



CITY OF BUELLTON

CITY COUNCIL AGENDA

**Regular Meeting of July 25, 2019 – 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 Dave King, Art Mercado, John Sanchez, 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 Any Council Member, the City Attorney, or the City Manager may request that an item be withdrawn from the Consent Agenda to allow for full discussion.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 July 11, 2019 Regular City Council Meeting**
- 2. List of Claims to be Approved and Ratified for Payment to Date for Fiscal Years 2018/19 and 2019/20**

- 3. **Monthly Treasurer’s Report – June 30, 2019**
 ❖ *(Staff Contact: Finance Director Shannel Zamora)*

- 4. **Quarterly Report for January 1, 2019 through March 31, 2019 from Visit Santa Ynez Valley (VisitSYV)**
 ❖ *(Staff Contact: Finance Director Shannel Zamora)*

PRESENTATIONS

- 5. **Proclamation Recognizing Library Volunteers for the Goleta Library Transition**

PUBLIC HEARINGS

COUNCIL MEMBER COMMENTS/ITEMS

WRITTEN COMMUNICATIONS

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

COMMITTEE REPORTS

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

BUSINESS ITEMS

(POSSIBLE ACTION)

- 6. **Presentation Regarding Open Streets**
- 7. **Discussion and Direction Regarding Non-Profit Funding for the Central Coast Film Society**
 ❖ *(Staff Contact: Finance Director Shannel Zamora)*

CITY MANAGER’S REPORT

ADJOURNMENT

The next meeting of the City Council will be held on Thursday, August 8, 2019 at 6:00 p.m.

CITY OF BUELLTON

CITY COUNCIL MEETING MINUTES

Regular Meeting of July 11, 2019

City Council Chambers, 140 West Highway 246
Buellton, California

CALL TO ORDER

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

PLEDGE OF ALLEGIANCE

ROLL CALL

Present: Council Members Dave King, Art Mercado, and John Sanchez,
Vice Mayor Ed Andrisek and Mayor Holly Sierra

Staff: City Manager Scott Wolfe, City Attorney Greg Murphy, Public
Works Director Rose Hess, Finance Director Shannel Zamora,
Planning Director Andrea Keefer, and City Clerk Linda Reid

PUBLIC COMMENTS

None

CONSENT CALENDAR

1. **Minutes of June 27, 2019 Regular City Council Meeting**
2. **List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2018/19 and 2019/20**
3. **Designation of Voting Delegate and Alternate for 2019 League of California Cities Annual Conference Business Meeting**

MOTION:

Motion by Council Member King, seconded by Council Member Mercado, approving Consent Calendar Items 1 through 3 as listed.

VOTE:

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

Council Member King – Yes

Council Member Mercado – Yes

Council Member Sanchez - Yes

Vice Mayor Andrisek – Yes

Mayor Sierra – Yes

PRESENTATIONS

None

PUBLIC HEARINGS

None

COUNCIL MEMBER COMMENTS/ITEMS

Council Members Sanchez and King and Mayor Sierra thanked the Solvang Rotary for hosting the July 4th Parade and the City Council for riding in the parade. Mayor Sierra thanked Council Member Sanchez for organizing the Council's participation in the parade.

Vice Mayor Andrisek thanked Council Member Sanchez for raising and lowering the flags on the Avenue of Flags daily and requested an update regarding installation of solar lights to light the flags on the Avenue of Flags.

Vice Mayor Andrisek questioned when the engineering contracts would be brought back for Council discussion and direction. Staff indicated the engineering contracts are scheduled for discussion on September 12.

Mayor Sierra thanked Finn Runge, Bob Bott, and Frank Sierra for repairing the damaged neighborhood library boxes.

Mayor Sierra announced the League of California Cities Annual Conference is scheduled for October 16-18 in Long Beach and asked that all Council Members try to attend the conference.

Mayor Sierra requested and the Council agreed by consensus to agendaize discussion regarding allowing a CBD testing lab in Buellton.

Mayor Sierra requested the Council add an item to tonight's agenda pursuant to Government Code Section 549542(b)(2), by a 4/5's vote of the Council, regarding taking a formal position as to potential changes to the County of Santa Barbara Cannabis Ordinance.

MOTION:

Motion by Council Member Sanchez, seconded by Vice Mayor Andrisek, approving Mayor Sierra’s request to add an item to tonight’s agenda pursuant to Government Code Section 549542(b)(2) regarding taking a formal position as to potential changes to the County of Santa Barbara Cannabis Ordinance. This issue will be added as Item No. 6 to the Agenda.

VOTE:

Motion passed by a voice vote of 5-0.

Council Member King – Yes

Council Member Mercado – Yes

Council Member Sanchez - Yes

Vice Mayor Andrisek – Yes

Mayor Sierra – Yes

WRITTEN COMMUNICATIONS

None

COMMITTEE REPORTS

None

BUSINESS ITEMS

4. Consideration of Proposition 68 Grant Application Requirements and Joint Operation of an Aquatics Complex

a) Resolution No. 19-18 – “A Resolution of the City Council of the City of Buellton, California, Approving the Application for the Statewide Park Development and Community Revitalization Program Grant Funds”

b) Joint Use/Lease Agreement with Santa Ynez Valley Union High School District and Santa Ynez Valley Community Aquatics Foundation

RECOMMENDATION:

That the City Council consider approval of Resolution No. 19-18 and approve the Joint Use/Lease Agreement with Santa Ynez Valley Union High School District and Santa Ynez Valley Community Aquatics Foundation and direct the City Attorney to finalize the agreement.

STAFF REPORT:

Recreation Supervisor Abello presented the staff report.

SPEAKERS/DISCUSSION:

The City Council discussed the City’s liability from the proposed project.

Jake Kalkowski, representing the Santa Ynez Valley Community Aquatics Foundation thanked the City Council for their support for the Valley-wide aquatics facility.

DOCUMENTS:

Staff report with attachments as listed in the staff report.

MOTION:

Motion by Council Member Mercado, seconded by Council Member King approving Resolution No. 19-18 – “A Resolution of the City Council of the City of Buellton, California, Approving the Application for the Statewide Park Development and Community Revitalization Program Grant Funds”

VOTE:

Motion passed by a roll call vote of 5-0.
Council Member King - Yes
Council Member Mercado – Yes
Council Member Sanchez - Yes
Vice Mayor Andrisek – Yes
Mayor Sierra – Yes

MOTION:

Motion by Vice Mayor Andrisek, seconded by Council Member Mercado approving the Joint Use/Lease Agreement with Santa Ynez Valley Union High School District and Santa Ynez Valley Community Aquatics Foundation and directing the City Attorney to finalize the agreement.

VOTE:

Motion passed by a roll call vote of 5-0.
Council Member King - Yes
Council Member Mercado – Yes
Council Member Sanchez - Yes
Vice Mayor Andrisek – Yes
Mayor Sierra – Yes

5. Discussion and Direction for Funding the Arts and Culture Committee

RECOMMENDATION:

That the City Council discuss funding the Arts and Culture Committee and direct staff to add the Arts and Culture Committee as a budget line item and amend the Fiscal Year 2019/20 budget by the funding allocation amount at the next budget adjustment meeting.

STAFF REPORT:

Finance Director Zamora presented the staff report.

SPEAKERS/DISCUSSION:

Recreation Supervisor Abello discussed his vision for the Arts and Culture Committee and his plan to meet with an ad-hoc committee and community members in the fall to discuss implementation of an Arts and Culture Committee.

The City Council discussed the following issues:

- Allocating \$50,000 for an Arts and Culture Committee in Buellton
- Developing a plan to create arts and culture in Buellton
- Creating an ad-hoc committee to determine how to develop arts and culture in Buellton
- The importance of funding the Arts and Culture Committee so community members know the City Council is serious about moving this project forward
- Creating a formal project proposal, including a budget for each funding request

DOCUMENTS:

Staff report with attachments as listed in the staff report.

DIRECTION:

The City Council agreed by consensus to direct City Manager Wolfe and Recreation Supervisor Abello to initiate an Arts and Culture Committee consisting of an ad-hoc committee and various community members to create a vision for arts and culture in Buellton. Staff will bring back arts and culture suggestions for Council approval and request funding in the amount of \$50,000. The City Council will approve any arts and cultural projects proposed by the Committee before they are created. The Arts and Cultural Committee will have no spending authority and will only provide recommendations to the City Council for approval.

