092-312-74100		1,837.50
MNS ENGINEERS, INC.	34675	06/08/2017	68658	4/1-4/30/2017 Recycled W	092-611-74100		800.00
MNS ENGINEERS, INC.	34675	06/08/2017	68660	4/1-4/30/2017 -2015/2016/	092-313-74100		6,742.50
							<b>9,982.50</b>
<b>Fund 092 - Capital Improvement Proj Fund Total:</b>							<b>9,982.50</b>
<b>Vendor MNS ENGINEERS, INC. Total:</b>							<b>44,842.50</b>
<b>Vendor: OLD PIONEER MFG CO.</b>							
<b>Fund: 001 - General Fund</b>							
OLD PIONEER MFG CO.	34677	06/08/2017	EST#1383	5/31/2017 - RVP BBQ Repai	001-552-60258		1,937.20
							<b>1,937.20</b>
<b>Fund 001 - General Fund Total:</b>							<b>1,937.20</b>
<b>Vendor OLD PIONEER MFG CO. Total:</b>							<b>1,937.20</b>
<b>Vendor: O'REILLY AUTOMOTIVE STORES, INC.</b>							
<b>Fund: 001 - General Fund</b>							
O'REILLY AUTOMOTIVE STO	34678	06/08/2017	INV0007179	May 2017 Misc Maint/Repa	001-558-60270		34.38
							<b>34.38</b>
<b>Fund 001 - General Fund Total:</b>							<b>34.38</b>
<b>Vendor O'REILLY AUTOMOTIVE STORES, INC. Total:</b>							<b>34.38</b>
<b>Vendor: POSTMASTER</b>							
<b>Fund: 005 - Sewer Fund</b>							
POSTMASTER	34679	06/08/2017	INV0007163	June 2017 Postage - Water/	005-701-61131		300.00
							<b>300.00</b>
<b>Fund 005 - Sewer Fund Total:</b>							<b>300.00</b>
<b>Fund: 020 - Water Fund</b>							
POSTMASTER	34679	06/08/2017	INV0007163	June 2017 Postage - Water/	020-601-61131		300.00
							<b>300.00</b>
<b>Fund 020 - Water Fund Total:</b>							<b>300.00</b>
<b>Vendor POSTMASTER Total:</b>							<b>600.00</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: READY REFRESH BY NESTLE</b>							
Fund: 001 - General Fund							
READY REFRESH BY NESTLE	34680	06/08/2017	07E0029022365	4/27-5/26/2017 CH Water S	001-558-60800		77.10
READY REFRESH BY NESTLE	34680	06/08/2017	07E0029022381	5/30-6/17/2017 CC/LIB Wat	001-558-60800		27.46
READY REFRESH BY NESTLE	34680	06/08/2017	07E0029154614	4/27-5/26/2017 Planning W	001-558-60800		11.94
							116.50
<b>Fund 001 - General Fund Total:</b>							<b>116.50</b>
<b>Vendor READY REFRESH BY NESTLE Total:</b>							<b>116.50</b>
<b>Vendor: RINCON CONSULTANTS, INC.</b>							
Fund: 001 - General Fund							
RINCON CONSULTANTS, IN	34681	06/08/2017	30932	3/1-4/30/2017 Envrnmnt Sr	001-565-60800		3,362.45
							3,362.45
AccountCode: 22416 - Developer Deposit							
RINCON CONSULTANTS, IN	34681	06/08/2017	30929	3/1-4/30/2017 HUB - Envrn	001-22416	90043-070	4,052.50
<b>AccountCode 22416 - Developer Deposit Total:</b>							<b>4,052.50</b>
<b>Fund 001 - General Fund Total:</b>							<b>7,414.95</b>
<b>Vendor RINCON CONSULTANTS, INC. Total:</b>							<b>7,414.95</b>
<b>Vendor: RIO VISTA CHEVROLET, INC.</b>							
Fund: 001 - General Fund							
RIO VISTA CHEVROLET, INC.	34682	06/08/2017	73195	6/1/2017 - Vehicle Maint -	001-558-60270		92.17
							92.17
<b>Fund 001 - General Fund Total:</b>							<b>92.17</b>
Fund: 005 - Sewer Fund							
RIO VISTA CHEVROLET, INC.	34682	06/08/2017	73195	6/1/2017 - Vehicle Maint -	005-701-60270		92.18
							92.18
<b>Fund 005 - Sewer Fund Total:</b>							<b>92.18</b>
Fund: 020 - Water Fund							
RIO VISTA CHEVROLET, INC.	34682	06/08/2017	73195	6/1/2017 - Vehicle Maint -	020-601-60270		92.18
							92.18
<b>Fund 020 - Water Fund Total:</b>							<b>92.18</b>
<b>Vendor RIO VISTA CHEVROLET, INC. Total:</b>							<b>276.53</b>
<b>Vendor: Sagebrush Painting, Inc.</b>							
Fund: 001 - General Fund							
Sagebrush Painting, Inc.	34683	06/08/2017	1549	5/26/2017 - Paint lines - Pic	001-511-60250		1,966.32
							1,966.32
<b>Fund 001 - General Fund Total:</b>							<b>1,966.32</b>
<b>Vendor Sagebrush Painting, Inc. Total:</b>							<b>1,966.32</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: Santa Barbara Lights</b>							
<b>Fund: 001 - General Fund</b>							
Santa Barbara Lights	34684	06/08/2017	INV0007169	12/2016 Yr 1 of 3 Holiday L	001-558-60800		1,450.06
							<u>1,450.06</u>
						<b>Fund 001 - General Fund Total:</b>	<b>1,450.06</b>
						<b>Vendor Santa Barbara Lights Total:</b>	<b>1,450.06</b>
<b>Vendor: SANTA YNEZ VALLEY HARDWARE</b>							
<b>Fund: 001 - General Fund</b>							
SANTA YNEZ VALLEY HARD	34685	06/08/2017	INV0007183	May 2017 Misc Repair/Mai	001-511-67140		35.50
SANTA YNEZ VALLEY HARD	34685	06/08/2017	INV0007183	May 2017 Misc Repair/Mai	001-558-60250		32.95
SANTA YNEZ VALLEY HARD	34685	06/08/2017	INV0007183	May 2017 Misc Repair/Mai	001-558-61140		70.03
							<u>138.48</u>
						<b>Fund 001 - General Fund Total:</b>	<b>138.48</b>
<b>Fund: 005 - Sewer Fund</b>							
SANTA YNEZ VALLEY HARD	34685	06/08/2017	INV0007183	May 2017 Misc Repair/Mai	005-701-61130		42.26
SANTA YNEZ VALLEY HARD	34685	06/08/2017	INV0007183	May 2017 Misc Repair/Mai	005-701-61140		71.87
							<u>114.13</u>
						<b>Fund 005 - Sewer Fund Total:</b>	<b>114.13</b>
						<b>Vendor SANTA YNEZ VALLEY HARDWARE Total:</b>	<b>252.61</b>
<b>Vendor: SATCOM GLOBAL, INC.</b>							
<b>Fund: 001 - General Fund</b>							
SATCOM GLOBAL, INC.	34686	06/08/2017	AI06170058	-> Satellite SIM Card 88162	001-410-60014		50.19
							<u>50.19</u>
						<b>Fund 001 - General Fund Total:</b>	<b>50.19</b>
						<b>Vendor SATCOM GLOBAL, INC. Total:</b>	<b>50.19</b>
<b>Vendor: SB CO - PUBLIC WORKS DEPT</b>							
<b>Fund: 001 - General Fund</b>							
SB CO - PUBLIC WORKS DEP	34687	06/08/2017	PCW351	FY2016-2017 Annual Instllm	001-551-67575		2,682.00
							<u>2,682.00</u>
						<b>Fund 001 - General Fund Total:</b>	<b>2,682.00</b>
						<b>Vendor SB CO - PUBLIC WORKS DEPT Total:</b>	<b>2,682.00</b>
<b>Vendor: SB CO FIRE DEPARTMENT</b>							
<b>Fund: 001 - General Fund</b>							
SB CO FIRE DEPARTMENT	34688	06/08/2017	M17-054	April-June 2017 (4th Qtr) Fir	001-501-60810		48,901.00
							<u>48,901.00</u>
						<b>Fund 001 - General Fund Total:</b>	<b>48,901.00</b>
						<b>Vendor SB CO FIRE DEPARTMENT Total:</b>	<b>48,901.00</b>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: SB CO SHERIFF'S DEPARTMENT</b>							
Fund: 001 - General Fund							
SB CO SHERIFF'S DEPARTM	34689	06/08/2017	17-296	May 2017 - Motorcycle (Ve	001-501-60800		819.39
							<u>819.39</u>
						Fund 001 - General Fund Total:	<u>819.39</u>
						Vendor SB CO SHERIFF'S DEPARTMENT Total:	<u>819.39</u>
<b>Vendor: TETRA TECH, INC.</b>							
Fund: 001 - General Fund							
TETRA TECH, INC.	34690	06/08/2017	51182634	Srvcs thru 4/28/17 - 572 Pa	001-42015		750.00
							<u>750.00</u>
						Fund 001 - General Fund Total:	<u>750.00</u>
						Vendor TETRA TECH, INC. Total:	<u>750.00</u>
<b>Vendor: THE GAS COMPANY</b>							
Fund: 001 - General Fund							
THE GAS COMPANY	34691	06/08/2017	INV0007160	4/24-5/23/17 - COC Gas Ser	001-410-61230		1.90
							<u>1.90</u>
						Fund 001 - General Fund Total:	<u>1.90</u>
						Vendor THE GAS COMPANY Total:	<u>1.90</u>
<b>Vendor: UNDERGROUND SERVICE ALERT</b>							
Fund: 005 - Sewer Fund							
UNDERGROUND SERVICE A	34692	06/08/2017	520170071	6/1/2017 New Ticket Charg	005-701-60800		18.00
							<u>18.00</u>
						Fund 005 - Sewer Fund Total:	<u>18.00</u>
Fund: 020 - Water Fund							
UNDERGROUND SERVICE A	34692	06/08/2017	520170071	6/1/2017 New Ticket Charg	020-601-60800		18.00
							<u>18.00</u>
						Fund 020 - Water Fund Total:	<u>18.00</u>
						Vendor UNDERGROUND SERVICE ALERT Total:	<u>36.00</u>
<b>Vendor: US BANK EQUIPMENT FINANCE</b>							
Fund: 001 - General Fund							
US BANK EQUIPMENT FINA	34693	06/08/2017	331730754	5/20-6/20/2017 Copier Lea	001-565-60310		482.34
							<u>482.34</u>
						Fund 001 - General Fund Total:	<u>482.34</u>
						Vendor US BANK EQUIPMENT FINANCE Total:	<u>482.34</u>

