



CITY OF BUELLTON

CITY COUNCIL AGENDA

**Regular Meeting of September 10, 2015 at 6:00 p.m.
City Council Chambers, 140 West Highway 246
Buellton, California**

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

TELECONFERENCE MEETING LOCATION:

**Council Member John Connolly will attend the above referenced regular
City Council meeting via teleconference from the following location:
Sheppard AFB
Wichita Falls, Texas**

CALL TO ORDER

Mayor Holly Sierra

PLEDGE OF ALLEGIANCE

ROLL CALL

Council Members Dan Baumann, John Connolly, Leo Elovitz, 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.

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 Any Council Member, the City Attorney, or the City Manager may request that an item be withdrawn from the Consent Agenda to allow for full discussion.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 August 27, 2015 Regular City Council Meeting

2. **List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2015-16**
3. **Award of Contract for 2014/15 Road Maintenance and Citywide Striping Project**
❖ *(Staff Contact: Public Works Director Rose Hess)*
4. **Annual Reports for Fiscal Year 2014/15 from Visit the Santa Ynez Valley and the Buellton Visitors Bureau**
❖ *(Staff Contact: Finance Director Carolyn Galloway-Cooper)*

PRESENTATIONS

PUBLIC HEARINGS

(POSSIBLE ACTION)

5. **Ordinance No. 15-02 – “An Ordinance of the City Council of the City of Buellton, California, Revising Title 19 (Zoning) of the Buellton Municipal Code (15-ZOA-01) by Adding Regulations Regarding a Definition of a Fast Food Restaurant and Locational Restrictions for Fast Food Restaurants” (Introduction and First Reading)**
❖ *(Staff Contact: City Manager Marc Bierdzinski)*

COUNCIL MEMBER COMMENTS

COUNCIL ITEMS

WRITTEN COMMUNICATIONS

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

COMMITTEE REPORTS

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

BUSINESS ITEMS

(POSSIBLE ACTION)

6. **Consideration of Agreement for Construction of Bocce Courts at River View Park**
❖ *(Staff Contact: Recreation Coordinator Kyle Abello)*
7. **Resolution No. 15-23 – “A Resolution of the City Council of the City of Buellton, California, Designating a Handicap Parking Space at PAWS Park”**
❖ *(Staff Contact: Public Works Director Rose Hess)*

CITY MANAGER’S REPORT

ADJOURNMENT

The next meeting of the City Council will be held on Thursday, September 24, 2015 at 6:00 p.m.

CITY OF BUELLTON

CITY COUNCIL MEETING MINUTES
Regular Meeting of August 27, 2015
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 Dan Baumann, John Connolly, Leo Elovitz, Vice Mayor Ed Andrisek, and Mayor Holly Sierra

Staff: City Manager Marc Bierdzinski, City Attorney Steve McEwen, Finance Director Carolyn Galloway-Cooper, Public Works Director Rose Hess, Station Commander Lt. Shawn O’Grady, and City Clerk Linda Reid

REORDERING OF AGENDA

None

PUBLIC COMMENTS

Shelby Sim, Executive Director of Visit Santa Ynez Valley, thanked the Council and the Buellton Chamber and Visitors Bureau for their support and he invited all Council Members to the Networking Reception on September 3 from 5:00 to 7:00 p.m. at Fess Parker Winery on Foxen Canyon Road.

CONSENT CALENDAR

- 1. Minutes of August 13, 2015 Regular City Council Meeting**
- 2. List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2015-16**
- 3. Revenue and Expenditure Reports through July 31, 2015**

MOTION:

Motion by Vice Mayor Andrisek, seconded by Council Member Elovitz, approving Consent Calendar Items 1 through 3 as listed.

VOTE:

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

Council Member Baumann - Yes

Council Member Connolly - Yes

Council Member Elovitz - Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

PRESENTATIONS

None

PUBLIC HEARINGS

- 4. Resolution No. 15-20 – “A Resolution of the City Council of the City of Buellton, California, Denying the Appeal of Brian Kuykendall, 431 Dogwood Drive and Making a Determination that a Short-Term Vacation Rental Use is Not a Permitted or Conditional Use in the Single Family Zoning District”**

CONFLICT OF INTEREST:

Council Member Connolly announced that he had a conflict of interest with regard to Item No. 4 due to the proximity of his residence and left the dais at 6:03 p.m.

RECOMMENDATION:

That the City Council approve Resolution No. 15-20.

STAFF REPORT:

City Manager Bierdzinski presented the staff report.

DOCUMENTS:

Staff Report with attachments as listed in the staff report.

SPEAKERS/DISCUSSION:

Correspondence was received from Brian Kuykendall on August 24, requesting his options if he is unable to attend the Council meeting. City Manager Bierdzinski responded on August 25, that he must submit a letter to the Mayor requesting a continuance of the Public Hearing.

Correspondence was received from a concerned neighbor regarding this item which was distributed to the Council and made part of the record.

Mayor Sierra opened the Public Hearing at 6:15 p.m.

Brian Kuykendall, Buellton, discussed his appeal to keep his short-term vacation rental at 431 Dogwood Drive.

City Manager Bierdzinski addressed Mr. Kuykendall's comments regarding short term rentals in residential zones and their being prohibited by the City's Municipal Code.

The following residents spoke in opposition to short-term vacation rentals in residential zones:

James Kinneavy, Buellton
Steven Craig, Buellton
Kirk Pieper, Buellton
Lisa Goto, Buellton

The following residents spoke in support of short-term vacation rentals in residential zones:

Kevin Sterken, Buellton
Courtenay Marvin, Buellton
Melissa Kuykendall, Buellton

Melissa Kuykendall, Buellton, provided a rebuttal to the comments made regarding the appeal.

The City Council discussed the following issues:

- Short-term rentals being allowed in certain commercial zones rather than residential zones
- The City's Municipal Code does not allow short-term rentals in residential zones
- Revisiting the issue of short-term rentals in the future
- Noise and parking impacts associated with short-term rentals

MOTION:

Motion by Council Member Baumann, seconded by Council Member Elovitz, approving Resolution No. 15-20 – "A Resolution of the City Council of the City of Buellton, California, Denying the Appeal of Brian Kuykendall, 431 Dogwood Drive and Making a Determination that a Short-Term Vacation Rental Use is Not a Permitted or Conditional Use in the Single Family Zoning District"

VOTE:

Motion passed by a roll call vote of 4-0.
Council Member Baumann - Yes
Council Member Connolly - Abstain
Council Member Elovitz - Yes
Vice Mayor Andrisek - Yes
Mayor Sierra – Yes

Council Member Connolly returned to the dais at 7:05 p.m.