6. Discussion and Direction Regarding Taking a Formal Position as to Potential Changes to the County of Santa Barbara Cannabis Ordinance

SPEAKERS/DISCUSSION:

The City Council discussed creating a Cannabis cultivation boundary around the Buellton City limits.

DIRECTION:

The City Council agreed by consensus to direct City Manager Wolfe to send a letter to the Santa Barbara County Board of Supervisors requesting a Cannabis cultivation boundary around the Buellton City limits of as great a distance as possible, with the preferred distance being one mile.

CITY MANAGER'S REPORT

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

ADJOURNMENT

Mayor Sierra adjourned the regular meeting at 7:00 p.m. The next regular meeting of the City Council will be held on Thursday, July 25, 2019 at 6:00 p.m.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

CITY OF BUELLTON
City Council Agenda Staff Report

City Manager Review: SW
Council Agenda Item No.: 2

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: July 25, 2019

Subject: List of Claims to be Approved and Ratified for Payment to Date for Fiscal Years 2018/19 and 2019/20

BACKGROUND

Staff is required to submit a check register to the City Council for approval every council meeting for the most recently completed check register (Attachment 1).

The check register for the period 07/03/2019 through 07/16/2019 has been prepared in accordance to Government Code 37202 and City Code 3.08.070. The check register lists all vendor payments for the specified period above, along with claimant's name, a brief description of the goods or service purchased, amount of demand, check number, check date and the account number(s) associated with each payment.

The total amount of checks, 07/03/2019 through 07/16/2019, and electronic fund transfers issued for the period of 07/03/2019 through 07/16/2019 was \$351,750.35.

FISCAL IMPACT

Payments made to the various vendors were consistent with the approved City's Budget for FY 2018/19 and FY 2019/20. Cash is available for the payment disbursements of the above liabilities.

RECOMMENDATION

That the City Council review and accept the check register for the period 07/03/2019 through 07/16/2019.

ATTACHMENTS

Attachment 1 – Claims

CONSOLIDATED CLAIMS DISBURSEMENT

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

The following is a list of claims for the period of July 03, 2019 through July 16, 2019 for ratification by the City Council at the July 25, 2019 City Council Meeting.

EXHIBIT A - A/P Packets processed

A/P Packet #APPKT001051	274,971.95
A/P Packet #APPKT01044	<u>18,450.42</u>
Total A/P Packets:	<u><u>\$293,422.37</u></u> (5 pages)

Utility Packet #UBPKT0XXXX	0.00 (1 page)
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Total of checks issued:	<u><u>\$293,422.37</u></u>
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EXHIBIT B - Payments via Electronic Fund Transfer (EFT)

EFT Total:	<u><u>\$17,570.13</u></u>
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Payroll processed

Staff Payroll	7/5/2019	40,757.85
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Total Payroll:	<u><u>\$40,757.85</u></u>
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TOTAL AMOUNT OF CLAIMS:	<u><u>\$351,750.35</u></u>
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Payments via Electronic Fund Transfer (EFT):
From 07/03/2019 through 07/16/2019

The Hartford	7/3/2019	382.39
CalPERS - PEPRA	7/8/2019	2,836.51
CalPERS - Classic	7/8/2019	4,329.95
Payroll Tax - EDD	7/8/2019	2,584.67
Payroll Tax - IRS	7/8/2019	7,436.61

Total

17,570.13



Check Disbursements - City Council - July 25, 2019

City of Buellton, CA

By Payment Number

Payment Dates 07/03/2019 - 07/16/2019

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
38150	7/9/2019	000820	ACWA/JPIA			3,219.99
	0619232	August 2019 - Dental/Vision/EAP Premiums		001-401-50400		660.85
	0619232	August 2019 - Dental/Vision/EAP Premiums		001-402-50400		115.02
	0619232	August 2019 - Dental/Vision/EAP Premiums		001-403-50400		69.02
	0619232	August 2019 - Dental/Vision/EAP Premiums		001-420-50400		200.47
	0619232	August 2019 - Dental/Vision/EAP Premiums		001-511-50400		316.89
	0619232	August 2019 - Dental/Vision/EAP Premiums		001-558-50400		621.91
	0619232	August 2019 - Dental/Vision/EAP Premiums		001-565-50400		182.14
	0619232	August 2019 - Dental/Vision/EAP Premiums		005-701-50400		526.85
	0619232	August 2019 - Dental/Vision/EAP Premiums		020-601-50400		526.84
38151	7/9/2019	001019	All Global Solutions International			75.00
	14174	7/9/2019 - Spanish Verbal Test		001-410-60900		75.00
38152	7/9/2019	000028	ARAMARK UNIFORM SERVICES INC			601.20
	INV0010817	JUNE 2019 - MATS/TOWELS SERVICE		001-558-60800		480.96
	INV0010817	JUNE 2019 - MATS/TOWELS SERVICE		005-701-60800		120.24
38153	7/9/2019	000753	BEN T. JOHNSON, dba			6,000.00
	2075	7/1/2019 - WWTP - Settling Ponds		005-701-60250		6,000.00
38154	7/9/2019	000062	BUELLTON MEDICAL CENTER			185.00
	17814-062019	6/19/2019 - HR/REC - Pre-Employ/Drug Test		001-403-60022		185.00
38155	7/9/2019	001389	CA ORGANIZATION FOR PUBLIC SAFETY INC.			4,200.00
	INV0010851	FY2019/20 - COPS - DONATION - COMMUNITY SUPPORT		001-410-67200		4,200.00
38156	7/9/2019	001391	DEUCES ON 101			250.00
	INV0010854	7/1/2019 - Sponsorship - Non-profit Fundraiser		001-410-69600		250.00
38157	7/9/2019	001271	JOBS AVAILABLE, INC.			312.00
	1915006	7/9/2019 - HR - Advertising - Assistant Planner		001-403-60022		312.00
38158	7/9/2019	000258	JOHN P. SUREY dba			1,064.49
	190701-001	6/18/2019 - UB - Window Env/Return Env		005-701-61130		532.25
	190701-001	6/18/2019 - UB - Window Env/Return Env		020-601-61130		532.24
38159	7/9/2019	001355	JOSEPH VELASQUEZ			120.00
	INV0010850	7/3/2019 - WWTP - Certification Test - Grade I		005-701-61111		120.00
38160	7/9/2019	000280	LEE CENTRAL COAST NEWSPAPERS			408.00
	INV0010849	6/6/2019 - REC - #143535-1 CAMP KID SPOT		001-511-60510		102.00
	INV0010849	6/11/2019 - REC - #143894-1 TEEN, SURF CAMP		001-511-60510		102.00
	INV0010849	6/20/2019 - REC - #144139-1 SUMMER CAMP		001-511-60510		102.00
	INV0010849	6/27/2019 - REC - #144524-1 6/25 AND 6/27		001-511-60510		102.00
38161	7/9/2019	000280	LEE CENTRAL COAST NEWSPAPERS			506.40
	143990-1	6/16/2019 - HR - Advertising - Assistant Planner		001-403-60022		506.40
38162	7/9/2019	000059	MOTOR PRODUCTS INC. dba			6.23
	INV0010852	June 2019 - Misc Maint/Repair Items		001-558-60270		6.23
38163	7/9/2019	001001	R & M ENTERPRISES DIESEL TOWING SERVICE			127.06
	RO14423	7/1/2019 - REC - Vehicle Inspection		001-511-60270		127.06
38164	7/9/2019	000032	READY REFRESH BY NESTLE			169.01
	19F0029022365	05/27-06/26/2019 - CH - Drinking Water Service		001-410-60800		94.64
	19F0029022381	5/27-6/26/2019 - CC/LIB - DRINKING WATER SERVICE		001-410-60800		40.45