Detailed Check Register

Vendor Name	Payment Number	Payment Date	Payable Number	Description (Payable)	Account Number	Project Account Key	Amount
<b>Vendor: VORTEX INDUSTRIES, INC.</b>							
<b>Fund: 001 - General Fund</b>							
VORTEX INDUSTRIES, INC.	34694	06/08/2017	01-1142987-1	6/2/2017 PD - Repair Entra	001-558-60250		335.00
							<u>335.00</u>
<b>Fund 001 - General Fund Total:</b>							<b>335.00</b>
<b>Vendor VORTEX INDUSTRIES, INC. Total:</b>							<b>335.00</b>
<b>Vendor: WEX BANK</b>							
<b>Fund: 001 - General Fund</b>							
WEX BANK	34695	06/08/2017	49972145	May 2017 Fuel Charges	001-511-61280		212.88
WEX BANK	34695	06/08/2017	49972145	May 2017 Fuel Charges	001-558-61280		436.02
							<u>648.90</u>
<b>Fund 001 - General Fund Total:</b>							<b>648.90</b>
<b>Fund: 005 - Sewer Fund</b>							
WEX BANK	34695	06/08/2017	49972145	May 2017 Fuel Charges	005-701-61280		436.01
							<u>436.01</u>
<b>Fund 005 - Sewer Fund Total:</b>							<b>436.01</b>
<b>Fund: 020 - Water Fund</b>							
WEX BANK	34695	06/08/2017	49972145	May 2017 Fuel Charges	020-601-61280		436.01
							<u>436.01</u>
<b>Fund 020 - Water Fund Total:</b>							<b>436.01</b>
<b>Vendor WEX BANK Total:</b>							<b>1,520.92</b>
<b>Grand Total:</b>							<b>145,774.09</b>

**Fund Summary**

Fund	Expense Amount
001 - General Fund	109,774.20
005 - Sewer Fund	3,528.83
020 - Water Fund	14,221.06
029 - Transportation Planning	8,267.50
092 - Capital Improvement Proj Fund	9,982.50
<b>Grand Total:</b>	<b>145,774.09</b>

**Account Summary**

Account Number	Account Name	Expense Amount
001-15000	Pre-Paid Expense	250.00
001-22166	Long-Term Care Deducti	84.25
001-22416	Developer Deposit	8,740.00
001-22510	Park/Damage Charge	400.00
001-401-60210	Computer Maintenance	190.00
001-410-60014	Emergency Operations	50.19
001-410-60210	Computer Maintenance	142.50
001-410-60900	Miscellaneous	50.68
001-410-61130	Office Supplies	34.45
001-410-61230	Utilities - Gas	1.90
001-42015	Small Permits	750.00
001-420-60021	Audit	800.00
001-420-60800	Contract Services	1,000.00
001-501-60800	Contract Services	819.39
001-501-60810	Contract Services - Fire	48,901.00
001-511-60250	Maintenance/Repair	1,966.32
001-511-60270	Maintenance-Vehicles	60.53
001-511-60510	Advertising	419.52
001-511-61130	Office Supplies	163.90
001-511-61280	Fuel-Vehicles	212.88
001-511-67140	Buellton Recreation Pro	207.48
001-551-60800	Contract Services	8,345.00
001-551-67575	Regulatory Compliance	2,682.00
001-552-60258	Maintenance/Repair-Riv	1,937.20
001-552-60800	Contract Services	11,700.00
001-552-61140	Operational Supplies	26.94
001-556-60800	Contract Services	3,960.00
001-557-60800	Contract Services	3,712.50
001-558-60250	Maintenance / Repair	367.95
001-558-60270	Maintenance - Vehicles	126.55
001-558-60800	Contract Services	2,526.56
001-558-61140	Operational Supplies	70.03
001-558-61280	Fuel - Vehicles	436.02

**Account Summary**

Account Number	Account Name	Expense Amount
001-558-67600	Safety Equipment	74.98
001-565-60310	Equipment Rental	482.34
001-565-60800	Contract Services	3,362.45
001-565-60830	Contract Services-Engine	4,718.69
005-15000	Pre-Paid Expense	250.00
005-701-60021	Audit	800.00
005-701-60210	Computer Maintenance	236.01
005-701-60270	Maintenance - Vehicles	92.18
005-701-60800	Contract Services	1,093.00
005-701-60830	Contract Services-Engine	207.50
005-701-61130	Office Supplies	42.26
005-701-61131	Postage	300.00
005-701-61140	Operational Supplies	71.87
005-701-61280	Fuel - Vehicles	436.01
020-15000	Pre-Paid Expense	250.00
020-601-60021	Audit	800.00
020-601-60250	Maintenance / Repair	1,695.34
020-601-60270	Maintenance - Vehicles	92.18
020-601-60800	Contract Services	1,093.00
020-601-60830	Contract Services-Engine	9,465.00
020-601-61131	Postage	300.00
020-601-61140	Operational Supplies	14.56
020-601-61280	Fuel - Vehicles	436.01
020-601-67600	Safety Equipment	74.97
029-557-60800	Contract Services	8,267.50
092-307-60800	Contract Services	602.50
092-312-74100	Hwy 246 Sidewalk (CalTr	1,837.50
092-313-74100	Road Maintenance Proje	6,742.50
092-611-74100	Recycled Water Progra	800.00
	<b>Grand Total:</b>	<b>145,774.09</b>

**Project Account Summary**

Project Account Key	Expense Amount
**None**	137,034.09
90010070	357.50
90017070	385.00
90019070	357.50
90021070	357.50
90037070	2,872.50
90040-070	357.50

**Project Account Summary**

<b>Project Account Key</b>	<b>Expense Amount</b>
90043-070	4,052.50
<b>Grand Total:</b>	<b>145,774.09</b>

**CITY OF BUELLTON**  
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Carolyn Galloway-Cooper, Finance Director

Meeting Date: June 22, 2017

Subject: Revenue and Expenditure Reports through May 31, 2017

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**BACKGROUND**

The attached reports compare month-to-month data covering the period July 1, 2016 through May 31, 2017. The reports are prepared monthly and submitted to Council on the second meeting of each month. Monthly reports are posted to the City's website. Upon monthly review, adjustments may be necessary and staff will update the website.