COUNCIL MEMBER COMMENTS/ITEMS

Council Member Elovitz requested that staff provide Council with an update regarding nuisance noise complaints at River View Park.

Vice Mayor Andrisek requested that the digital speed limit sign on Highway 246 be repaired or removed.

Council Member Baumann announced that the cleanup on the southern portion of the Avenue of Flags has been working out well.

Mayor Sierra stated that the new drought tolerant landscaping at City Hall looks great.

Mayor Sierra complimented Public Works Director Rose Hess on the Green Team meetings.

Mayor Sierra requested that staff agendize discussion of employee use of City vehicles.

WRITTEN COMMUNICATIONS

None

COMMITTEE REPORTS

Vice Mayor Andrisek announced that he attended board meetings for Santa Barbara County Association of Governments (SBCAG) and Air Pollution Control District (APCD) and provided oral reports regarding the meetings.

BUSINESS ITEMS

5. Temporary Use Permit for Amplified Music at Figueroa Mountain Brewing Company

RECOMMENDATION:

That the City Council consider approval of a Temporary Use Permit to allow the use of amplified sound by Figueroa Mountain Brewing Company on Saturday, September 12, 2015, from 12 noon to 6:00 p.m.

STAFF REPORT:

City Manager Bierdzinski presented the staff report.

DISCUSSION:

The City Council discussed the following issues:

- Number of events that Figueroa Mountain holds each year
- Allowing the City Manager to approve amplified music at Figueroa Mountain Brewery subject to the standard noise mitigation measures

DOCUMENTS:

Staff report with attachments as listed in the staff report.

MOTION:

Motion by Council Member Elovitz, seconded by Vice Mayor Andrisek, approving a Temporary Use Permit to allow the use of amplified sound by Figueroa Mountain Brewing Company on Saturday, September 12, 2015, from 12 noon to 6:00 p.m.

VOTE:

Motion passed by a voice vote of 5-0.

Council Member Baumann - Yes

Council Member Connolly - Yes

Council Member Elovitz - Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

6. Financial Report for the Fourth Quarter Ending June 30, 2015**RECOMMENDATION:**

That the City Council receive and file the Fourth Quarter financial report.

STAFF REPORT:

Finance Director Galloway-Cooper presented the staff report. The City Council received and filed the report.

DOCUMENTS:

Staff Report with attachments as listed in the staff report.

7. Resolution No. 15-22 – “A Resolution of the City Council of the City of Buellton, California, Approving a Budget Adjustment to Fund the Gazebo/Playground Structure at The Village Park”**RECOMMENDATION:**

That the City Council consider adoption of Resolution No. 15-22.

STAFF REPORT:

Public Works Director Hess presented the staff report.

DOCUMENTS:

Staff Report with attachments as listed in the staff report.

DISCUSSION:

The City Council discussed the following issues:

- Timing of the installation of the gazebo/playground equipment at the Park
- Allocating \$5,000 to \$10,000 for the gazebo/playground at this time and revisiting full funding for the gazebo/playground at mid-year
- Adding conduit to the Park site for future utilities

MOTION:

Motion by Council Member Connolly, seconded by Vice Mayor Andrisek, adopting Resolution No. 15-22 – “A Resolution of the City Council of the City of Buellton, California, Approving a Budget Adjustment to Fund the Gazebo/Playground Structure at The Village Park”

VOTE:

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

Council Member Baumann - Yes

Council Member Connolly - Yes

Council Member Elovitz - Yes

Vice Mayor Andrisek - Yes

Mayor Sierra - Yes

8. Resolution No. 15-21 - “A Resolution of the City Council of the City of Buellton, California, Adopting Updated Personnel Rules for City Employees”

RECOMMENDATION:

That the City Council consider adoption of Resolution No. 15-21.

STAFF REPORT:

Human Resources Director Reid presented the staff report.

DOCUMENTS:

Staff Report with attachments as listed in the staff report.

DISCUSSION:

The City Council discussed the following issues:

- Incentive pay and budgeting
- Performance Improvement Plan
- Employee retention for two years after completion of degree with a pro rata payback during the two year period if employee chooses to leave

MOTION:

Motion by Council Member Elovitz, seconded by Council Member Baumann approving Resolution No. 15-21 – “A Resolution of the City Council of the City of Buellton, California, Adopting Updated Personnel Rules for City Employees with an additional requirement of employee retention for two years after completion of degree with pro rata payback during the two year period”

VOTE:

Motion passed by a roll call vote of 4-1, with Council Member Andrisek voting no.

Council Member Baumann - Yes

Council Member Connolly - Yes

Council Member Elovitz - Yes

Vice Mayor Andrisek - No

Mayor Sierra – Yes

CITY MANAGER’S REPORT

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

ADJOURNMENT

Mayor Sierra adjourned the regular meeting at 8:40 p.m. The next regular meeting of the City Council will be held on Thursday, September 10, 2015 at 6:00 p.m.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

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

The following is a list of claims to be ratified and approved for payment by the City Council at the **September 10, 2015** Council Meeting.

Listed below is a brief summary of the attached claims:

EXHIBIT A \$ 252,247.82

EXHIBIT B \$ 12,179.07

Council Payroll 8/28/2015 \$ 2,173.13

TOTAL AMOUNT OF CLAIMS: \$ 266,600.02

Payments via Electronic Fund Transfer (EFT):

Payroll Taxes - Staff	8/19/15	11,540.04
AFLAC	8/19/15	609.03
Bank Fees	8/20/15	10.00
Bank Fees	8/25/15	20.00