Check Disbursements - City Council - July 25, 2019

Payment Dates: 07/03/2019 - 07/16/2019

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
	19F0029154614	5/27-6/26/2019 - PLNG - DRINKING WATER SERVICE		001-410-60800		33.92
38165	7/9/2019	000438	SANTA YNEZ VALLEY HARDWARE			114.63
	INV0010853	June 2019 - Misc Mat'l/Supplies		001-558-61140		30.14
	INV0010853	June 2019 - Misc Mat'l/Supplies		020-601-61140		84.49
38166	7/9/2019	001116	SANTA YNEZ VALLEY STAR			128.00
	4355	JULY 2019 - REC - JULY A ISSUE		001-511-60510		128.00
38167	7/9/2019	000706	SATCOM GLOBAL, INC.			53.18
	A107190061	Srvc->6/30/2019 - Iridium SIM Card		001-410-60014		53.18
38168	7/9/2019	001390	SCOTT WOLFE			646.19
	INV0010848	6/30-7/5/2019 - CM - Temporary Housing - New Hire		001-402-60710		646.19
38169	7/9/2019	000161	STATE OF CALIFORNIA - DOJ			32.00
	391096	June 2019 - HR - Pre-Employ Fingerprinting		001-403-60022		32.00
38170	7/9/2019	001071	Tractor Supply Co			218.64
	INV0010855	JUNE 2019 - Misc Maint/Repair Items		001-552-60258		44.15
	INV0010855	June 2019 - Misc Maint/Repair Items		020-601-67600		174.49
38171	7/9/2019	000862	TYLER TECHNOLOGIES, INC.			13.40
	025-264400	June 2019 - UB Notification Calls/SMS		005-701-60210		6.70
	025-264400	June 2019 - UB Notification Calls/SMS		020-601-60210		6.70
38172	7/16/2019	000005	ABALONE COAST ANALYTICAL, INC.			904.50
	4652	JUNE 2019 - WWTP - CHEMICALS/ANALYSIS		005-701-61111		664.00
	4656	JUNE 2019 - DWTP - CHEMICALS/ANALYSIS		020-601-61111		240.50
38173	7/16/2019	000509	ALAN NEEDHAM dba			18,666.55
	26496	6/5/2019 - RVP - IRRIGATION REPAIR		001-552-60258		931.55
	26497	6/7/2019 - MOW & CLEAN-UP - VAC LOT		001-556-60800		125.00
	26505	JUNE 2019 - MONTHLY LANDSCAPE MAINT/PRKS/MEDNS		001-552-60800		11,200.00
	26505	JUNE 2019 - MNTHLY LNDSCPE MAINT - FAC & STS		001-556-60800		3,960.00
	26623	6/22/2019 - AOF/RIVERVIEW - TREE TRIMMING		001-556-60800		1,250.00
	26624	7/3/2019 - RVP - DRAINAGE CHANNEL CLEAN-OUT		001-552-60800		1,200.00
38174	7/16/2019	000065	BURKE, WILLIAMS & SORENSEN, LLP			12,969.20
	242817	JUNE 2019 - LEGAL SERVICES		001-404-60840		10,250.00
	242818	JUNE 2019 - LEGAL SERVICES		001-404-60840		2,719.20
38175	7/16/2019	000800	CARR'S BOOT SHOP, INC. dba			173.99
	6878	7/7/2019 - WWTP - SAFETY BOOTS		005-701-67600		173.99
38176	7/16/2019	001348	CITY OF GOLETA			193,728.83
	20-01	7/1/19-6/30/20 - Annual Billing - Buellton Library		001-510-60800		193,728.83
38177	7/16/2019	000655	COAST NETWORKX, INC.			1,266.06
	21225	7/9/2019 - NETWORK STORAGE SERVER		001-410-72300		1,266.06
38178	7/16/2019	000118	COASTAL COPY, INC.			43.62
	860786	5/29-6/28/2019 - REC - Copier Overage charge		001-511-61130		43.62
38179	7/16/2019	000193	FIRST NATIONAL BANK OF OMAHA			7,498.21
	INV0010861	K Abello - CC through 6/17/2019		001-511-60800		79.95
	INV0010861	K Abello - CC through 6/17/2019		001-511-67140	51004-040	684.00
	INV0010861	K Abello - CC through 6/17/2019		001-511-67140		11.96
	INV0010862	M Bierzinski - CC through 6/17/2019		001-401-61130		47.24
	INV0010862	M Bierzinski - CC through 6/17/2019		001-402-60710		550.00
	INV0010862	M Bierzinski - CC through 6/17/2019		001-410-60900		36.91
	INV0010862	M Bierzinski - CC through 6/17/2019		001-410-61130		27.90
	INV0010863	R Hess - CC through 6/17/2019		001-558-60270		108.40
	INV0010863	R Hess - CC through 6/17/2019		001-558-61140		11.99

Check Disbursements - City Council - July 25, 2019

Payment Dates: 07/03/2019 - 07/16/2019

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
	INV0010863	R Hess - CC through 6/17/2019		005-701-60270		328.41
	INV0010863	R Hess - CC through 6/17/2019		005-701-60710		30.51
	INV0010863	R Hess - CC through 6/17/2019		005-701-61130		19.68
	INV0010863	R Hess - CC through 6/17/2019		020-601-60270		108.41
	INV0010864	A Keefer - CC through 6/17/2019		001-565-60710		481.56
	INV0010865	B Knecht - CC through 6/17/2019		001-511-60250		307.89
	INV0010865	B Knecht - CC through 6/17/2019		001-511-60270		81.38
	INV0010865	B Knecht - CC through 6/17/2019		001-511-60800		90.00
	INV0010865	B Knecht - CC through 6/17/2019		001-511-67135	54032-040	466.00
	INV0010865	B Knecht - CC through 6/17/2019		001-511-67135	54018-040	366.54
	INV0010865	B Knecht - CC through 6/17/2019		001-511-67135	54018-040	958.26
	INV0010865	B Knecht - CC through 6/17/2019		001-511-67135	54033-040	246.00
	INV0010865	B Knecht - CC through 6/17/2019		001-511-67140	51005-040	21.99
	INV0010865	B Knecht - CC through 6/17/2019		001-511-67140		66.50
	INV0010865	B Knecht - CC through 6/17/2019		001-511-67140		12.90
	INV0010866	L Reid - CC through 6/17/2019		001-401-61130		80.68
	INV0010866	L Reid - CC through 6/17/2019		001-403-60710		67.62
	INV0010866	L Reid - CC through 6/17/2019		001-410-60900		651.62
	INV0010866	L Reid - CC through 6/17/2019		001-410-61130		48.89
	INV0010867	H Sierra - CC through 6/17/2019		001-401-60710		550.00
	INV0010868	P Smith - CC through 6/17/2019		001-511-60900		23.40
	INV0010868	P Smith - CC through 6/17/2019		001-511-67140	51005-040	609.23
	INV0010869	S Zamora - CC through 6/17/2019		001-410-60900		9.96
	INV0010869	S Zamora - CC through 6/17/2019		001-410-61130		186.08
	INV0010869	S Zamora - CC through 6/17/2019		001-420-60710		24.00
	INV0010869	S Zamora - CC through 6/17/2019		001-558-60250		102.35
38182	7/16/2019	000812	KOSMONT & ASSOCIATES, INC.			5,556.20
	1807-1-007	6/1-30/2019 - ED Services 2018-2019		001-22416	90057-070	2,138.75
	1807-1-007	6/1-30/2019 - ED Services 2018-2019		001-565-60800		3,417.45
38183	7/16/2019	000587	KYLE ABELLO			150.94
	INV0010858	7/11/2019 - REC - REIMBURSEMENT SNACKS		001-511-67140	51004-040	150.94
38184	7/16/2019	000310	MARBORG INDUSTRIES			195.00
	4659382	6/30/2019 - WWTP - ROLL OFF RENTAL		092-706-74100		195.00
38185	7/16/2019	000342	NIELSEN BUILDING MATERIALS, INC			18.81
	716429	6/28/2019 - PW - REPAIR ITEMS		001-552-60255		18.81
38186	7/16/2019	000352	P G & E			32,887.36
	INV0010860	6/6-7/7/2019 - Electrical Services		001-410-61241		748.85
	INV0010860	6/6-7/7/2019 - Electrical Services		001-501-61241		592.26
	INV0010860	6/6-7/7/2019 - Electrical Services		001-510-61241		317.05
	INV0010860	6/6-7/7/2019 - Electrical Services		001-550-61241		4,520.04
	INV0010860	6/6-7/7/2019 - Electrical Services		001-552-61241		414.41
	INV0010860	6/6-7/7/2019 - Electrical Services		001-556-61241		91.19
	INV0010860	6/6-7/7/2019 - Electrical Services		001-565-61241		258.86
	INV0010860	6/6-7/7/2019 - Electrical Services		005-701-61241		10,235.25
	INV0010860	6/6-7/7/2019 - Electrical Services		020-601-61241		15,709.45
38187	7/16/2019	001390	SCOTT WOLFE			413.20
	INV0010859	7/8-12/2019 - REIMBURSEMENT - Temporary Housing		001-402-60710		413.20
38188	7/16/2019	001188	The Hankering Corporation			137.38
	77082	7/8/2019 - CM - BUSINESS CARDS		001-402-60900		68.69
	77135	7/12/2019 - Business Cards		001-511-60900		68.69
38189	7/16/2019	000529	TRANSFIRST HEALTH & GOVERNMENT SVCS			362.10
	ARINV108108	JUNE 2019 - REC - MERCHANT FEES		001-511-60900		362.10
Payment Total:						293,422.37