The expenditures are under budget for the 2016-17 Fiscal Year. Revenue is below target due to timing differences and expected to meet budget by year end.

**FISCAL IMPACT**

The Revenue and Expenditure Reports provide the community with an understanding of the financial activity of the City's funds on a monthly basis.

**RECOMMENDATION**

That the City Council receive and file the attached reports.

**ATTACHMENTS**

Attachment 1 - Revenue and Expenditure Reports through May 31, 2017



City of Buellton  
 General Fund Monthly Expenditures ( Unaudited)  
 FY: 2016-17

sc 6-12-17

92%

Department No.	Description	2016					2017					June	FY: 2016-17	
		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr			May
001-401	City Council	10,699	9,356	11,110	9,511	8,747	10,725	8,935	14,223	9,872	9,785	10,616		113,579
001-402	City Manager	21,201	16,648	24,642	16,812	16,832	17,256	19,464	26,122	16,146	16,689	16,886		208,698
001-403	City Clerk	9,559	7,824	13,539	11,554	7,707	7,465	7,979	12,147	7,870	7,815	8,827		102,286
001-404	City Attorney	38	10,744	14,288	9,454	13,296	10,241	11,877	10,352	10,135	10,223	9,889		110,536
001-410	Non-Departmental	246,657	56,919	53,853	60,324	79,408	62,577	54,837	55,375	62,773	53,402	51,644		837,769
001-420	Finance	14,943	16,271	15,993	15,906	15,767	15,120	13,308	16,379	15,750	13,797	13,833		167,067
001-501	Police and Fire	284,694	145,833	192,766	144,178	191,470	1,786	284,938	193,312	145,704	143,210	1,566		1,729,457
001-510	Library	323	141,996	332	307	219	196	206	239	196	170	191		144,374
001-511	Recreation	58,320	59,403	46,594	38,754	30,447	34,100	41,549	46,892	36,603	49,089	34,590		476,341
001-550	Street Lights	4,794	4,810	4,925	4,882	4,968	3,267	6,996	5,283	5,330	5,120	5,142		55,516
001-551	Storm Water	2,946	14,540	16,035	9,805	16,489	5,940	6,805	18,210	-	2,782	19,393		112,945
001-552	Public Works - Parks	36,133	17,318	17,001	5,003	35,813	16,572	13,869	15,005	37,322	16,913	17,728		228,678
001-556	Public Works - Landscape	4,262	4,098	5,083	384	7,720	3,908	6,105	6,184	5,007	4,300	4,408		51,461
001-557	Public Works - Engineering	-	10,538	7,738	9,955	8,325	10,190	6,978	17,593	3,179	-	9,410		83,905
001-558	Public Works - General	38,643	46,099	48,976	43,642	53,817	64,658	43,085	57,234	48,676	318,747	37,291		800,868
001-565	Planning/Community Dev	49,350	28,549	24,147	26,480	26,807	20,362	27,543	26,159	28,177	32,379	21,426		311,378
	Transfer to CIP fund 92 (Updated Quarterly)									201,296				201,296
	<b>TOTAL EXPENDITURES (ACTUAL THROUGH MAY):</b>	<b>782,560</b>	<b>590,946</b>	<b>497,021</b>	<b>406,952</b>	<b>517,832</b>	<b>284,364</b>	<b>554,474</b>	<b>520,709</b>	<b>634,037</b>	<b>684,420</b>	<b>262,840</b>	<b>-</b>	<b>5,736,154</b>

Percentage spent: 82%  
 Budget: 6,999,437

**CITY OF BUELLTON**  
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Carolyn Galloway-Cooper, Finance Director

Meeting Date: June 22, 2017

Subject: Quarterly Report for January 1, 2017 through March 31, 2017 from  
Visit Santa Ynez Valley (VisitSYV)

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**BACKGROUND**

Attached is a quarterly report for the period January 1, 2017 through March 31, 2017 from VisitSYV.

**RECOMMENDATION**

That the City Council review and file the attached report.

**ATTACHMENTS**

Attachment 1 – VisitSYV Quarterly Report



**1st Quarter 2017 Report of the Santa Ynez Valley Hotel Association (dba Visit the Santa Ynez Valley) – Submitted 5/30/17**

VisitSYV is reporting activity since the 2016 Annual Report. This report is submitted to the City of Solvang, the City of Buellton and the Santa Barbara County Board of Supervisors, in accordance with the fulfillment of the provisions of the SYVTBID.

**Financial**

Balance as of January 1, 2017 - \$228,193  
 TBID Funding received 1/1/17 through 3/31/17 - \$164,661  
 Membership income - \$8,500  
**Total Income - \$173,161**

**Expenses**

Advertising/Marketing - \$131,078  
 Grants/Special Projects - \$10,600  
 Travel & Conventions - \$13,105  
 Personnel Costs - \$45,867  
 Contract services - \$11,553  
 Facilities/equipment - \$1,874  
 Operations - \$1,685  
 Credit card fees - \$296  
 Insurance - \$272  
**Total expenses - \$216,330**

**Membership**

We receive TBID funding from 33 lodging properties and currently have **182 members** that pay a basic membership fee of \$250, a nonprofit fee of \$125, and trade members where services are traded for membership such as wine, catering, photography.

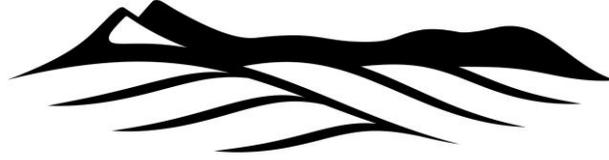
**Marketing (January 1, 2017 – March 31, 2017)**

**Santa Ynez Valley Marketing Campaign**

The year began with a brand new marketing campaign for the Santa Ynez Valley. The 2017 VisitSYV Marketing Campaign consists of VisitSYV as the sole stakeholder with \$200k invested. DVA Advertising & PR Agency

# SANTA YNEZ VALLEY

CALIFORNIA

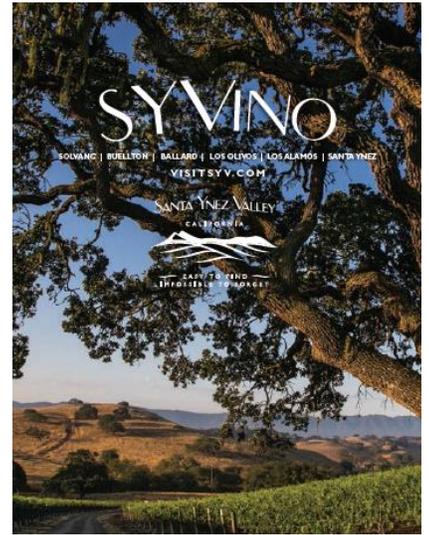
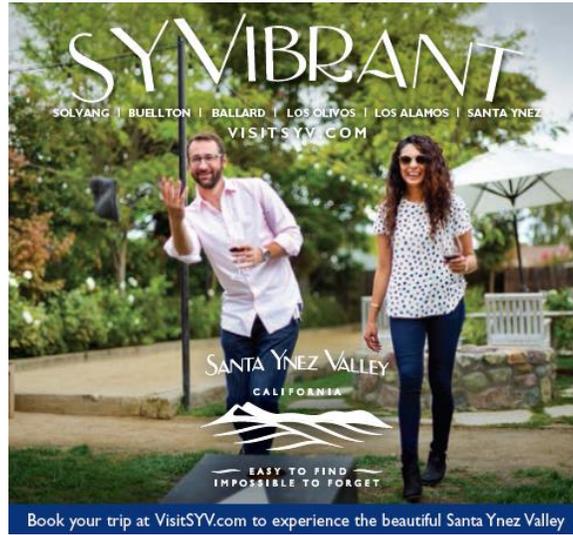
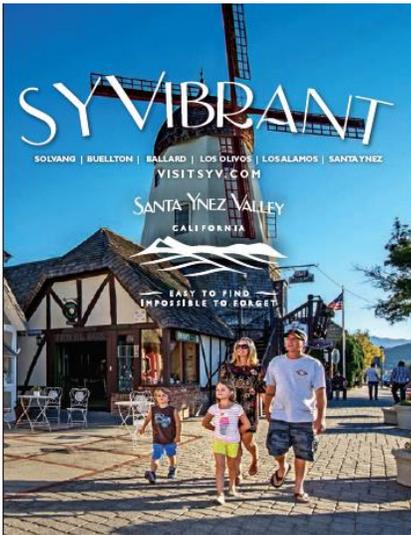


VISITSYV.COM

continues to be our ad agency. VisitSYV is pleased to report on the metrics supporting the benefits of the marketing program. First quarter marketing results are detailed below.