Total

\$ 12,179.07

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A001-000-2306-000 - Long-Term Care Deduction 25054 8/16-8/31- M. Bierdzinski	90 CalPERS LONG-TERM CARE PROGRAM 1	Paid	84.25
A001-000-2306-000 - Long-Term Care Deduction	*** Account total ***		84.25
A001-202-2003-000 - SYVTBID Payable 25102 7/2015 SYVTBID feel collected	894 VISITSYV 1	Paid	33,044.13
A001-202-2003-000 - SYVTBID Payable	*** Account total ***		33,044.13
A001-320-5801-000 - Buellton Recreation Program 25115 4/1-6/30- 50/50 rec prog. spl	113 CITY OF SOLVANG 2	Paid	21.10
A001-320-5801-000 - Buellton Recreation Program	*** Account total ***		21.10
A001-320-5801-001 - Recreation Program 50/50 25115 4/1-6/30- 50/50 rec prog. spl	113 CITY OF SOLVANG 1	Paid	864.50
A001-320-5801-001 - Recreation Program 50/50	*** Account total ***		864.50
A001-346-4905-000 - Rent 25103 6/2016-6/2021- trans.comm./Lib	908 CBRE, INC. 1	Paid	9,000.00
A001-346-4905-000 - Rent	*** Account total ***		9,000.00
A001-401-5101-000 - Medical Benefit 25060 7/15 - FSA fees	782 WAGE WORKS 1	Paid	14.00
A001-401-5101-000 - Medical Benefit	*** Account total ***		14.00
A001-401-5301-000 - Office Supplies 25109 Thru 8/18/15 - L. Reid	193 FIRST NATIONAL BANK OF OMAHA 4	Paid	26.99
A001-401-5301-000 - Office Supplies	*** Account total ***		26.99
A001-401-5402-000 - Travel & Training 25033 7/15&7/16- An. JPIA mtg.- mi. 25105 Thru 8/18/15 - E. Andrisek	629 ED ANDRISEK 1 193 FIRST NATIONAL BANK OF OMAHA 1	Paid Paid	184.00 102.60
A001-401-5402-000 - Travel & Training	*** Account total ***		286.60
A001-401-6301-000 - Miscellaneous 25109 Thru 8/18/15 - L. Reid	193 FIRST NATIONAL BANK OF OMAHA 1	Paid	24.56
A001-401-6301-000 - Miscellaneous	*** Account total ***		24.56
A001-403-5101-000 - Medical Benefit 25060 7/15 - FSA fees	782 WAGE WORKS 2	Paid	7.00
A001-403-5101-000 - Medical Benefit	*** Account total ***		7.00

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A001-403-5401-000 - Membership & Publications 25109 Thru 8/18/15 - L. Reid	193 FIRST NATIONAL BANK OF OMAHA 5	Paid	155.00
A001-403-5401-000 - Membership & Publications	*** Account total ***		155.00
A001-403-5402-000 - Travel & Training 25109 Thru 8/18/15 - L. Reid	193 FIRST NATIONAL BANK OF OMAHA 3	Paid	1,286.40
A001-403-5402-000 - Travel & Training	*** Account total ***		1,286.40
A001-410-5301-000 - Office Supplies 25052 8/6 - supplies #7001912155	469 STAPLES CONTRACT & COMMERCIAL, 1	Paid	7.55
25053 8/6 - supplies #7001912154	469 STAPLES CONTRACT & COMMERCIAL, 1	Paid	76.04
25056 7/16-8/16- cont. ovrgs CH/wtr	118 COASTAL COPY, LP 1	Paid	284.64
25109 Thru 8/18/15 - L. Reid	193 FIRST NATIONAL BANK OF OMAHA 6	Paid	13.93
A001-410-5301-000 - Office Supplies	*** Account total ***		382.16
A001-410-5305-000 - Equipment Rental 25059 8/15 - CH copy machine lease	713 COASTAL COPY, LP 1	Paid	484.92
A001-410-5305-000 - Equipment Rental	*** Account total ***		484.92
A001-410-5402-000 - Travel & Training 25106 Thru 8/18/15 - M. Bierdzinski	193 FIRST NATIONAL BANK OF OMAHA 4 4	Paid	110.00
A001-410-5402-000 - Travel & Training	*** Account total ***		110.00
A001-410-5603-000 - Computer Maintenance &Software 25106 Thru 8/18/15 - M. Bierdzinski	193 FIRST NATIONAL BANK OF OMAHA 3	Paid	100.00
A001-410-5603-000 - Computer Maintenance &Software	*** Account total ***		100.00
A001-410-5703-000 - Utilities - Electric 25087 7/7-8/5 - summary billing	352 P G & E 1	Paid	1,087.06
A001-410-5703-000 - Utilities - Electric	*** Account total ***		1,087.06
A001-410-5805-000 - Visitors Bureau 25101 7/15- Trans. Occ'y. Tax Alloc.	121 COC/BBA/VISITORS INFORMATION 1	Paid	48,909.77
A001-410-5805-000 - Visitors Bureau	*** Account total ***		48,909.77
A001-410-5808-000 - Misc Recognition Items 25109 Thru 8/18/15 - L. Reid	193 FIRST NATIONAL BANK OF OMAHA 2	Paid	10.80
A001-410-5808-000 - Misc Recognition Items	*** Account total ***		10.80

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A001-410-6017-000 - Emergency Operations			
25057 7/15 - satellite service	706 SATCOM GLOBAL, INC.		
	1	Paid	50.06
A001-410-6017-000 - Emergency Operations	*** Account total ***		50.06
A001-410-6301-000 - Miscellaneous			
25051 7/15 - credi card processing f	529 TRANSFIRST HEALTH & GOVERNMENT		
	1	Paid	806.54
25106 Thru 8/18/15 - M. Bierdzinski	193 FIRST NATIONAL BANK OF OMAHA		
	2	Paid	42.18
A001-410-6301-000 - Miscellaneous	*** Account total ***		848.72
A001-420-5101-000 - Medical Benefit			
25060 7/15 - FSA fees	782 WAGE WORKS		
	3	Paid	7.00
A001-420-5101-000 - Medical Benefit	*** Account total ***		7.00
A001-420-6201-000 - Contract Services			
25045 Thru 7/24 - S. Zamora	870 ACCOUNTEMPS		
	1	Paid	1,285.60
25046 Thru 7/24 - V. Jenson	870 ACCOUNTEMPS		
	1	Paid	1,542.80
25047 Thru 7/31 - S. Zamora	870 ACCOUNTEMPS		
	1	Paid	1,229.36
25048 Thru 7/31 - V. Jenson	870 ACCOUNTEMPS		
	1	Paid	1,465.66
25049 Thru 8/7 - S. Zamora	870 ACCOUNTEMPS		
	1	Paid	1,285.60
25050 Thru 8/7 - V. Jenson	870 ACCOUNTEMPS		
	1	Paid	1,388.52
25055 FY 15/16- 1st qtr. Sales Tax A	227 HINDERLITER, DE LLAMAS & ASSOC		
	1	Paid	1,006.98
A001-420-6201-000 - Contract Services	*** Account total ***		9,204.52
A001-501-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	2	Paid	546.12
A001-501-5703-000 - Utilities - Electric	*** Account total ***		546.12
A001-501-6201-000 - Contract Services			
25077 7/2015 - motorcycle	450 SB CO SHERIFF'S DEPARTMENT		
	1	Paid	668.58
A001-501-6201-000 - Contract Services	*** Account total ***		668.58
A001-510-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	3	Paid	465.02
A001-510-5703-000 - Utilities - Electric	*** Account total ***		465.02
A001-511-5101-000 - Medical Benefit			
25060 7/15 - FSA fees	782 WAGE WORKS		
	4	Paid	7.00
A001-511-5101-000 - Medical Benefit	*** Account total ***		7.00