Report Summary

Fund Summary

Fund	Payment Amount
001 - General Fund	257,086.37
005 - Sewer Fund	18,757.88
020 - Water Fund	17,383.12
092 - Capital Improvement Proj Fund	195.00
Grand Total:	293,422.37

Account Summary

Account Number	Account Name	Payment Amount
001-22416	Developer Deposit	2,138.75
001-401-50400	Medical Benefit	660.85
001-401-60710	Travel & Training	550.00
001-401-61130	Office Supplies	127.92
001-402-50400	Medical Benefit	115.02
001-402-60710	Travel & Training	1,609.39
001-402-60900	Miscellaneous	68.69
001-403-50400	Medical Benefit	69.02
001-403-60022	Recruitment Expense	1,035.40
001-403-60710	Travel & Training	67.62
001-404-60840	Contract Services-Legal Fees	12,969.20
001-410-60014	Emergency Operations	53.18
001-410-60800	Contract Services	169.01
001-410-60900	Miscellaneous	773.49
001-410-61130	Office Supplies	262.87
001-410-61241	Utilities - Electric	748.85
001-410-67200	Community Organization Support	4,200.00
001-410-69600	Undesignated Misc Support	250.00
001-410-72300	Computer Equipment	1,266.06
001-420-50400	Medical Benefit	200.47
001-420-60710	Travel & Training	24.00
001-501-61241	Utilities - Electric	592.26
001-510-60800	Contract Services	193,728.83
001-510-61241	Utilities - Electric	317.05
001-511-50400	Medical Benefit	316.89
001-511-60250	Maintenance/Repair	307.89
001-511-60270	Maintenance-Vehicles	208.44
001-511-60510	Advertising	536.00
001-511-60800	Contract Services	169.95
001-511-60900	Miscellaneous	454.19
001-511-61130	Office Supplies	43.62
001-511-67135	Buellton Rec Program Trips	2,036.80
001-511-67140	Buellton Recreation Program	1,557.52
001-550-61241	Utilities - Electric	4,520.04
001-552-60255	Maintenance/Repair-Golf Course	18.81
001-552-60258	Maintenance/Repair-River View	975.70
001-552-60800	Contract Services	12,400.00
001-552-61241	Utilities - Electric	414.41
001-556-60800	Contract Services	5,335.00
001-556-61241	Utilities - Electric	91.19
001-558-50400	Medical Benefit	621.91
001-558-60250	Maintenance / Repair	102.35
001-558-60270	Maintenance - Vehicles	114.63
001-558-60800	Contract Services	480.96
001-558-61140	Operational Supplies	42.13
001-565-50400	Medical Benefit	182.14
001-565-60710	Travel & Training	481.56
001-565-60800	Contract Services	3,417.45
001-565-61241	Utilities - Electric	258.86

Account Summary

Account Number	Account Name	Payment Amount
005-701-50400	Medical Benefit	526.85
005-701-60210	Computer Maintenance &Software	6.70
005-701-60250	Maintenance / Repair	6,000.00
005-701-60270	Maintenance - Vehicles	328.41
005-701-60710	Travel & Training	30.51
005-701-60800	Contract Services	120.24
005-701-61111	Chemicals / Analysis	784.00
005-701-61130	Office Supplies	551.93
005-701-61241	Utilities - Electric	10,235.25
005-701-67600	Safety Equipment	173.99
020-601-50400	Medical Benefit	526.84
020-601-60210	Computer Maintenance &Software	6.70
020-601-60270	Maintenance - Vehicles	108.41
020-601-61111	Chemicals / Analysis	240.50
020-601-61130	Office Supplies	532.24
020-601-61140	Operational Supplies	84.49
020-601-61241	Utilities - Electric	15,709.45
020-601-67600	Safety Equipment	174.49
092-706-74100	Construction and Improvements	195.00
Grand Total:		293,422.37

Project Account Summary

Project Account Key		Payment Amount
None		287,780.66
51004-040	Summer Camp 2019	834.94
51005-040	Teen & Sports Camp 2019	631.22
54018-040	Yellowstone National Park 5/28-6/3/2019	1,324.80
54032-040	Frozen @ Pantages 1/19/20	466.00
54033-040	Mean Girls @ Pantages 5/30/20	246.00
90057-070	Hawkeye Investments/MN Development Co	2,138.75
Grand Total:		293,422.37

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: July 25, 2019

Subject: Monthly Treasurer’s Report – June 30, 2019

BACKGROUND

California Government Code Section 53646(b)(3) provides mandatory investment reporting requirements for California public agencies. The attached Treasurer’s Report complies with the State’s reporting requirement.

On June 14, 2018, Council adopted the current Investment Policy per Resolution 18-15, which states the City’s Finance Director, as the investment officer, must submit monthly reports to City Council to demonstrate that sufficient cash flow liquidity is available to meet the succeeding month’s estimated expenditures.

This Treasurer’s Report is for June 30, 2019. Treasurer’s Reports are presented on a monthly basis.

FISCAL IMPACT

There is no fiscal impact; this report is intended to show the City Council the financial performance of the City’s investment portfolio of idle funds.

RECOMMENDATION

That the City Council receive and file the Treasurer’s Report for the month ending June 30, 2019.

ATTACHMENTS

Attachment 1 – Monthly Treasurer’s Report – June 30, 2019



City of Buellton

City of Buellton

Monthly Treasurer's Report

For the month ending in June 30, 2019

July 25, 2019

This report presents the City's cash activity and investment portfolio as of June 30, 2019. The report includes:

- 1) Cash and investments at June 30, 2019 compared to the prior month;
- 2) A reconciliation of cash and investments to City ledger balances;
- 3) All investments managed by the City on its own behalf;
- 4) Beginning of year fund balance, revenues, expenditures and ending fund balance for each fund at June 30, 2019

The following schedule is a summary of the City's cash and investments based on recorded value as of June 30, 2019 compared with the prior month.

	June 30, 2019	May 31, 2019
Cash	\$ 6,190,444.43	\$ 5,895,463.18
Investments held by the City	9,823,875.98	9,815,981.96
TOTAL CASH AND INVESTMENTS	\$ 16,014,320.41	\$ 15,711,445.14

Summary of activity for the Month and Future Liquidity: The majority of the difference in the recorded value for cash and investments held by the City from last month is as a result of the receipt of April 2019 sales tax and receipt of May 2019 hotel occupancy tax. The portfolio is sufficiently liquid to meet expected expenditures for the coming six months.

The following schedule is a reconciliation of Cash and Investments to City ledger:



Bank Reconciliation - June 2019

City of Buellton, CA
For the Period Ending 6/30/2019

ACCOUNT #	ACCOUNT NAME	05/31/2019 BALANCE	CURRENT ACTIVITY	06/30/2019 BALANCE
CLAIM ON CASH				
001-10000	Claim On Pooled Cash	9,403,405.11	(5,101.00)	9,398,304.11
005-10000	Claim On Pooled Cash	1,534,545.68	21,329.44	1,555,875.12
006-10000	Claim on Pooled Cash	216,769.57	-	216,769.57
020-10000	Claim On Pooled Cash	2,370,396.68	178,631.71	2,549,028.39
021-10000	Claim on Pooled Cash	340,750.99	24,304.00	365,054.99
023-10000	Claim On Pooled Cash	482,901.91	-	482,901.91
024-10000	Claim On Pooled Cash	35,170.81	278.00	35,448.81
025-10000	Claim On Pooled Cash	293,143.13	17,149.99	310,293.12
027-10000	Claim On Pooled Cash	329,911.31	(1,131.37)	328,779.94
029-10000	Claim On Pooled Cash	29,192.93	-	29,192.93
031-10000	Claim On Pooled Cash	458,317.43	57,414.50	515,731.93
075-10000	Claim On Pooled Cash	216,939.59	10,000.00	226,939.59
090-10000	Claim On Pooled Cash	-	-	-
091-10000	Claim On Pooled Cash	-	-	-
092-10000	Claim On Pooled Cash	-	-	-
TOTAL CLAIM ON CASH		<u>15,711,445.14</u>	<u>302,875.27</u>	<u>16,014,320.41</u>
CASH IN BANK				
Cash in Bank				
999-10001	Pooled Cash - General Checking	5,883,694.59	294,720.30	6,178,414.89
999-10002	Pooled Cash - Money Market	206,333.30	31.65	206,364.95
999-10003	Pooled Cash - FSA	11,768.59	260.95	12,029.54
999-10004	Pooled Cash - Brokerage	1,237,572.02	7,862.37	1,245,434.39
999-10005	Pooled Cash - LAIF	8,372,076.64	-	8,372,076.64
TOTAL: Cash in Bank		<u>15,711,445.14</u>	<u>302,875.27</u>	<u>16,014,320.41</u>