## ***Creative***

VisitSYV kicked off 2017's marketing program with a continuation of the creative campaign developed in 2016, featuring full bleed, iconic imagery and the VisitSYV logo. The creative campaign plays on VisitSYV's name and URL, using headlines like "SYVino" and "SYVibrant" to speak to the valley's unique atmosphere & offerings.



## ***Print Advertising Campaign***

Using the 2017 creative, we ran the following print ad:

**100,000 impressions** - Gentry / Destinations Magazine, February 2017 issue

## ***Public Relations Campaign***

Public relations efforts in the first quarter of 2017 included drafting and regional/national distribution of press releases highlighting SYV Restaurant Week (January) and Wine Country Wellness (March). Media outreach and media visit coordination included planning the visits from LeeAnn Weintraub (LA Daily News), Kathleen Sterling (Valley News Group), Kristen Schott (Modern Luxury – Orange County), Jene Shaw (Time Inc./Visit California), and Rachel Ng (Westways). Additional efforts included securing and managing a content partnership with the Carrentals.com Expedia brand.

# SANTA YNEZ VALLEY

CALIFORNIA



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## Public Relations Results

Total value of public relations media coverage for Q1 2016: **\$292,098**

Total circulation/viewership of editorial coverage for Q1 2016: **7,145,227**

## Digital Results

Using the 2017 creative and new photography, we've expanded our Digital Advertising portion of this campaign to Google Display Ads, Facebook and Content Amplification for the first quarter. See the metrics below for Web Banner Advertising.

### Google Display Ads

**773,082** total impressions

**2,302** clicks

**0.30%** CTR

### Facebook

**86,195** total impressions

**2,082** clicks

**2.42%** CTR

### Content Amplification

**620,511** total impressions

**615** clicks

Visit Santa Ynez Valley  
Sponsored

The six charming communities of the picturesque Santa Ynez Valley wait with wine, cuisine and adventure.

120 boutique wineries to explore

A playground for...

180 Reactions 2 Comments 20 Shares

Like Comment Share



# SANTA YNEZ VALLEY

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## 2017 Santa Ynez Valley Destination Guide

VisitSYV worked with Griffin Publishing to create the 2017 destination guide, with over 90 pages covering the Santa Ynez Valley. **95,000** copies were printed (a 5,000 print increase from 2016), with distribution taking place via trade shows, California festivals, the Solvang Visitors Center, the Buellton Visitors Center, the Santa Barbara Visitors Center, and direct mailings to **18,339** homes in Santa Barbara, the Santa Ynez Valley, Laguna and Newport Beach. The guides are also distributed on a monthly basis to our hotels, museums, and popular restaurants and retailers. The guides are also being distributed to the 35 cruise ships that enter the region through Santa Barbara.

## Website

Since our **website** debuted on April 6, 2014, we have now received **1,281,097** pageviews. The site has also garnered **88,953** clicks to our members' individual websites. The top 5 most popular pages on the site are as follows: (1) **Homepage**; (2) **Wine Tasting**; (3) **Events**; (4) **Restaurant Week**; (5) **Where to Stay – Hotels**. In March 2016, we contracted with a new Search Engine Optimization vendor, *SearchEngine Pros*; comparing 2016 Q1 with 2017 Q1, we can see site sessions increased by **11.15%** and users increased by **9.35%**.

## JackRabbit Systems

VisitSYV purchased JackRabbit Systems, a booking widget that lives on VisitSYV.com. This added feature is a major benefit to consumers, allowing them to search rates, dates and hotel availability directly on VisitSYV.com, while also allowing SYVTBID hoteliers to secure the leads without paying any additional agency fees.

## VisitSYV Promotions

**SYV Restaurant week** (January 22-28, 2017) is an annual VisitSYV promotion which ties in with Visit California's Restaurant Month promotion. Our own SYV Restaurant Week advertising campaign reached consumers via Facebook (**60,144** impressions, **1,171** clicks to DineSYV.com, **2,616** post engagements), 3 issues of The Independent (**40,000** printed), the winter issue of Edible Ojai & Ventura County (**15,000** printed), and printed poster (**100** printed) and postcard distribution (**5,000** printed). Restaurant Week presents an opportunity for increased engagement and visitation for our website, and acts as a great opportunity to showcase our members and show appreciation. A total of 27 VisitSYV restaurants participated, 4 hoteliers offered packages and discounts, and an added 9 wineries participated as a pairing feature. This promotion

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continues to grow leaps and bounds, and this year's efforts brought even higher record-breaking traffic to the website. Please see analytic reports below.

## **DineSYV.com\***

Total Page views for DineSYV.com: **19,253**

Avg Time Spent on page: **00:03:35**

Vs. Avg Time Spent on other pages: **00:02:10**

*\*An increase in average time spent on DineSYV.com indicates that the content provided was relevant, desirable content to the specific audience targeted by our ad campaign.*

## **Top Traffic Sources**

Google: **8,123**

Facebook: **4,940**

Direct: **4,124\*** *direct traffic can be attributed to print advertising, posters & postcards*

Yahoo: **517**

Bing: **451**

## **Social Media Stats**

- Our **Facebook** audience has increased to over **13,255** likes.
- VisitSYV **Twitter** account has **3,603** followers. Engagement continues to increase with photographers & major media like KEYT, Yahoo Travel and Touring & Tasting tagging @VisitSYV in all relevant SYV-related posts.
- VisitSYV **Instagram** continues to climb in followers, with **2,293** followers.

## **Additional Print Advertising**

### **2017 California Visitors Guide & Central Coast Insert**

VisitSYV partnered with the California Central Coast Tourism Council for an insert listing and a directory listing in the Official 2017 California Visitors Guide (**500,000 copies printed**). Distribution takes place via newsstand copies, Visit California and Sunset events, direct mailings to qualified consumers, and targeted distribution via auto clubs, rental car agencies, visitor centers, and more. The co-op partnership allowed for both a featured listing in the insert, and a featured listing in the guide's directory, doubling VisitSYV's coverage within the guide.

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## Santa Barbara Visitors Magazine

VisitSYV also sponsored a 4 page editorial spread on the Santa Ynez Valley in Visit Santa Barbara's annual visitors magazine (**100,000 copies printed**). VisitSYV partners, Solvang Conference & Visitors Bureau and Buellton Chamber & Visitors Bureau, also sponsored a single page each, allowing the Santa Ynez Valley to have a 6+ page spread.

## Santa Barbara Seasons Magazine

VisitSYV purchased a 1/3 page ad in the Spring 2017 issue of Seasons Magazine (**23,000+ copies printed**). Santa Barbara Seasons is mailed to southern Santa Barbara County's 11,635 residents with a recorded minimum household income of \$250,000. In addition, 12,000 copies of each issue are allocated for prominent display within more than 3,000 guest rooms at Santa Barbara County hotels and inns, providing access to more than 350,000 visitors each issue. Seasons is also sold on newsstands throughout the county and by subscription, and is complimentary at many hospitality locations and events.