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A001-511-5301-000 - Office Supplies			
25062 8/15 -bus. cards - P. Smith	545 KROS ANDRADE dba 1	Paid	227.56
25106 Thru 8/18/15 - M. Bierzinski	193 FIRST NATIONAL BANK OF OMAHA 1	Paid	25.86
25108 Thru 8/18/15- B. Knecht	193 FIRST NATIONAL BANK OF OMAHA 2	Paid	26.44
	3	Paid	243.88
A001-511-5301-000 - Office Supplies	*** Account total ***		523.74
A001-511-5507-000 - Maintenance-Vehicles			
25079 8/21- complete engine svc.-rec	830 MATT SATTERTHWAITTE dba 1	Paid	259.76
25110 Thru 8/18/15 - P. Smith	193 FIRST NATIONAL BANK OF OMAHA 4	Paid	23.75
A001-511-5507-000 - Maintenance-Vehicles	*** Account total ***		283.51
A001-511-5509-000 - Maintenance/Repair			
25039 7/2 - Rec. Ctr. janitorial sup	426 SAN LUIS PAPER CO. 1	Paid	271.78
25108 Thru 8/18/15- B. Knecht	193 FIRST NATIONAL BANK OF OMAHA 1	Paid	635.83
A001-511-5509-000 - Maintenance/Repair	*** Account total ***		907.61
A001-511-5801-000 - Buellton Recreation Program			
25032 7/18-8/21 - Cycle Training	11321 LAURA COGAN 1	Paid	75.00
25034 7/18-8/21- Pilates & Zumba	11170 DONELLE MARTIN 1	Paid	500.00
25035 7/18-7/21 - Yoga	11343 MARIANNE MADSEN 1	Paid	360.00
25036 7/18-7/21 - Cycle Training	11105 ADRIENNE WALTER 1	Paid	72.00
25064 7/16-8/12 - Tai Chi Relaxation	11476 STEPHEN F. DUNLAP 1	Paid	210.00
25065 7/18-8/12 - Kundalini Yoga	11300 KAREN PALMER 1	Paid	101.50
25066 7/16-8/12 - Flamenco Dance	11336 LAURA GARCIA dba 1	Paid	115.50
25067 6/18-8/20 - Lego Camp	11268 KIDZ ENGINEERING 101, INC. 1	Paid	880.00
25068 7/16-8/12 - Ballet/Tap	11464 SAMANTHA DEMANGATE 1	Paid	472.50
25069 7/16-8/12 - Karlin's Soccer	11306 KARLIN LADERA 1	Paid	189.00
25070 7/18-8/12 - Zumba & Kick boxin	11244 HERMILA SANCHEZ 1	Paid	189.00
25071 8/13- Aquatic ctr. reimb.	587 KYLE ABELLO 1	Paid	102.00
25072 8/13-Lompoc Pool Reimb.	43 BARBARA KNECHT 1	Paid	99.00

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A001-511-5801-000 - Buellton Recreation Program			
25108 Thru 8/18/15- B. Knecht	193 FIRST NATIONAL BANK OF OMAHA		
	4	Paid	690.00
25110 Thru 8/18/15 - P. Smith	193 FIRST NATIONAL BANK OF OMAHA		
	1	Paid	835.48
	2	Paid	32.40
A001-511-5801-000 - Buellton Recreation Program	*** Account total ***		4,923.38
A001-511-5802-000 - Buellton Rec Program Trips			
25104 Thru 8/18/16 - K. Abello	193 FIRST NATIONAL BANK OF OMAHA		
	3	Paid	180.80
25108 Thru 8/18/15- B. Knecht	193 FIRST NATIONAL BANK OF OMAHA		
	5	Paid	521.50
25110 Thru 8/18/15 - P. Smith	193 FIRST NATIONAL BANK OF OMAHA		
	3	Paid	331.80
A001-511-5802-000 - Buellton Rec Program Trips	*** Account total ***		1,034.10
A001-511-6201-000 - Contract Services			
25104 Thru 8/18/16 - K. Abello	193 FIRST NATIONAL BANK OF OMAHA		
	2	Paid	49.97
25108 Thru 8/18/15- B. Knecht	193 FIRST NATIONAL BANK OF OMAHA		
	6	Paid	120.00
A001-511-6201-000 - Contract Services	*** Account total ***		169.97
A001-511-6301-000 - Miscellaneous			
25104 Thru 8/18/16 - K. Abello	193 FIRST NATIONAL BANK OF OMAHA		
	1	Paid	39.00
A001-511-6301-000 - Miscellaneous	*** Account total ***		39.00
A001-550-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	4	Paid	4,513.53
A001-550-5703-000 - Utilities - Electric	*** Account total ***		4,513.53
A001-552-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	10	Paid	72.53
A001-552-5703-000 - Utilities - Electric	*** Account total ***		72.53
A001-552-6201-000 - Contract Services			
25094 8/15 - CH mo'ly. janitorial	395 JOSE RAFAEL RUIZ dba		
	1	Paid	1,650.00
A001-552-6201-000 - Contract Services	*** Account total ***		1,650.00
A001-556-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	8	Paid	632.12
A001-556-5703-000 - Utilities - Electric	*** Account total ***		632.12
A001-558-5101-000 - Medical Benefit			
25060 7/15 - FSA fees	782 WAGE WORKS		
	5	Paid	11.20
A001-558-5101-000 - Medical Benefit	*** Account total ***		11.20