Per Statements: 6/30/2019	
Rabobank General Checking	6,348,125.08
Rabobank Money Market	206,364.95
Rabobank FSA	12,029.54
Local Agency Investment Fund	8,372,076.64
Multi-Securites Bank	1,245,434.39
Total Cash per Statements:	16,184,030.60

Claim on Cash vs. Total Cash Per Statements:	(169,710.19)
Outstanding items per System Reconciliation	(169,710.19)
Difference:	(0.00)

City of Buellton
Investment Summary
June 30, 2019

	Percent of Portfolio	Yield	Maturity Term	Maturity Date	Par Value	Market Value
Local Agency Investment Fund - LAIF	86.40%	2.55%	n/a	n/a	\$8,372,076.64	\$ 8,372,076.64
Certificates of Deposits						
(Held with Multi-Securities Bank)						
Direct Federal Credit Union	1.03%	2.75%	16 mo.	1/24/2020	100,000.00	100,350.00
Goldman Sachs Bank	2.06%	2.75%	2 yrs.	5/11/2020	200,000.00	200,986.00
Wells Fargo Bank	2.57%	2.25%	5 yrs.	8/16/2022	249,000.00	248,367.54
Sallie Mae Bank	1.03%	3.20%	5 yrs.	5/9/2023	100,000.00	102,527.00
First Technology Bank Fed Cr Un	1.06%	3.60%	5 yrs.	12/26/2023	103,000.00	107,344.54
First Technology Bank Fed Cr Un	1.03%	3.35%	5 yrs.	2/6/2024	100,000.00	103,176.00
Comenity Cap Bank	1.65%	2.80%	5yrs.	4/15/2024	160,000.00	161,168.00
Morgan Stanley Bank	1.03%	2.75%	5 yrs.	5/2/2024	100,000.00	100,483.00
Multi-Securities Bank - Cash in Holding						121,032.31
Money Market (Held with Rabobank)	2.13%	0.20%		n/a	206,364.95	206,364.95
Total City Investments	<u>100.00%</u>				<u>\$9,690,441.59</u>	<u>\$ 9,823,875.98</u>

Currently, short-term excess cash is primarily invested in the Local Agency Investment Fund (LAIF) administered by the State Treasurer. This is a high quality investment available in terms of safety, liquidity, and yield. Due to fluctuations in the marketplace, the City may have some investments with a current market value that is greater or less than the recorded value. This difference has no effect on investment yield as the City intends to hold the securities to maturity. However, generally accepted accounting principles require that market gains and losses be reported as interest earnings or losses at year-end.

The following is a fund balance schedule showing beginning fund balance at July 1, 2018 plus revenues minus expenditures for the period, resulting in ending fund balance at June 30, 2019. Fund balance includes total assets and liabilities of the City.



City of Buellton, CA

Fund Balance Report

As Of 06/30/2019

Fund	July 1, 2018 Balance	Total Revenues	Total Expenses	June 30, 2019 Balance
001 - General Fund	8,427,913.48	7,757,512.43	6,557,144.37	9,628,281.54
005 - Sewer Fund	3,143,179.31	1,245,649.84	1,015,147.42	3,373,681.73
006 - Wastewater Capital	196,217.58	34,790.45	-	231,008.03
020 - Water Fund	5,959,609.27	2,587,329.56	2,040,764.44	6,506,174.39
021 - Water Capital	325,189.20	78,983.06	-	404,172.26
023 - Housing Fees	479,112.54	4,789.37	1,000.00	482,901.91
024 - Traffic Mitigation Fund	30,127.75	5,321.06	-	35,448.81
025 - Gas Tax Fund	264,136.29	266,524.15	231,068.55	299,591.89
027 - Local Transportation Fund	175,558.15	174,441.71	32,259.92	317,739.94
029 - Transportation Planning	(129,427.38)	25,877.13	32,790.00	(136,340.25)
031 - Measure A	338,030.43	372,745.79	210,513.67	500,262.55
075 - Trust & Agency Fund	4,335.99	2,253.09	-	6,589.08
090 - Long-Term Debt	(2,503,477.00)	-	-	(2,503,477.00)
091 - General Fixed Assets	20,168,947.11	-	-	20,168,947.11
092 - Capital Improvement Proj Fund	-	804,465.25	804,465.25	-
	36,879,452.72	13,360,682.89	10,925,153.62	39,314,981.99

As required by Government Code Section 53646 (b) (3), the chief officer for the City declares that there is sufficient funds to meet all obligations for the next six months.

Shannel Zamora

Shannel Zamora
Finance Director

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: July 25, 2019

Subject: Quarterly Report for January 1, 2019 through March 31, 2019 from Visit Santa Ynez Valley (VisitSYV)

BACKGROUND

Attached is the 2019 first quarter report for the period beginning January 1, 2019 through March 31, 2019 from Visit Santa Ynez Valley.

RECOMMENDATION

That the City Council receive and file the 2019 first quarter report.

ATTACHMENT

Attachment 1 – Quarterly Report for the 1st quarter of 2019 from Visit Santa Ynez Valley.



1st Quarter 2019 Report of the Santa Ynez Valley Hotel Association (dba Visit the Santa Ynez Valley) – Submitted 7/17/19

VisitSYV is reporting activity since the 2018 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

Beginning balance on January 1st, 2019: \$278,905

Q1 Income

TBID Funding received 1/1/19 through 3/31/19: \$211,173

Membership income: \$1,625

Total Income received 1st quarter: \$212,798

Expenses

Advertising/Marketing: \$103,336

Grants/Special Projects: \$16,289

Travel & Conventions: \$11,731

Personnel Costs: \$59,912

Contract services: \$9,200

Facilities/equipment: \$1,602

Operations: \$1,897

Other types of expenses: \$1,570

Total expenses 1st quarter: \$205,537

Ending Balance as of March 31, 2019: \$286,166



Membership

We receive TBID funding from 34 lodging properties and currently have **222 total 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, 2019 – March 31, 2019)

Santa Ynez Valley Marketing Campaign

The year began with a new test campaign for the Santa Ynez Valley. The 2019 VisitSYV Marketing Campaign consists of VisitSYV as the sole stakeholder with \$200k invested. DVA Advertising & PR Agency has been contracted for public relations, while a new ad campaign is being tested using Oniracom. VisitSYV is pleased to report on the metrics supporting the benefits of the collective marketing program. First quarter marketing results are detailed below.

Actionable Intelligence Report

To better understand the Santa Ynez Valley's existing consumer audience, and identify emerging audiences, VisitSYV contracted with Oniracom to develop an in-depth Actionable Intelligence Report. This 40+ page document includes the following:

- Current consumer demographics (sex, race, wealth, marital status, age) and Psychographics (affinities, brands, media, content). This data was mined via consumer listening through conversations, comments, and posts mentioning 'Santa Ynez' across social marketing platforms, from Twitter to Instagram, Reddit, and blogs, all mined from conversations held over the last 24 months. Data was also pulled from conversations around the remaining Santa Ynez Valley towns of Ballard, Buellton, Solvang, Los Olivos, and Los Alamos.
- Newly identified/aspirational audience demographics (sex, race, wealth, marital status, age) and Psychographics (affinities, brands, media, content).
- Current and target consumer profiles were enriched using online and offline data sources, including but not limited to Acxiom, Experian, and Criteo. This data grants deep insight into the individuals and aggregate groups, delivering information around demographic, sociographic, and spending information. With this information, an understanding is built around consumer affinities, goals, what is spent on particular products, amongst many other insights.
- These detailed looks at conversation data, personas, and surveys of specific audiences enabled us to create actionable strategies and tactics to elevate our marketing and sales communications, thereby increasing our existing audiences while nurturing a new, aspirational audience with visitation and spending power.