## Westways: Discover March 2017

VisitSYV partnered with the Buellton Chamber & Visitors Bureau & Solvang Conference & Visitors Bureau for a 2 page advertorial co-op spread in *Westways'* Discover March edition. This special insert went to **500,000** *Westways* households in California with household incomes of +\$75,000. This was our third annual *Westways* co-op with the Buellton Chamber & Visitors Bureau, and the second time bringing on the Solvang Conference & Visitors Bureau as a *Westways* partner.

## **Additional Display Advertising**

### Santa Barbara International Film Festival

VisitSYV was the proud sponsor of the Santa Ynez Valley Lounge at the Santa Barbara International Film Festival, February 1 – 11, 2017, for the second year in a row. We hosted educational film related seminars and panel discussions during the day and happy hours in the evening. Our full screen ad was played before over 300 screenings during the festival, and our logo was included before each tribute and award ceremony. Our goal was to increase VisitSYV's presence within Santa Barbara County and inspire the 90,000 festival attendees from around the globe to spend a few days with us here in the SYV, and also to collect data from VIP attendees in our lounge through a giveaway package.



## Trade Shows

### SF/Bay Area Travel & Adventure 2017

VisitSYV had a booth at the SF/Bay Area Travel & Adventure Show at the Santa Clara Convention Center, February 11-12, 2017. Director of Marketing, Danielle Laudon, and board member, Randolph Pace, engaged with consumers over the course of the 2 day show, and distributed over 500 SYV Destination Guides. With **19,954** travel enthusiasts and **94** media in attendance, The Bay Area Travel & Adventure Show was an excellent way to gain engagement and brand awareness in the Bay Area, one of our top two drive markets. **72%** of show attendees earn over \$100,000, demonstrating a high value target consumer.

### Los Angeles Travel & Adventure 2017

VisitSYV had a booth at the Los Angeles Travel & Adventure Show at the Los Angeles Convention Center, February 18-19, 2017. Executive Director, Shelby Sim, and Director of Marketing, Danielle Laudon, engaged with consumers over the course of the 2 day show, and distributed over 700 SYV Destination Guides. With **35,621** travel enthusiasts in attendance and **230** media, the 2017 Los Angeles Travel & Adventure Show was an excellent way to gain engagement and brand awareness in Los Angeles, one of our top two drive markets. **63%** of show attendees earn over \$100,000, also demonstrating a high value target consumer.

## **Education**

### Spirit of the Valley

2017 saw the second year of our Spirit of the Valley education program. We developed our SPIRIT program to enhance the visitor experience, and began the 2017 program strong with over 30 in attendance at K'Syrah Catering and Events on March 22, 2017 in Solvang. The program teaches Four Seasons style customer service as well as information about each of our communities such as things to do after 5pm and activities for families. VisitSYV will hold a total of 4 seminars (each 3 hours long) during 2017, and will announce a Spirit of the Valley award recipient every year at the Annual Meeting, congratulating staff for their efforts. Attendees are left with new knowledge on the history of the Santa Ynez Valley, and the resources necessary to assist visitors.

## **Staff & Board Development**

### Visit California Travel Outlook

Shelby Sim, Danielle Laudon, and VisitSYV President Linda Johansen attended the Visit California Travel Outlook in Goleta at the Bacara Resort February 27 – March 1, 2017. VisitSYV staff was able to network with Visit California's international representatives, and fostered new relationships. As a sponsor of the

# SANTA YNEZ VALLEY

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international networking reception, VisitSYV was also afforded stage time, in which Executive Director, Shelby Sim, greeted all attendees and provided an overview of what the Santa Ynez Valley has to offer. Staff also learned about current travel trends and strategies.

## Grants & Special Projects 1<sup>st</sup> Quarter 2017

The purpose of our grants program continues to be to assist with publicity and outreach for valley events which encourage overnight stays. Primary consideration goes to events which occur mid-week (Sunday to Thursday) and/or in off-season. For marketing of valley events, grants were given to:

- Taste of Solvang, produced by Solvang Conference & Visitors Bureau: **\$3,000**
- Garagiste Festival, produced by Garagiste Events, Inc. : **\$3,000**
- Buellton Chamber, Wine & Chili Festival: **\$3,000**

## Collaborations with Santa Barbara County DMOs and other organizations

VisitSYV collaborates actively with other county destination marketing organizations, including the Solvang CVB, Buellton Visitors Bureau, the Santa Barbara County Vintners Association, LOBO (Los Olivos Business Organization), Visit Santa Barbara, the Buellton, Solvang, and Santa Ynez Chambers as well as the Santa Barbara Film Commission, The Chumash Foundation, the Santa Barbara County Association of Governments, and the Santa Barbara International Film Festival.

## Public comment

Members of the board and the Executive Director continue to be called upon to make written and/or verbal public comment on a number of hotel and tourism related issues. Each question is raised on a board agenda and voted upon by the board, or authorized by the president, before comment is made. Ongoing participation with our water challenges, wine ordinance and special events ordinance hearings is anticipated by Executive Director, Shelby Sim, and, when needed, Linda Johansen, President.

## Organization

In January, Jessy Osahan (Board President) stepped down. Linda Johansen (Vice President) replaced Jessy until our officer elections in July. Barry Prescott moved into the position of Vice President until the officer elections in July. We elect board officers every July. Sherrie FitzGerald (Dir. Marketing, Alisal) filled the open Solvang hotelier position until board elections in July. We have board elections every year in July. The board positions are a staggered two year term.

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Also in January, the board approved a part-time (20 hours weekly) Member Services position to assist with members' needs, our website, and social media.

The board continues to meet monthly, normally the 2nd Thursday of the month, 9:00 a.m. at The Landsby in Solvang. The board consists of nine individuals, seven of which are from the hotel industry and the other two are an at large representation of the membership base.

## **Staff & Board of Directors**

**Executive Director** - Shelby Sim

**Director of Marketing** - Danielle Laudon

**Member Services** – Marisa Yott

The board members are:

**President** – Linda Johansen, Owner, Pea Soup Andersen Inn, Buellton and King Frederik Inn, Solvang

**Vice President** – Barry Prescott, General Manager, The Landsby, Solvang

**Secretary** – Bob Oswaks, Owner/Operator, Bob's Well Bread & Bakery

**Treasurer** – Bion Rice, Owner/Winemaker, Sunstone Winery, Santa Ynez and Artiste Winery, Los Olivos

Sherrie FitzGerald, Director of Marketing, Alisal Guest Ranch and Resort

James Colvin, General Manager, Hotel Corque, Solvang

Cammy Pinoli, Director of Guest Services, Fess Parker Wine Country Inn & Spa, Los Olivos

Randolph Pace, General Manager, Sideways Inn, Buellton

Jim Rice, General Manager, The Santa Ynez Inn, Santa Ynez

## **Respectfully submitted by:**

Shelby Sim, Executive Director

Santa Ynez Valley Hotel Association, dba Visit the Santa Ynez Valley

[Shelby@VisitSYV.com](mailto:Shelby@VisitSYV.com)

PO Box 633, Solvang, CA 93464

[www.visitsyv.com](http://www.visitsyv.com), 805-325-3528

**CITY OF BUELLTON**  
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Rose Hess, Public Works Director

Meeting Date: June 22, 2017

Subject: Resolution No. 17-12 – “A Resolution of the City Council of the City of Buellton, California, Deferring Additional Increases to the Monthly Water Meter Service Fees and Monthly Wastewater Service Fees in the City of Buellton until November 2017”

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**BACKGROUND**

On September 22, 2016, the City Council approved Resolution No. 16-19 setting forth increases to the monthly water meter service fees and monthly wastewater service fees. The adopted monthly rate schedule for water and wastewater was for implementation on November 1, 2016, July 1, 2017, and July 1, 2018. The November 1, 2016, rates are currently in effect. The completed rate study and process complied with the Proposition 218 requirements.

At the June 8, 2017, City Council meeting, the City Council directed staff to defer implementation of the July 1, 2017, rate increases until November 1, 2017. Adoption of Resolution No. 17-12 would defer the rate increases until November 1, 2017.