Obligat'n	Description	Vendor/ Line Nbr	Name/ Description	Stage	Amount
A001-558-5501-000	- Operational Supplies				
	25078 8/18- keys made- RVP	658	KEY SOLUTIONS		
		1		Paid	95.80
A001-558-5501-000	- Operational Supplies		*** Account total ***		95.80
A001-558-5503-000	- Tools				
	25088 8/4 & 8/6- roll off & recy.-CH	310	MARBORG INDUSTRIES		
		1		Paid	901.44
A001-558-5503-000	- Tools		*** Account total ***		901.44
A001-558-5509-000	- Maintenance / Repair				
	25080 8/18 - plants - CH	583	CAL NATIVE dba		
		1		Paid	88.45
	25081 8/18 - plans - CH	583	CAL NATIVE dba		
		1		Paid	70.34
	25082 8/17 - plants/landscape - CH	583	CAL NATIVE dba		
		1		Paid	2,025.86
	25085 8/5-carpet & installation - Li	907	MILLER'S HARDWOOD CARPET & VIN		
		1		Paid	8,615.00
	25090 7/15 - Repair planning door	563	VORTEX INDUSTRIES, INC.		
		1		Paid	496.60
	25107 Thru 8/18/15 - R. Hess	193	FIRST NATIONAL BANK OF OMAHA		
		1		Paid	843.69
	25111 7/3 - export waste & disposal	905	SPEED'S OIL TOOL SERVICE, INC.		
		1		Paid	2,950.25
A001-558-5509-000	- Maintenance / Repair		*** Account total ***		15,090.19
A001-558-5701-000	- Telephone				
	25092 7/9-8/8 - PW/CM cell phone chg	556	VERIZON WIRELESS		
		1		Paid	165.20
A001-558-5701-000	- Telephone		*** Account total ***		165.20
A001-558-6201-000	- Contract Services				
	25083 8/17 - pest control- Pol. Dept	112	CLARK PEST CONTROL		
		1		Paid	159.00
	25084 8/17 - pest control - CH	112	CLARK PEST CONTROL		
		1		Paid	123.00
	25091 8/26- street sweeping- July sv	465	SP MAINTENANCE SERVICES, INC.		
		1		Paid	2,821.00
	25112 3/27 - archiving Eng. drawings	752	DATAARC, LLC		
		1		Paid	1,411.92
A001-558-6201-000	- Contract Services		*** Account total ***		4,514.92
A001-565-5002-000	- Planning Commission Salaries				
	25096 8/6- Mo.'ly. PIng. Comm. Mtg.	868	BRIAN DUNSTAN		
		1		Paid	50.00
	25097 8/6- Mo.'ly. PIng. Comm. Mtg.	787	LISA FIGUEROA		
		1		Paid	50.00
	25098 8/6- Mo.'ly. PIng. Comm. Mtg.	303	ART MERCADO		
		1		Paid	50.00

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A001-565-5002-000 - Planning Commission Salaries			
25099 8/6- Mo.'ly. Plng. Comm. Mtg.	869 JOE PADILLA		
	1	Paid	50.00
25100 8/6- Mo.'ly. Plng. Comm. Mtg.	199 FOSTER D. REIF		
	1	Paid	50.00
A001-565-5002-000 - Planning Commission Salaries		*** Account total ***	250.00
A001-565-5101-000 - Medical Benefit			
25060 7/15 - FSA fees	782 WAGE WORKS		
	6	Paid	21.00
A001-565-5101-000 - Medical Benefit		*** Account total ***	21.00
A001-565-5401-000 - Membership & Publications			
25106 Thru 8/18/15 - M. Bierdzinski	193 FIRST NATIONAL BANK OF OMAHA		
	5	Paid	27.00
A001-565-5401-000 - Membership & Publications		*** Account total ***	27.00
A001-565-5402-000 - Travel & Training			
25106 Thru 8/18/15 - M. Bierdzinski	193 FIRST NATIONAL BANK OF OMAHA		
	6	Paid	499.85
A001-565-5402-000 - Travel & Training		*** Account total ***	499.85
A001-565-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	5	Paid	261.70
A001-565-5703-000 - Utilities - Electric		*** Account total ***	261.70
A001-565-6201-000 - Contract Services			
25061 8/15-Bus. Cards - A. Olson	545 KROS ANDRADE dba		
	1	Paid	182.56
25113 5/6-6/27- Ave. of Flags SP	848 RAVATT, ALBRECHT & ASSOC, INC.		
	1	Paid	7,518.75
25114 Thru 7/31-Ave. of Flags SP	848 RAVATT, ALBRECHT & ASSOC, INC.		
	1	Paid	1,800.00
A001-565-6201-000 - Contract Services		*** Account total ***	9,501.31
A001-565-6301-000 - Miscellaneous			
25040 9/15-Reg. renewal/plng. modula	153 STATE OF CA - HCD		
	1	Paid	42.00
25041 9/15-Reg. renewal/plng. modula	153 STATE OF CA - HCD		
	1	Paid	42.00
25058 8/15 - staff shirts	746 LANDS END, INC		
	1	Paid	47.47
A001-565-6301-000 - Miscellaneous		*** Account total ***	131.47
A005-701-5101-000 - Medical Benefit			
25060 7/15 - FSA fees	782 WAGE WORKS		
	7	Paid	8.40
A005-701-5101-000 - Medical Benefit		*** Account total ***	8.40