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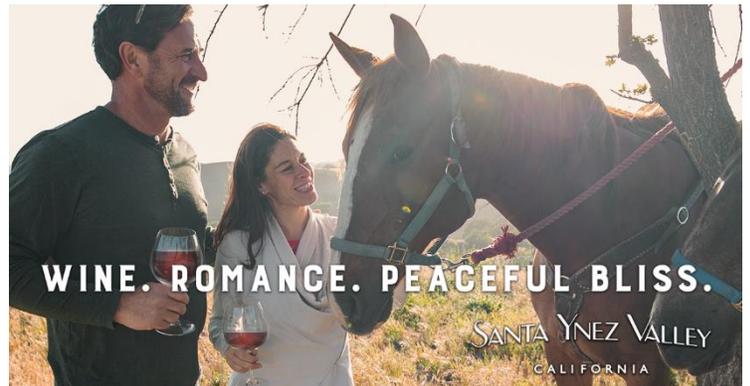


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Creative

VisitSYV kicked off 2019's marketing program with a new test set of campaign creative developed by Oniracom in order to target the personas identified in the aforementioned Actionable Intelligence Report.

Sample ads tested



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Public Relations Campaign

Public relations efforts for 2019 have focused on outreach to major regional and national media outlets, drive markets including Los Angeles, San Diego, and San Francisco, and an increased outreach effort targeting Santa Barbara airport direct flight markets (Dallas, Denver, Las Vegas, Oakland, San Francisco, Minneapolis, Phoenix, Portland, Sacramento, and Seattle). Press releases distributed include two Santa Ynez Valley Restaurant Weeks releases; a Romance-themed February release; a Spring-themed release and media invitation; and a U-trip itinerary planning announcement press release.

Media coordination for planned or completed visits in the first quarter of 2019 included:

- Itinerary development for Houston-based fashion, food, and travel influencer **Alice Kerley** (66.5k followers on IG) regarding a Jan. 7-9 media visit.
- Media visit planning for travel & food blogger/influencer **Courtney O'Dell** (65k followers on IG), for a Jan. 9-10 visit in conjunction with Visit California ahead of SYV Restaurant Weeks.
- Media visit planning for **Sean Wolf Galuszka** from The FIGHT LGBTQ website and magazine, for his Jan. 26-28 visit.
- Media visit planning for **June Naylor** from 360 West Magazine, for her visit to the Santa Ynez Valley the week of April 15.
- Media visit coordination for **Anthea Gerrie** from Trip Reporter (UK), for her Feb. 1-2 visit.
- Media visit coordination for influencer **Ania Boniecka** (116k IG followers) for her Feb. 10-13 visit.
- Coordination with travel, fitness, and fashion influencer **Juli Bauer** (336k followers on IG) regarding a March 8-10 visit with her husband, focused on romance and couples travel.
- Media visit planning for luxury, food, travel, and beauty influencer **Loreen H.** (190k IG followers) for a March 21-27 visit.
- Information and recommendations to **James Innes-Smith** for lodging and activities in the Santa Ynez Valley related to his early March visit on assignment for the Daily Mail (UK).
- Media visit planning for influencer **Melanee Shale** (183k IG followers) for a May 19-21 visit.
- Outreach to **Jacqueline Gifford**, travel director at Departures, re: fall California themed issue.
- Initial discussions with **Lauren Mowery** regarding a visit to the Santa Ynez Valley for Wine Enthusiast, in response to spring media invitation.
- Response and quotes provided to **Danielle Centoni** regarding sparkling rose story for Alaska Beyond magazine.

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Public Relations Results

Total value of public relations media coverage for Q1 2019: **\$3,482,113***

Total circulation/viewership of editorial coverage for Q1 2019: **8,275,962**

Total unique visitors/month of editorial coverage for Q1 2019: **183,975,345**

This media valuation includes [this 10-page Santa Ynez Valley feature in Sunset Magazine](#), the result of a media visit hosted by Visit the Santa Ynez Valley in 2018, published in the February 2019 print issue.

Digital Results

In Q1 of 2019 VisitSYV utilized paid social as part of a comprehensive new ad testing and improvement period, and targeted digital strategy. Testing parameters included:

- Advertising Audience (e.g.: The 3 personas identified as millennial couples, Gen X families, and Baby Boomers; the retargeting audience who have visited the website vs. geo-targeted demographic, e.g direct flight vs. drive markets)
- Creative / Storytelling content (e.g.: landscapes similar to past creatives, vs. images of people as we've discussed)
- Platform & Ad Unit

See the metrics below.

Facebook Metrics for February 14 - March 4, 2019

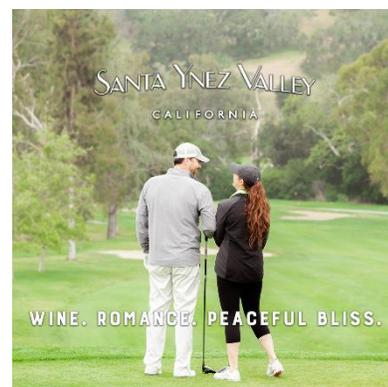
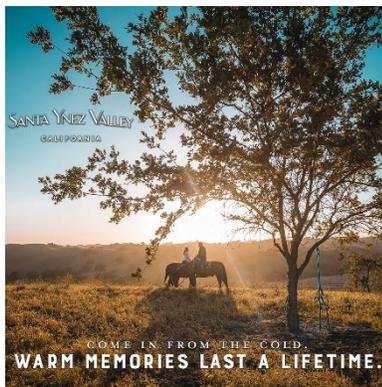
278,996 total impressions

192,975 reach

1.12% CTR

3,115 clicks

\$0.65 CPC



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2019 Santa Ynez Valley Destination Guide

VisitSYV worked with Griffin Publishing to create the 2019 destination guide, with over 90 pages covering the Santa Ynez Valley. **95,000** copies were printed, 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 **1,986,003** pageviews. The site has also garnered **117,848** clicks to our members' individual websites. The top 5 most popular pages on the site are as follows: (1) **Homepage**; (2) **Wine Tasting**; (3) **Restaurant Week**; (4) **Events**; (5) **Discover Los Olivos**.

Utrip

In February 2019, we added Utrip, an itinerary-building, trip-planning software to the website. The data-driven travel personalization platform optimizes travel experiences around a user's preferences, budget, and other relevant factors. Utrip's technology enables visitors to the Santa Ynez Valley to create unique, personalized itineraries for their trips to the region. Users can easily discover activities that fit their tastes and travel dates, and fully customize their experience in the Santa Ynez Valley.

VisitSYV Promotions

Santa Ynez Valley Restaurant Weeks (January 27- February 10, 2019) is an annual VisitSYV promotion which ties in with Visit California's Restaurant Month promotion. For the first time ever, we expanded the weeklong promotion into two weeks. DineSYV.com received **33,801 pageviews** with over **4,811** users from San Francisco and **3,596** users from Los Angeles; most remaining users came from the Central Coast, however developing audiences included San Diego, Denver, and Phoenix. VisitSYV's Restaurant Week advertising campaign reached consumers via Facebook advertising (**148,988** impressions, **104,051** reach, and **2,191** clicks to DineSYV.com), 3 issues of The Independent (**40,000** printed), the Santa Ynez Valley Star, the Santa Ynez Valley News, and printed poster (**70** printed) and postcard distribution (**2,000** 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 34 VisitSYV restaurants participated, 11 hoteliers



offered packages and discounts, and an added 6 wineries and tasting rooms participated as a pairing feature. Please see analytic reports below.

DineSYV.com

Total Page views for DineSYV.com: **33,801**

Avg Time Spent on page: **00:04:37 (12.72% YOY increase)**

Top Traffic Sources

Google: **18,116**

Direct: **8,692*** *direct traffic can be attributed to print advertising, posters & postcards*

Facebook: **4,300+**

Q1 Social Media Stats

- Our **Facebook** audience increased to over **16,576** likes.
- VisitSYV **Twitter** account increased to **4,125** followers.
- VisitSYV **Instagram** continued to climb in followers, with **5,212** followers.

Additional Print Advertising

2019 California Visitors Guide & Central Coast Insert

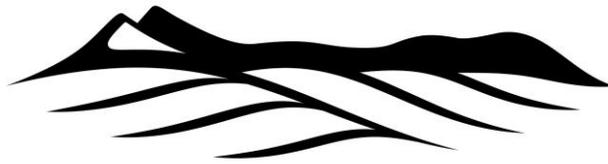
VisitSYV partnered with the California Central Coast Tourism Council for an insert listing and a directory listing in the Official 2019 California Visitors Guide (**500,000 copies printed**). Distribution takes place via newsstand copies, Visit California and Sunset events, direct mailings to qualified 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.