Prior to November 2017, staff will report to the City Council on the following issues:

- An analysis of extending the rates increases over a longer period of time
- Comparing before and after billings for the largest users
- Reviewing the appropriate category for laundromats
- Providing a summary of the revenues and expenditures from November 2016 through October 2017

**FISCAL IMPACT**

Unknown at this time. Without the July 1, 2017, rate increases, the Wastewater and Water Enterprise Funds will continue to decline through the use of Reserves.

**RECOMMENDATION**

That the City Council consider the adoption of Resolution No. 17-12 – “A Resolution of the City Council of the City of Buellton, California, Deferring Additional Increases to the Monthly Water Meter Service Fees and Monthly Wastewater Service Fees in the City of Buellton until November 2017”

**ATTACHMENTS**

Resolution No. 17-12

**RESOLUTION NO. 17-12**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, DEFERRING ADDITIONAL INCREASES TO THE MONTHLY WATER METER SERVICE FEES AND MONTHLY WASTEWATER SERVICE FEES IN THE CITY OF BUELLTON UNTIL NOVEMBER 2017**

**WHEREAS**, the City of Buellton operates and maintains both water and wastewater utilities including treatment, collection and distribution systems, and has determined that the current rate structure does and will not support the current and future costs of the systems; and

**WHEREAS**, the City of Buellton undertook a water and wastewater rate study to evaluate the rate structure to ensure it adequately provided for the maintenance, operation and replacement/rehabilitation of its water and wastewater systems; and

**WHEREAS**, Section 13.56.010 of the Buellton Municipal Code establishes water sales fees and monthly meter charges and provides for the setting of said fee amounts by resolution of the City Council; and

**WHEREAS**, Section 14.40.010 of the Buellton Municipal Code establishes a monthly charge for sewage service by resolution of the City Council; and

**WHEREAS**, all development in the City requires potable water to protect the public general welfare, health and safety; and

**WHEREAS**, the City municipal wastewater system furnishes sewer service to each premises connected to the City sewer system; and

**WHEREAS**, the purpose of water sales fees and monthly meter charges fees and sewage service charges is to protect the public health, safety and general welfare by providing adequate potable water and furnish sewer service for the citizens of the City of Buellton and to pay for the cost of providing such service; and

**WHEREAS**, the fees collected pursuant to this resolution shall be used only to pay for the cost of providing water service and sewer service to the residents and non-residential development of the City of Buellton; and

**WHEREAS**, the City Council has determined that additional review of revenues received from the initial November 2016 rate increase is required; and

**WHEREAS**, the City Council has determined that additional rate increase shall not be required at this time and the July 1, 2017, rate increase shall be deferred until November 1, 2017; and

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BUELLTON DOES RESOLVE, DETERMINE, FIND, 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.** The City Council hereby finds that the July 1, 2017, rate increase shall be deferred until November 1, 2017.

**SECTION 3.** The City Clerk shall certify to the adoption of this Resolution.

**PASSED, APPROVED and ADOPTED,** by the Buellton City Council on the 22nd day of June 2017.

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Holly Sierra  
Mayor

ATTEST:

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Linda Reid  
City Clerk

**CITY OF BUELLTON**  
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council  
From: Linda Reid, City Clerk  
Meeting Date: June 22, 2017  
Subject: Interview and Possible Appointment to Fill City Council Seat

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**BACKGROUND**

At the City Council meeting of May 25, 2017, the Council agreed to accept applications to fill Council Member Connolly's vacant City Council seat until June 14, 2017. Staff advertised the City Council vacancy in the Santa Ynez Valley News and posted the Application for Appointment on the City's website and at City Hall.

Staff received four (4) applications from the following Buellton residents:

- Art Mercado
- Efren Pulido
- Shannon Sadecki
- Marcilo Sarquilla

If an applicant is chosen, he or she will be sworn in prior to the July 13<sup>th</sup> Council meeting. The appointment term expires December 13, 2018.

**RECOMMENDATION**

That the City Council conduct applicant interviews and consider appointment to the City Council with the term of office expiring December 13, 2018.

**ATTACHMENTS**

Attachment 1 - Applications for Appointment to City Council



Received

JUN 14 2017

CITY OF BUELLTON

APPLICATION FOR APPOINTMENT TO CITY COUNCIL  
Application Deadline – Wednesday, June 14, 2017 at 5:00 p.m.

Name: Art Mercado

Address: 451 Frear Dr

Phone Number(s): 805-688-0752 cell - 805-291-1401

Email Address: artmercado2@msn.com

Employer: Nancy Gardens

Occupation: Foreman Irrigation company

How long have you been a resident of the City of Buellton? 22yr

Have you worked for the City of Buellton or are you related to any City Employee or City Official? If so, please explain: no

Are you a registered voter in the City of Buellton? yes

Please provide education, work experience, and training background:  
SYU High School have managed large horse farms in Texas  
Cal Poly - ag business Ky. & Calif. (1500 acs)  
Colorado St U. Equine Reproduction

Please list community and/or volunteer activities and personal interests:  
Pres. SYU Youth Football  
executive board for CC YFL  
Broster for high school football in charge of BBQ

Art Mercado  
Signature of Applicant  
6/14/17  
Date

For more information regarding the City Council,  
please reference Buellton Municipal Code Chapter 2.04  
City Council Meetings are held on the second and fourth Thursdays  
of each month beginning at 6:00 p.m. in the City Council Chambers  
City of Buellton employees are not eligible for appointment.

- 1) Water and sewer rates are a big issue~~st~~ this time. We need to maintain the careful stewardship of our community that has brought the city this far.
- 2) When there are important issues there is a need to respectfully listen to all parties involved and recognize the importance of community input. When the people are well informed they can trust their government.
- 3) My position on future growth and economic development in the City of Buellton, is that growth should be based on community needs and the ability of the project to support and enhance the current lifestyle that is enjoyed by the Buellton residents.
- 4) I'm familiar with City Planning documents and Goals. I will ensure that the goals, programs, and policies of the documents are followed.
- 5) My work background and experience has been in the Ag business field. I have developed and managed large and small equine farms and I currently work in the landscaping aspect of Ag Business. I'm a 22 yr. resident of Buellton and a resident of the Valley since the early 70's. I understand the fine balance of business and growth in small community from both a resident's and a business man's perspective. I have had 8 yrs on Planning Commission and have served as chairman twice. I bring an open mind and understanding to council.

JUN 14 2017

CITY OF BUELLTON



APPLICATION FOR APPOINTMENT TO CITY COUNCIL
Application Deadline - Wednesday, June 14, 2017 at 5:00 p.m.

Name: ERREN PALIDO

Address: 446 SCANDIA DRIVE BUELLTON CA 93427

Phone Number(s): (805) 598 4140

Email Address: errenpalido@hotmail.com

Employer: Los Olivos Real Estate Company

Occupation: Real Estate Agent

How long have you been a resident of the City of Buellton? 3 YEARS

Have you worked for the City of Buellton or are you related to any City Employee or City Official? If so, please explain:

Are you a registered voter in the City of Buellton? Yes

Please provide education, work experience, and training background:

USMC SEPT 97 - AUG '05 Explosive Ordnance Disposal Technician
Department of Homeland Security Aug '08 May 2016 Explosives Specialist
SBCC Sept 2005 - Aug '08 AA/AS Drafting/CAD

Please list community and/or volunteer activities and personal interests: Cert Environmental Horticulture

Ayso Coach Pony Baseball Coach
Pony Baseball President All Star Coach Pony
Baseball and Ayso Soccer 2016-2017 Blue Belt Jiu Jitsu Paragon

Signature of Applicant

Date 6/17/2017

For more information regarding the City Council, please reference Buellton Municipal Code Chapter 2.04
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City of Buellton employees are not eligible for appointment.

## Application for Appointment for Buellton City Council

Thank you for the opportunity and your time in reading my application for appointment for Buellton City Council. There are many issues that the City of Buellton faces and will be facing and we need to be always one or three steps ahead. There will always be avenues of approach in dealing and resolving all issues small or big and always remaining fair, inclusive, and transparent. My position in future growth is that I would like to see Buellton bloom into a city of efficiency and a model of community. I am not fully informed on the Buellton City's 2025 General Plan or specifics but I will educate myself and make sure the team gets information from other cities and look at other cities who have experience in similar or same changes. I think that my experience in being a lifelong resident to the Santa Ynez Valley, serving our country in many countries and in conflict, serving in federal service for 16 years, and a proud parent and husband that wants to see Buellton strive to be a model city of excellence in efficiency would make me a great benefit to Buellton as a Council Member.