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A005-701-5402-000 - Travel & Training 25093 8/11 - cont. training at WWTP	883 SYV COMPUTER CENTER 1	Paid	180.00
A005-701-5402-000 - Travel & Training	*** Account total ***		180.00
A005-701-5502-000 - Chemicals / Analysis 25037 8/14 - Clarifloc/chemicals	861 POLYDYNE INC. 1	Paid	1,149.62
A005-701-5502-000 - Chemicals / Analysis	*** Account total ***		1,149.62
A005-701-5509-000 - Maintenance / Repair 25089 7/15 - tree maint. at Wtr. pla	622 HUMBERTO TAPIA dba 1	Paid	3,600.00
A005-701-5509-000 - Maintenance / Repair	*** Account total ***		3,600.00
A005-701-5701-000 - Telephone 25092 7/9-8/8 - PW/CM cell phone chg	556 VERIZON WIRELESS 3	Paid	165.20
A005-701-5701-000 - Telephone	*** Account total ***		165.20
A005-701-5703-000 - Utilities - Electric 25087 7/7-8/5 - summary billing	352 P G & E 6	Paid	11,103.57
A005-701-5703-000 - Utilities - Electric	*** Account total ***		11,103.57
A005-701-6201-000 - Contract Services 25038 Thru - 7/31 - Reg. Compliance	677 WALLACE GROUP 1	Paid	3,079.88
25095 7/1-7/31 - Bio Solids collecti	598 ENGEL & GRAY, INC. 1	Paid	5,103.53
25112 3/27 - archiving Eng. drawings	752 DATAARC, LLC 2	Paid	1,411.92
A005-701-6201-000 - Contract Services	*** Account total ***		9,595.33
A020-601-5101-000 - Medical Benefit 25060 7/15 - FSA fees	782 WAGE WORKS 8	Paid	8.40
A020-601-5101-000 - Medical Benefit	*** Account total ***		8.40
A020-601-5402-000 - Travel & Training 25107 Thru 8/18/15 - R. Hess	193 FIRST NATIONAL BANK OF OMAHA 2	Paid	25.00
25109 Thru 8/18/15 - L. Reid	193 FIRST NATIONAL BANK OF OMAHA 7	Paid	38.10
A020-601-5402-000 - Travel & Training	*** Account total ***		63.10
A020-601-5502-000 - Chemicals / Analysis 25073 8/6-Chlorine/sulfur dioxide	248 JCI JONES CHEMICALS, INC. 1	Paid	3,630.50
25074 8/6- cyclinder return - credit	248 JCI JONES CHEMICALS, INC. 1	Paid	-900.00

Obligat'n Description	Vendor/ Name/ Line Nbr Description	Stage	Amount
A020-601-5502-000 - Chemicals / Analysis			
25086 8/12 - WWTP - lab supplies	543 USA BLUEBOOK		
	1	Paid	71.65
A020-601-5502-000 - Chemicals / Analysis	*** Account total ***		2,802.15
A020-601-5505-000 - Meter Expense			
25075 8/19-Omni H3F-hydr. meter	661 AQUA-METRIC SALES, CO.		
	1	Paid	1,480.99
A020-601-5505-000 - Meter Expense	*** Account total ***		1,480.99
A020-601-5509-000 - Maintenance / Repair			
25063 8/17-landscape rebate proj.	0 WILLIAM ELDER		
	1	Paid	281.43
A020-601-5509-000 - Maintenance / Repair	*** Account total ***		281.43
A020-601-5701-000 - Telephone			
25092 7/9-8/8 - PW/CM cell phone chg	556 VERIZON WIRELESS		
	2	Paid	165.20
A020-601-5701-000 - Telephone	*** Account total ***		165.20
A020-601-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	7	Paid	17,539.67
A020-601-5703-000 - Utilities - Electric	*** Account total ***		17,539.67
A020-601-6201-000 - Contract Services			
25112 3/27 - archiving Eng. drawings	752 DATAARC, LLC		
	3	Paid	1,411.91
A020-601-6201-000 - Contract Services	*** Account total ***		1,411.91
A051-566-5703-000 - Utilities - Electric			
25087 7/7-8/5 - summary billing	352 P G & E		
	9	Paid	129.61
A051-566-5703-000 - Utilities - Electric	*** Account total ***		129.61
A092-203-6507-000 - Improvements			
25042 7/15 - Utilities/cashier confi	862 TYLER TECHNOLOGIES, INC.		
	1	Paid	3,500.00
25043 8/15- Fin. Mgmt.-M. Zaragoza	862 TYLER TECHNOLOGIES, INC.		
	1	Paid	1,426.23
25044 8/15 - First use software	862 TYLER TECHNOLOGIES, INC.		
	1	Paid	3,456.00
A092-203-6507-000 - Improvements	*** Account total ***		8,382.23
A092-310-6507-000 - Improvements			
25076 7/15-School zoning striping pr	831 PAUL D. POTTER JR. dba		
	1	Paid	40,264.18
A092-310-6507-000 - Improvements	*** Account total ***		40,264.18
* Report total *	*** Total ***		252,247.82

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: Rose Hess, Public Works Director

Meeting Date: September 10, 2015

Subject: Award of Contract for 2014/15 Road Maintenance and Citywide Striping Project

BACKGROUND

In August 2015 the City published a Notice to Contractors inviting sealed bids for the 2014/2015 Road Maintenance and Citywide Striping Project. The area normally scheduled for this year is McMurray Road and citywide striping. However, due to the construction activities occurring on McMurray Road, staff decided to hold off on McMurray Road improvements and include various concrete repairs (the repair of sidewalks and pedestrian paths) throughout the City. The Project will still include pavement maintenance in various spot locations throughout the City, tree well maintenance, and re-striping of the City (excluding the recently completed school zones and Avenue of Flags).

On September 1, 2015, one bid for the project was received from the following contractor:

	<u>Bid Amount</u>
• Berry General Engineering Contractors, Inc.	\$293,194.80

The low bidder, therefore, is Berry General Engineering Contractors, Inc. Staff has reviewed all the bid documents and have found them to be complete and correct. Bid amounts have also been verified. Staff has reviewed and verified license, bonds and references for Berry General Engineering Contractors, Inc.

Staff recommends adding a contingency amount of 20%, \$58,638.96 for additional concrete repairs that may be needed and which could be utilized further in the River View Park area. This would bring the total contract amount to \$351,833.76.

It is anticipated that the effective date of the Notice to Proceed for work will be approximately September 28, 2015. The project term is 60 working days (approximate completion date is December 21, 2015).

FISCAL IMPACT

The 14/15 Road Maintenance and Citywide Striping Project has been budgeted in the 14/15 FY Capital Improvement Project List and carried over in the 15/16 FY Capital Improvement Project List. It will be funded by the Gas Tax and local Measure A allocations.

RECOMMENDATION

That the Council award a contract in the amount of \$293,194.80 plus a contingency amount of \$58,638.96 for a total contract amount of \$351,833.76 to Berry General Engineering Contractors, Inc. for the 2014/2015 Road Maintenance and Citywide Striping Project and authorize the City Engineer and City Attorney to execute the contract.

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: September 10, 2015

Subject: Annual Reports for Fiscal Year 2014/15 from Visit the Santa Ynez Valley and the Buellton Visitors Bureau

BACKGROUND

Attached are annual reports from Visit the Santa Ynez Valley and the Buellton Visitors Bureau.