Santa Barbara Visitors Magazine

VisitSYV 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.

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Westways: Discover March/April 2019

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

Santa Ynez Valley Star

VisitSYV sponsors a monthly 1/4 page ad in the Santa Ynez Valley Star, which is used to highlight upcoming special events and draw users back to our events calendar at VisitSYV.com/events.

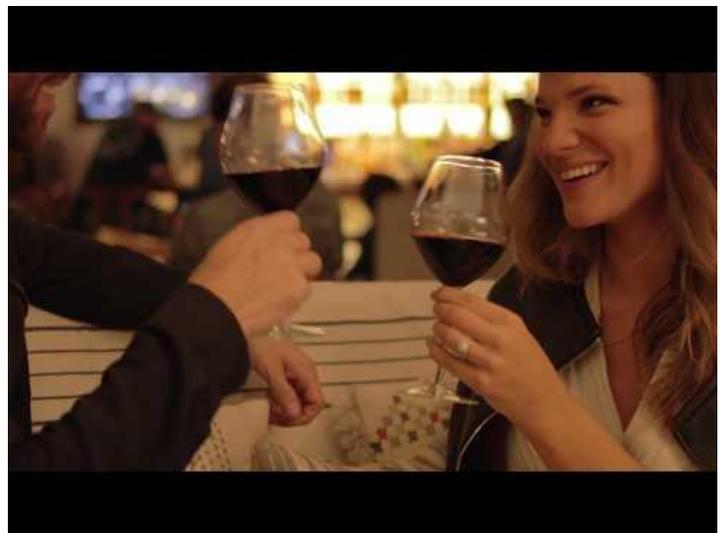
Additional Display Advertising

Santa Barbara International Film Festival

VisitSYV was a proud on-screen sponsor at the Santa Barbara International Film Festival, January 30 – February 9, 2019. Our full screen ad was played before over 300 screenings during the festival. 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.

New Video Content produced by VisitSYV

In Q1, we released two new videos showcasing the Santa Ynez Valley, this time touting how much you can do in 48 hours in the SYV. These videos along with stills from the shoot will be used for a Spring campaign across digital platforms, targeting drive and fly markets along with return website visitors. The newly released long form video can be found [here](#), and the short-form, 30 second video can be found [here](#).



Airport Digital Display Ad Buy

VisitSYV continued to run digital display advertising in the Santa Barbara Airport which encourages travelers to visit the Santa Ynez Valley, highlighting that we are only 30 minutes north of the airport. Our ads play on a digital screen strategically placed by baggage claim and

SANTA YNEZ VALLEY

CALIFORNIA



VISITSYV.COM

tourist information. Ads began June 1, 2017 and continue through June 2019. In addition, VisitSYV has contracted with Certified Folder to distribute our 2019 Destination Guide in the airport, featured just below our digital display advertising.

Trade Shows

Denver Travel & Adventure 2019

VisitSYV had a booth at the Denver Travel & Adventure Show, February 23-24, 2019. Vice President of Marketing, Danielle Laudon Ruse engaged with consumers over the course of the 2-day show and distributed SYV Destination Guides. The Denver Travel & Adventure Show serves as an excellent way to gain engagement and brand awareness in an emerging direct flight market for the Santa Ynez Valley. The show had over 15,200 attendees; 1,299 travel trade; 274 travel agents; and 63 press. **49.7%** of show attendees have a household income of over \$150,000, demonstrating a valuable consumer audience.

Dallas Travel & Adventure 2019

VisitSYV had a booth at the Dallas Travel & Adventure Show, March 30-31, 2019. President & CEO, Shelby Sim, and Vice President of Marketing, Danielle Laudon Ruse, engaged with consumers over the course of the 2-day show, and distributed SYV Destination Guides. The 2019 Dallas Travel & Adventure Show was another excellent show for increased engagement and brand awareness in Dallas, another emerging direct flight market for the Santa Ynez Valley. The show had over 15,300 attendees; 1,332 travel trade; 330 travel agents; and 49 press. **47.2%** of show attendees have a household income of over \$150,000, also demonstrating a valuable consumer audience.

Staff & Board Development

Visit California Travel Outlook

Shelby Sim and Danielle Laudon Ruse attended the Visit California Travel Outlook in Rancho Palos Verdes February 11 – 13, 2019. VisitSYV staff was able to network with Visit California’s international representatives and fostered both new and existing relationships. Staff also learned about current travel trends and strategies.

DMA West Tech Summit

Danielle Laudon Ruse attended DMA West’s three-day tech conference in Albuquerque, New Mexico, March 20-22, 2019, which included expert-led general sessions, labs and workshops. Laudon Ruse learned about DMO marketplace changes and how to evolve and adapt VisitSYV’s current marketing and engagement



strategies. Topics included how DMO's can better leverage consumer data collection via pixel tracking to create lookalike audiences, how to analyze and implement new strategy via Google Analytics and Google DMO partnerships, and how to use affordable video strategies to effectively market your destination.

Grants & Special Projects 1st Quarter 2019

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: **\$3,750**
- Wine & Chili Festival, produced by the Buellton Visitors Bureau: **\$3,750**
- NatureTrack Film Festival, produced by NatureTrack: **\$5,000**
- Scotty McCreery Concert, produced by Solvang Festival Theater: **\$2,500**
- Bike Tourism Summit Colloquium, produced by Santa Barbara Cycling Coalition: **\$1,000**
- Garagiste Festival, produced by Garagiste Events, Inc.: **\$3,250**

Collaborations with Santa Barbara County DMOs and other organizations

VisitSYV collaborates actively with other county destination marketing organizations, including the Solvang Conference & Visitors Bureau, Buellton Visitors Bureau, the Santa Barbara County Vintners Association, Visit Santa Barbara, the Los Olivos, Buellton, Solvang, and Santa Ynez Chambers as well as the Los Alamos Business Association, 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 President 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, cannabis, wine ordinance and special events ordinance hearings is anticipated by President, Shelby Sim, and, when needed, Linda Johansen, Chairman.



Organization

On January 1st, Jamie Farlow, Director of Marketing for the Fess Parker Wine Country Inn stepped down from the board and was replaced by Nedra Johnson, General Manager for the Alamo Hotel (Los Alamos).

The board continues to meet monthly, normally the 2nd Thursday of the month, 9:00 a.m. The venue has changed to the Chumash Casino. 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

President & CEO - Shelby Sim

Vice President of Marketing - Danielle Laudon Ruse

Digital Coordinator & Member Services – Marisa Yott

The board members are:

Chairman – Linda Johansen, Owner, Pea Soup Andersen’s Inn, Buellton

Vice Chairman – Andrew Economon, Director of Hospitality, Chumash properties, including Hotel Corque and Hadsten House

Secretary – Sherrie FitzGerald, Director of Marketing, Alisal Guest Ranch and Resort, Solvang

Treasurer – Bryan Maroun, General Manager, Sunstone Winery, Santa Ynez

Nedra Johnson, General Manager, Alamo Motel, Los Alamos

Budi Kazali, Owner, Ballard Inn, Ballard

Karla Azahar, General Manager, Santa Ynez Valley Marriott, Buellton

Luca Crestanelli, Owner/Executive Chef, S.Y. Kitchen, Santa Ynez

Respectfully submitted by:

Shelby Sim, President and CEO

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

Shelby@VisitSYV.com

PO Box 633, Solvang, CA 93464

www.visitsyv.com, 805-451-6038



City of Buellton



PROCLAMATION RECOGNIZING LIBRARY VOLUNTEERS FOR THE GOLETA LIBRARY TRANSITION

WHEREAS, the Cities of Buellton and Goleta have been working on the transition of the Buellton Library into Library Zone Four administered by the City of Goleta; and

WHEREAS, since the beginning of 2019, the City of Goleta has been working on various aspects of the Library transition, including retagging all items within the Buellton Library; and

WHEREAS, the retagging of items was accomplished by numerous volunteers that spent many hours over the past few months to ensure the transition was completed before July 1; and

WHEREAS, the City of Buellton would like to thank the following volunteers for their services in assisting in the administrative transition to the City of Goleta:

Ursula Ferrall, Gerry, Dolores Wilson, Andrew Dale, Judith Dale, Shoshanah Schwartz, Alicia Thomas, Sherry Uyeda, Lisa Kenyon, Grace Siegel, Olivia Flisher, John Thomas, Samona Gielow, Mary King, Tori Andrade, Judi Just, Jillian Tempesta Jeremy More, Christine Carlin, Terry Smith, and Rosemary Verhegen.