Most important issues facing the City of Buellton are making sure we can support the growth and tourism that we are planning on generating. The most important issues are our roads, traffic, and infrastructure. We need to make sure that we have plans in place and contingency plans on being efficient if there are unforeseen traffic issues and having deployable plans for detours or routes that help people that work and live in our communities. We need to make sure that we have alternate forms of energy if there are unforeseen outages and make sure that when we build out we have enough utilities and services to cover new growth without impacting the current quality of service that our utility departments provide right now. We must also use forward thinking on the impacts of traffic and tourism on our roads building maintenance plans and being mindful on where future exits and entrances for our community can go to transition traffic quickly and effectively not impacting the citizens of Buellton.

There are many different avenues of approach when resolving important issues. But with being in important leadership positions and ensuring the best result you have to use a simple process. The process that I use and have been taught is the **FIT** process. You can begin by asking is it **FAIR?** Meaning is it in accordance with the rules, standards, and or legitimate. Is the resolution process inclusive? **INCLUSIVE** meaning including or covering all the services, facilities, or items normally expected or required. Inclusive is very important because we have to make sure in positions of leadership and planning are we covering everyone with the same across the board service and make sure they are all positively impacted and informed. **Transparency** is probably the most important portion of the resolution process the decisions need to be evident, undisguised, unconcealed, and clear. Using this approach of FIT in the resolution process can help making decisions that can affect and balance important issues to a positive outcome.

My position on the future growth and economic development of the City of Buellton are positive. Positive in that we can definitely capture many plans and ideas from many communities that have had to refresh their cities. There is huge room for improvement and better utilization of portions of our cities. Avenue of the Flags has the most potential with wide streets and perfect highway entrances and exits that would limit the impact of traffic to our citizens of Buellton. The city has to make the business and property owners to take ownership on the conditions of their buildings and appearance. The potential of Avenue of Flags is limitless but there is a lot of room for efficiency and code enforcement to make the growth of Buellton seamless and continuous.

I am not very familiar with the City of Buellton's 2025 General Plan but I will look into the plan and make sure to educate myself on the General Plan.

My education and experience that I have gotten through life ranges from growing up here in the Santa Ynez Valley , providing aid to Tsunami torn Sri Lanka, and walking the streets of Iraq. I have seen the worst and I have seen the best traveling the world. But to be honest and not cheesy we live in the best place on earth. With that being said I would use my experience and education to help our community to always think three steps ahead and make sure to build contingency plans and always make sound decisions on solutions with minimal to no negative impacts. I think that

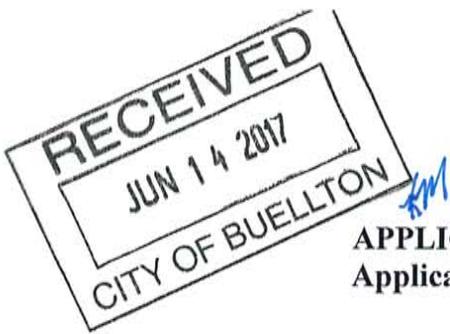
we should always leave the things that we are in charge of better than when we received them and to always do the right thing even when no one is looking.

I hope that I can serve you and our community to help plan a great promising future and help keep the unique genuine community well balanced and prepared. I am very excited at the unique opportunity that has presented itself and hope that I can showcase my skills that I have acquired over the years serving our country, community, and now our city of Buellton

Semper Fidelis



Efren Pulido



**APPLICATION FOR APPOINTMENT TO CITY COUNCIL**  
**Application Deadline – Wednesday, June 14, 2017 at 5:00 p.m.**

Name: Shannon Sadecki

Address: 506 Thumbelina Dr. Buellton, CA 93427

Phone Number(s): 805-680-0157

Email Address: shannonsadecki@gmail.com

Employer: Santa Barbara Unified School District

Occupation: Teacher

How long have you been a resident of the City of Buellton? 28 yrs

Have you worked for the City of Buellton or are you related to any City Employee or City Official? If so, please explain: NO

Are you a registered voter in the City of Buellton? Yes

Please provide education, work experience, and training background:  
Please see Question # 5

Please list community and/or volunteer activities and personal interests:  
I lead an active lifestyle with an emphasis on environmental stewardship. I have a toddler who enjoys frequent trips to parks and libraries as well as community events, when offered. We are an aquatic oriented, outdoor family.

[Signature]  
Signature of Applicant

6/14/2017  
Date

For more information regarding the City Council,  
please reference Buellton Municipal Code Chapter 2.04  
City Council Meetings are held on the second and fourth Thursdays  
of each month beginning at 6:00 p.m. in the City Council Chambers  
*City of Buellton employees are not eligible for appointment.*

1. What do you believe are the most important issues facing the City of Buellton?

I believe the most important issues facing the City of Buellton are redevelopment of Avenue of Flags, community wide beautification, ensuring adequate water availability/conservation, traffic circulation/parking, and design standards.

2. What would be your recommended approaches to resolving the most important issues facing the City of Buellton?

My approach would be to collaborate with council members and the public to work toward a cohesive, well informed decision, that benefits the good of the community. An example of resolving an issue facing the City of Buellton would be to have more general ordinances regarding blight put into place and then properly enforced. Without completely infringing on property owner's rights, we can still encourage and promote adequately kept properties for the health and safety of the general public.

3. Describe your position on future growth and economic development in the City of Buellton?

I am a strong proponent of smart, sustainable growth. It is imperative to find a balance between economic development and ensuring that future generation's have their needs met.

We need policies that protect the rural landscape and help preserve open space, protect air and water quality, provide places for active recreation, and create tourist attractions which could provide a solid tax base. This revenue could help offset the funding of programs, all the while contributing to a vibrant and sustainable community. The local economy is key to a fruitful and rewarding life style.

Policies that support walking, biking, and public transportation help reduce air pollution while saving the environment and providing an affordable means of mobility.

4. Are you familiar with the City's 2025 General Plan, the draft Avenue of Flags Specific Plan, and the Community Design Guideline? How will you ensure that the goals, programs, and policies of these documents are implemented?

Yes, I have reviewed all of the documents and I am confident that I have the knowledge base and understanding to implement the goals, programs and policies of the documents. A general plan is a broad, guiding document for land use policies, which are all considered working documents that can be amended and revisited as needed. I would actively engage in public education regarding any issue.

As a single member of a board of five, I can only express my opinion after reviewing documents and hearing full testimony regarding each issue. I am a firm believer in collaboration and teamwork and compromising to reach an amicable resolution.

5. Describe how your education and experience would benefit you as a Council Member.

I am a graduate of Santa Yenz Valley High School. I received my degree from UCSB in Environmental Studies, with an emphasis in Urban Planning and Development. I worked for an engineering firm conducting environmental planning, surveying, and plan checks. I then decided to go back to school and earn my teaching credential and masters in multi cultural education. I have been teaching high school math and science for the past eleven years for Santa Barbara Unified School District. I am a leader among my colleagues, who takes pride in innovative approaches. I am a team player who helps establish and implement policies and programs.

I have been a proud resident of Buellton for twenty-eight years and I appreciate the cohesiveness of a small town. I purchased my own home here in 2009 and I am a vested community member who is proud to raise her family in a vibrant, growing community.



APPLICATION FOR APPOINTMENT TO CITY COUNCIL  
Application Deadline – Wednesday, June 14, 2017 at 5:00 p.m.

Name: Marci to Sarquillo  
Address: 380 OAK TREE WAY  
Phone Number(s): 805 451-7574  
Email Address: msarquillo@yahoo.com  
Employer: City of Lompoc  
Occupation: Systems Analyst  
How long have you been a resident of the City of Buellton? Since February 1994  
Have you worked for the City of Buellton or are you related to any City Employee or City Official? If so, please explain: NO  
Are you a registered voter in the City of Buellton? Yes  
Please provide education, work experience, and training background:

See attachments --

Please list community and/or volunteer activities and personal interests:

[Signature]  
Signature of Applicant  
5-29-17  
Date

For more information regarding the City Council,  
please reference Buellton Municipal Code Chapter 2.04  
City Council Meetings are held on the second and fourth Thursdays  
of each month beginning at 6:00 p.m. in the City Council Chambers  
City of Buellton employees are not eligible for appointment.