FISCAL IMPACT

None

RECOMMENDATION

That the City Council receive, review and file the annual reports for Fiscal Year 2014/15 from Visit the Santa Ynez Valley and the Buellton Visitors Bureau.

ATTACHMENTS

Attachment 1 – Annual Report from Visit the Santa Ynez Valley
Attachment 2 – Annual Report from the Buellton Visitors Bureau



4th Quarter and Annual 2014-2015 Report of the Santa Ynez Valley Hotel Association (dba Visit the Santa Ynez Valley) – Submitted July XX, 2015

VisitSYV is reporting activity since the April 2015 report. This is both the 4th Quarter, 2015 and Annual (July 1, 2014 - June 30, 2015) Report. It 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.

Income 4th quarter fiscal year 2014-15

TBID Funding received since April 2015 – \$138,895.40

Membership income - \$4,250

County Grant - \$7,307

Total income - \$150,452.40

Expenses 4th quarter fiscal year 2014-15

Advertising/Marketing – \$115,386.59

Grants/Special Projects - \$21,000

Travel & Meetings - \$5,221.58

Personnel Costs - \$40,949.87

Contract services - \$16,515

Facilities/equipment – \$1,279.18

Operations - \$22,610.72

Total expenses – \$222,962.94

Financial Annual July 1, 2014 – June 30, 2015

Balance of funds on June 30, 2014 - **\$107,723.86**

Income

Marketing Co-Op - \$60,000.00

Discounts – (\$250.00)

Web Site Sales - \$25,401.00

Memberships - \$25,730.00

County Grant - \$7,307.00
 BID Revenue - \$642,073.92
 Other Income - \$60.00
Total Income - \$760,321.92

Expenses

Advertising - \$364,796.23
 Special Projects - \$49,000.00
 Personnel Costs - \$137,995.55
 Contract Services - \$101,178.75
 Education - \$10,208.00
 Facilities and Equipment - \$6,069.00
 Operations - \$27,734.24
 Other - \$6,461.69
 Travel & Meetings - \$23,450.41
Total Expenses - \$726,896.87

Other Income – Interest Income - \$181.28

Balance of funds on July 1, 2015 - **\$109,000.97**

Membership

We receive TBID funding from 34 lodging properties and currently have **169** members that pay \$250 or a nonprofit rate of \$125 annually. Wineries have the option of trading a case of wine in place of payment.

We established a regular monthly member newsletter.

We held 3 networking mixers. On October 1st at Sunstone’s Villa in Santa Ynez, December 10th at Brothers Red Barn in Santa Ynez, and April 23rd at the Alisal Guest Ranch in Solvang. A high percentage of our members attended all three events.

We also held a public meeting on February 26th to discuss the TBID renewal.

Our next networking mixer is scheduled for September 3rd at Fess Parker Winery in Los Olivos. We will be launching our “Spirit of the Valley” educational program in October of this year (2015).

Marketing (July 1, 2014 – June 30, 2105)

Santa Ynez Valley Tourism Marketing Co-Operative Campaigns

Santa Ynez Valley Tourism Marketing Alliance (SYVTMA)

July 1 – December 31, 2014

The original SYVTMA Co-Op (utilizing the services of DVA Advertising & PR Agency) shared by VisitSYV and the Solvang Conference & Visitors Bureau ended in December 2014 with excellent results. Our print portion of the campaign yielded **3,771,000** total print impressions, and an

additional bonus of **328,763** digital impressions. Print ads appeared in LA Times, Monterey Herald, Edible Communities, Sunset, and San Jose Mercury News.

We ran a *Dream Plan Go* campaign which resulted in **5,461** campaign article reads, **158** clicks, and **7,629** engagements. *Dream Plan Go* is a travel inspiration website which targets users seeking vacation ideas and travel insights.

We ran an animated web banner advertising campaign which yielded **12.9 million** total impressions, **10,720** clicks, a **.06%** desktop CTR and a **.14%** mobile CTR (.10% was the national benchmark at the closing date).

Public Relations

Public Relations was an integral part of this campaign. The PR campaign concentrated on ongoing media outreach to more than 150 key regional and national editors and writers, focusing primarily on the wine, travel and culinary categories. Press releases were distributed monthly, highlighting various themes including cycling, romance, culinary, weddings, holiday, and major events. Coordinated media visits resulted in national coverage including Peter Greenberg Worldwide, The Seattle Times, San Jose Mercury News, Miami Herald, and The Coast News. Total value of public relations media coverage for 2014 = **\$359,494**;
Total circulation/listenership of editorial coverage for 2014 = **5,269,983**.

Santa Ynez Valley Marketing Co-Op

January 1 – June 30, 2015

The new VisitSYV Marketing Co-Op consists of VisitSYV at \$150k, Solvang Conference & Visitors Bureau at \$25k, Buellton Conference and Visitors Bureau at \$25k, and the Santa Barbara County Vintners at \$10k. DVA continues to be our ad agency. See below for a breakdown of the first and second quarter results of our campaign.

Public Relations

Public relations highlights from the first and second quarter of 2015 include:

- Proactive outreach to more than 50 key regional and national editors and writers, focusing primarily on the travel, culinary, and wine categories.
- Media visit planning and/or feature story coordination for outlets including Fodor's guidebook, Westways, Sip California, Shape.com, Wine Enthusiast, and Cowboys & Indians.
- One-on-one editorial visits in the San Francisco market with Wine & Spirits, Sunset, VIA Magazine, Diablo Magazine, and Smart Meetings.
- Regional/national distribution of press releases covering topics including beer tasting in wine country, cycling in the Santa Ynez Valley, experiencing wine country with kids, and cultural events, activities, and attractions.
- Feature story coordination for outlets including Sunset, USA Today, Sip Northwest, Western Art & Architecture, and Cowboys & Indians.
- Media visit planning and coordination for Cycle California Magazine, Chicago Tribune, Diablo Magazine, and Greenville News.
- One-on-one editorial visits in the Los Angeles market with L.A. Parent, California Golf,

Texas Golf + Travel, Westways, Orange County Register, and Los Angeles Times.