NOW, THEREFORE, I, Holly Sierra, Mayor of the City of Buellton, on behalf of the Buellton City Council hereby recognize the volunteers listed above for their dedication and hard work in creating a seamless transition to the City of Goleta.

PRESENTED this 25th day of July 2019

Mayor

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: July 25, 2019

Subject: Discussion and Direction Regarding Non-Profit Funding for the Central Coast Film Society

BACKGROUND

During its regular City Council Meeting on June 27, 2019, the Central Coast Film Society (“Film Society”) addressed the City Council during public comment requesting Council to consider funding for the Film Society. The City Council agreed to bring back the funding request for discussion and direction.

The Central Coast Film Society is a 501(c) (3) non-profit organizing whose mission is to celebrate cinema and promote media, arts, and entertainment on the Central Coast. The Film Society was granted its non-profit status by the IRS on March 7, 2019 (Attachment 1). The meeting for funding Non-Profit Agencies was held during a regular City Council meeting on April 11, 2019. Due to the timing the Film Society received its Non-Profit determination letter; the Film Society was not able to submit a request for funding for Non-Profit Organizations in a timely manner.

Attachment 2 is the letter from the Central Coast Film Society requesting \$5,773 to purchase movie screening equipment that the Film Society can use at different types of indoor/outdoor venues. Attachment 3 is the Film Society’s most current financial statements. If approved by the City Council, funding for the Film Society would be allocated through the Non-Departmental Budget Unit of the General Fund. The total budgeted amount for Fiscal Year 2019/20 is \$30,000, which has already been fully allocated to other recipients. If the Council decides to provide funding for the Film Society, the budgeted amount would have to be increased and amended by the funding amount decided by the City Council. That amendment would come back to the City Council at a future meeting.

FISCAL IMPACT

The Fiscal Year 2019/20 Budget would require a budget amendment to reflect the funding allocation to the Central Coast Film Society. The funding allocation would come from the General Fund Account No. 001-410-67200 (Community Organization Support).

RECOMMENDATION

That the City Council discuss funding the Central Coast Film Society and determine whether to establish a funding allocation for FY 2019/20 and if so, provide direction to amend the FY 2019/20 budget at the next budget adjustment meeting by the funding amount determined by the City Council.

ATTACHMENTS

- Attachment 1 – IRS Determination Letter Dated March 7, 2019
- Attachment 2 – Central Coast Film Society Funding Request
- Attachment 3 – Central Coast Film Society Management Report

ATTACHMENT 1

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 07 2019**

CENTRAL COAST FILM SOCIETY
185 S BROADWAY ST STE 102
ORCUTT, CA 93455-4638

Employer Identification Number:
83-0787181
DLN:
17053219302028
Contact Person:
CYNTHIA A CLARK ID# 17264
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
March 20, 2018
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

CENTRAL COAST FILM SOCIETY

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Letter 947



CCFS Grant Request

June 27, 2019

To Whom It May Concern

As the Central Coast is a short distance from Hollywood, there is so many ties to film to various locations major motion pictures have filmed in the area, such as the Gainey Ranch as a set for "Of Mice and Men" and "Sea Biscuit," or Johnny Depp standing at the top of the Black Pearl on the Guadalupe Dunes.

Our new nonprofit organization, the Central Coast Film Society, has been formed to celebrate and promote film, media arts, entertainment and more.

The goal of the CCFS is to provide local filmmakers and films a venue to call home, foster future media artists, and create opportunities to get involved in the industry by hosting lectures, screenings and eventually a film festival.

This organization will do everything it can to help foster our future filmmakers and will look to help mentor local film students by having special screenings and interviews with industry professionals. Our students and emerging artists deserve every chance possible to actually do what they love to dream about.

CCFS is a volunteer board, we do not take salaries.

Funding Request

Since CCFS was launched in April of 2018, we recently received our 501c3 from the IRS (April 2019) and can officially start the projects we have been waiting to get started for a year.

The need we wanted to address was that of a film festival here in the Santa Ynez Valley that was different from SB and SLO and the more recent NatureTrack. There isn't a place where amateur/student film makers could get first hand experience and knowledge from those in the industry here in the valley and on the central coast. With so many industry professionals living here in the valley, it would serve as a great mentorship for young filmmakers to get together and collaborate.

We have hosted a few events at Parks Plaza in Buellton, but the conditions of using their facility are costly and not time effective.

The purpose of this request is to purchase movie screening equipment that we can use indoor or outdoor to host more events to encourage filmmakers to show their work here in the valley. With the mobile AV equipment, we can do screenings virtually anywhere, weather depending on outdoor events.

The optimal time for movies is in the early evening, and we can take the equipment to wineries, outdoor amphitheaters, community event centers, parks and more.

Especially when we gear up soon for our film festival, we can do screenings in unique places which will draw a lot of interest from locals, tourists and those out of the area but in the industry. We aim to make our events available to people of all ages and abilities.

How this will impact the residents and business owners of Buellton is drawing in people from local, regional, and beyond to come to Buellton and the Santa Ynez Valley for film. We have one of the most picturesque places to not only be a filmmaker, but this will be the forefront for screenings with it's unique settings for film screenings. There is a plethora of places just in Buellton which would draw crowds to see films, meet industry folks we have interested in hosting

lectures and meet and greets. With Buellton's many dining, places to stay and recreational activities it will keep people not only attending the screenings and events, but keep them here shopping and staying in hotels.

We will evaluate the effectiveness of our screenings and film festival with surveys, online participation, in attendance audience tracking and more.

We are requesting a donation for purchase of a Sony VPL-PHZ10 Laser Projector valued at \$2,799; purchase of a Elite Screens QuickStand Screen at \$1,674; and a Peavey Portable PA System valued at \$1,300. The total is \$5,773.

If any one of these would be able to be funded that would be incredible, even if not the full amount. The contingency plan is to host smaller events to raise the funds.

All our board members bring unique qualities to CCFS starting with our Executive Director Daniel Lahr who is a filmmaker and current film commissioner for Northern Santa Barbara County.

Our President Raiza Giorgi is skilled in media promotion as publisher of the SYV Star and SB Family and Life Magazine. Vice President Shaun Boyd worked on events with Sundance and Telluride Film Festivals, Secretary Chris Manigault is also a filmmaker and producer of the Oscar's Red Carpet pre show, Sarah Risely is a training executive at PG&E and is skilled in event coordination and funding, and Alexandra Baldaccino is our Treasurer and works in finance at Rabobank in Santa Maria.

All sponsors will be listed on marketing materials, our social media, website and mentioned in press.

Thank you for your consideration of our request. Please reach out to Daniel Lahr our Executive Director, with any follow up questions at 805-692-3000.

Sincerely,
Daniel Lahr
Executive Director
info@centralcoastfilmsociety.org

www.centralcoastfilmsociety.org

Management Report

Central Coast Film Society
For the period ended July 15, 2019



Prepared on
July 15, 2019

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Profit and Loss

July 1, 2018 - July 15, 2019

	Total
INCOME	
Donations	881.66
Grants	400.00
PayPal Sales	200.00
Sales	1,336.29
Sponsorships	325.00
Square Income	753.50
Total Income	3,896.45
GROSS PROFIT	3,896.45
EXPENSES	
Advertising & Marketing	254.21
Event Supplies	310.99
Insurance	201.00
Office Supplies & Software	448.35
PayPal Fees	6.10
Postage	0.70
Reimbursable Expenses	89.90
Square Fees	27.46
Taxes & Licenses	1,350.00
Utilities	34.53
Total Expenses	2,723.24
NET OPERATING INCOME	1,173.21
OTHER EXPENSES	
Event Rentals	370.00
Total Other Expenses	370.00
NET OTHER INCOME	-370.00
NET INCOME	\$803.21

Balance Sheet

As of July 15, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts	
Basic Business Checking (9077)	803.21
Total Bank Accounts	803.21
Other Current Assets	
Undeposited Funds	50.00
Total Other Current Assets	50.00
Total Current Assets	853.21
TOTAL ASSETS	\$853.21
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	50.00
Retained Earnings	537.96
Net Income	265.25
Total Equity	853.21
TOTAL LIABILITIES AND EQUITY	\$853.21