**APPLICATION FOR APPOINTMENT TO CITY COUNCIL**  
**Application Deadline – Wednesday, June 14, 2017 at 5:00 p.m.**

Name: Marcilo Sarquilla

Address: 380 Oak Tree Way, Buellton, CA 93427

Phone Number: (805) 451-7574

Email Address: [msarquill@gmail.com](mailto:msarquill@gmail.com)

Employer: City of Lompoc

Occupation: Systems Analyst

How long have you been a resident of the City of Buellton? Since February 1994 (23 years)

Have you worked for the City of Buellton or are you related to any City Employee or City Official? If so, please explain: No

Are you a registered voter in the City of Buellton? Yes

Please provide education, work experience, and training background:

- Graduated from Chula Vista High School in 1968
- Attended several colleges for Computer Systems and Programming from 1969 - 2010
- Worked for the Service Bureau Corporation from 1970 to 1974 as a Tape Librarian and Computer Operator
- Worked for National Cash Register (NCR) from 1986 to 1994 as a Systems Analyst (Bank Processing Systems)
- Worked for County of Santa Barbara from 1994 to 2004 as a Systems Analyst (Tax System, Collection Systems, Retirement System, Public Guardian/Administrations, Veteran Services, and Network and hardware administration)
- Currently working at the City of Lompoc from 2006 to the present as the lead Systems Administrator, primarily with the City's Payroll System

Please list community and/or volunteer activities and personal interests:

- Board Member – Buellton Union School District School Board – 1999 to present
- Commissioner – City of Buellton Parks Commission – 2014
- Member and President – City of Lompoc Employees Development Association – 2010 to present

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_



**APPLICATION FOR APPOINTMENT TO CITY COUNCIL**  
**Application Deadline – Wednesday, June 14, 2017 at 5:00 p.m.**

**In Essay Format**  
**Please Answer the Following Questions:**

**1. What do you believe are the most important issues facing the City of Buellton?**

I believe that the most important issues facing Buellton are education, safety, and community character. I wouldn't have spent nearly 20 years on the Buellton Union School District (BUSD) school board, if I didn't believe that providing Buellton's kids with the finest educational opportunities possible is vital to making Buellton one of the best communities in the nation. Ensuring that the children in our community have access to a quality education and enriching recreational opportunities supports Buellton's high quality of life and attracts families to our community. A second important issue facing the City of Buellton is the safety of residents and visitors. After events last year where a man was hit and tragically died walking across Route 246, safety has been at the forefront of community concerns. As that particular event occurred within 50 yards of my own home, safety in Buellton is something that personally concerns me as well. In addition to safety on our roadways, being prepared as a community for emergency situations is an important issue facing Buellton. There are only two major roadways serving Buellton, Route 246 and Highway 101. If these roadways are affected, it is important that the community is prepared and can support itself, in the event of a natural disaster. Lastly, one of the biggest issues that was raised during the development of the General Plan was community character. In particular, the question, "How do we maintain Buellton's small town character." While I am not opposed to economic development, how we balance the community's vision for Buellton and goals for redevelopment and economic growth is an important issue facing our community.

**2. What would be your recommended approach to resolving the most important issues facing the City of Buellton?**

As a member of the school board, I have seen the City effectively support the BUSD. In the past, the City and the BUSD have successfully partnered to create and run the Buellton Recreation Center. As a member of the City Council, I would like to see the City and the BUSD continue to have a successful relationship because it is an important part of ensuring the community has access to quality educational and recreational opportunities.

In addition, from safe routes to schools to improving lighting on Route 246, I believe in supporting programs that directly affect the safety of our residents. Regarding safety issues, the City's 2025 General Plan has clear policies and actions. The Safety Element details important policies related to flooding, wildfire, and earthquakes. As a council member, I would like to track and report to the community the actions that the City is taking to address natural hazards. For example, recent flooding at La Pita Place, Second Street, and Ireland Drive remind residents of flooding that occurred in the 1990s. I think it is important to let the community know what the City has done to implement the priorities of the General Plan to reduce flooding impacts and to investigate whether those actions are enough. Regarding emergency preparedness, I see the Community Emergency Response Team (CERT) program that currently exists in Buellton, and which I am a member, as implementation of the General Plan's commitment to community-based emergency response and inter-governmental cooperation. As a council member, I would like to see more support of this program and programs like it.

Lastly, as a council member, I think the right approach to maintaining Buellton's community character is to implement the General Plan and Community Design Guidelines. I see the policies, goals, and actions of the General Plan as reflective of the community's vision to balance small town character with economic growth. My goal as a council member will be to ensure that new development and redevelopment is held to these adopted policies and standards.



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**3. Describe your position on future growth and economic development in the City of Buellton.**

My position on the future growth and economic development is to continue to support the implementation of the Buellton 2025 General Plan and the Community Design Guidelines. I believe that both the General Plan and the Design Guidelines are reflective of how the community would like to grow and I believe my role on the Council is to support the community's vision. Through the General Plan, the community has expressed that maintaining Buellton's small town character is important. As a council member, I will support zoning, policies, ordinances, and regulations that maintain that vision for Buellton. For example, the General Plan included an action to consider an ordinance that creates disincentives for big box stores, such as limits to retail size or sales volume caps, in order to protect Buellton's small town character. I would support investigating such an ordinance and implementing it, if necessary.

**4. Are you familiar with the City's 2025 General Plan, the draft Avenue of the Flags Specific Plan, and the Community Design Guidelines? How will you ensure that the goals, programs, and policies of these documents are implemented?**

As demonstrated in my previous responses, I am familiar with the City's 2025 General Plan, the Community Design Guidelines, and the Avenue of the Flags Specific Plan. I will ensure that adopted plans and guidelines are implemented by considering every decision I make as a council member in light of these plans' goals, programs, and policies. I believe these plans are reflective of the community's vision and so it is incumbent upon council members to reflect on these plans when they make decisions and to solicit community input throughout the process. As a member of the Parks and Recreation Commission, I helped prioritize the feedback on recreational opportunities gathered from the community during the visioning process, and this list of projects was recommended to the City Council. I would use this experience turning community engagement into policy recommendations to ensure that the goals, programs, and policies of adopted plans are implemented consistent with the community's vision.

Furthermore, my track record as a BUSD school board member shows that I work to implement programs identified in the General Plan. As a board member, I supported development of solar facilities at both schools, which is in support of energy programs emphasized in the General Plan (Energy Resources Programs 22 and 23). In 2014, the BUSD Solar Installation Project saved \$75,000 on the first year of operation, and an average of \$127,726 annually or \$ 3.8 million over 30 years. This project was funded by Measure V2012, and with a project budget of \$1.8 million, the payback is 18 years. As a council member, I will track alternative energy innovations in finance and technology, and inform residents about new developments, which is in support of General Plan Action 7.2.6, Track County progress in developing the Energy Efficiency Improvement Financing Program for home solar energy installations.

**5. Describe how your education and experience would benefit you as a Council Member.**

I have been a member of the BUSD School Board for nearly 20 years. The BUSD manages a six million dollar budget and the Santa Ynez Valley Special Education Consortium. The BUSD is the second largest employer in the Santa Ynez Valley, second only to the Chumash Hotel and Casino. During my time as a board member, we worked with the community to successfully purchase land from the Williams Ranch and build a second school, Oak Valley Elementary. As a Council Member, I would build on this experience engaging with the community to facilitate the development of important public projects. In addition, as a member of the board, we worked in partnership with the City of Buellton to build the Buellton Recreation Center, which includes a gymnasium, exercise/weight room, activity/meeting rooms, and full kitchen. Both the second elementary school and the recreation center came together on time and on budget. I would bring both my experience ensuring that projects stay on time and on budget, and my ability to work collaboratively with community organizations to the City Council.