Total value of public relations media coverage for Q1 & Q2 2015 = **\$411,261***

Total circulation and unique visitors per month of editorial coverage for Q1 & Q2 2015 =
241,303,319

**PR value is calculated by multiplying the advertising rate times the size of the story, and then doubling that number to reflect the added value of editorial coverage*

The 2015 Campaign creative was featured in the following print in Q1 & Q2:

- Gentry
- Edible Communities
- Sunset Insider So-Cal
- OC Weekly Summer Guide Issue
- LA Weekly Summer Guide Issue

1,090,700 total print readership

225,000 total digital impressions

Digital

Digital Advertising is a major part of the 2015 Marketing Campaign. See the metrics below for Q1 & Q2 Web Banner Advertising:

Over **5.3 million** total impressions

5,576 total clicks

.09% average desktop CTR

.11% mobile CTR

Retargeting

Part of our digital ad campaign is a retargeting campaign. Once users have left VisitSYV.com, users who have viewed a minimum of two pages and/or viewed the "Where to Stay" page are retargeted via additional websites. See stats for our retargeting campaign below.

Ad Roll Retargeting Campaign:

945,886 impressions

1,312 clicks

.16% CTR

2015 Santa Ynez Valley Destination Guide

VisitSYV worked with Griffin Publishing to create a new destination guide, with over 90 pages covering the Santa Ynez Valley. 90,000 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 which took place the second week of January 2015 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.

Website

From July 1, 2014 – June 30, 2015, VisitSYV.com has received **439,779** page views. The site has also garnered **33,026** clicks to our members' individual websites. The top 5 most popular pages on the site are as follows: (1) **Homepage**; (2) **Wine Tasting**; (3) **Where to Stay – Hotels**; (4) **Restaurant Week**; (5) **Discover Los Olivos**. Since November 2014, VisitSYV began a paid SEO campaign with web vendor First Street Creative. With the combined successes of SEO efforts and our 2015 Digital Ad campaign with advertising and PR agency DVA, we anticipate traffic to continue to climb.

VisitSYV Promotions

SYV Wine Month (September 1-30, 2014) is an annual VisitSYV promotion which ties in with the Wine Institute's California Wine Month promotion. Our own SYV Wine Month advertising campaign reached consumers via Facebook, LA Times digital ads, and printed poster (51 printed) and postcard distribution (5,000 printed). Wine Month is an opportunity for increased engagement and visitation for the website, and member showcase and appreciation, with 15 winery members participating in 2014.

SYVWine.com

Total Page views: 1,509

Avg Time Spent on page: 00:02:27*

Vs. Avg Time Spent on other pages: 00:01:24

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

Top Traffic Sources

Direct: 716 * direct traffic can be attributed to posters & postcards

Facebook: 215

Discovercaliforniawines.com: 131

LATimes.com: 68

SolvangUSA.com: 56

SYV Restaurant week (January 25-31, 2015) 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 (**59,446** impressions), 3 issues of The Independent (**40,000** printed), printed poster (**85** printed) and postcard distribution (**4,000** 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 24 VisitSYV restaurants participated including 7 new restaurants, and an added 8

wineries participated as a new pairing feature. This year's promotion brought record-breaking traffic to the website. Please see analytic reports below.

DineSYV.com

Total Page views for DineSYV.com: **18,380**

Avg Time Spent on page: **00:02:27***

Vs. Avg Time Spent on other pages: **00:01:30**

**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: **5,543**

Direct: **5,035*** *direct traffic can be attributed to Independent advertising, posters & postcards*

Facebook: **4,868**

Yahoo: **673**

Visit California: **504**

Social Media Stats

- Our **Facebook** audience has increased since July 1, 2014 from **8,978** likes to **11,581** likes. During our SYV Wine Month campaign, our Facebook ads for increased likes and website clicks received an average click-through rate (CTR) of **4.08%** and **56,678** impressions served. During our Restaurant Week campaign, our Facebook ads for increased likes and website clicks received an average click-through rate (CTR) of **3.57%** with **59,446** impressions served.
- VisitSYV **Twitter** account has **3,006** followers. Engagement has increased with major media like KEYT, Yahoo Travel and Touring & Tasting tagging @VisitSYV in all relevant SYV-related posts.
- VisitSYV **Instagram** account is still young, but has **469** followers, with the numbers growing quickly each passing week.

Additional Print Advertising

Touring & Tasting

VisitSYV sponsored a 4 page spread on the Santa Ynez Valley in the Spring Issue of **Touring & Tasting (66,000 copies distributed nationwide)**. This allows for a feature both in print and several additional features online, including SYV coverage via the Online Grapevine E-Newsletter, Touring & Tastings' meeting planners newsletter, as well as features on partner website www.hitchedmag.com.

Visit Santa Barbara Magazine

VisitSYV also sponsored a 6 page spread on the Santa Ynez Valley in Visit Santa Barbara's annual visitors' magazine (**100,000 copies printed**)

Westways: Discover June 2015

VisitSYV partnered with the Buellton Chamber & Visitors Bureau for a 2 page advertorial co-op spread in Westways' Discover June edition. This was a special insert went to **500,000 Westways** households in California with household incomes of +\$75,000.

Festival Programs

VisitSYV has also received complimentary one page ads in the Los Alamos Old Days Program, Santa Barbara Vintners Harvest Festival Program, Santa Barbara Vintners Spring Festival Program, and the Los Olivos Jazz & Olive Festival Program thanks to our grant sponsorships of these events.

Additional Display Advertising

Airport Digital Display Ad Buy

VisitSYV has purchased a year-long campaign of 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 5 screens strategically placed in the lobby, baggage claim, and by the rental car booth. Ads began June 6, 2015.

KEYT Commercials

From Dec. 4 – 12th, 2014, VisitSYV had a total of 60 thirty-second commercials featuring the Santa Ynez Valley air on KEYT and KKFX. The commercials were part of a sweepstakes with users engaging with the website to win a special package, featuring a 2 night stay in the valley.

Trade Shows

LA Travel & Adventure 2015 – VisitSYV had a booth at the LA Travel & Adventure Show in Long Beach, CA in February 2015. Executive Director, Shelby Sim, and Marketing & Communications Manager, Danielle Laudon, engaged with over 1,000 consumers over the course of the 2 day show, and distributed 800 SYV Destination Guides. LA Travel & Adventure is now the nation's largest consumer travel show, with 33,484 consumers at the 2015 show.

LA Weekly's LA Essentials 2015 – VisitSYV had the opportunity to create a Santa Ynez Valley section free of charge at LA Weekly's LA Essentials consumer show on Saturday, March 8, 2015. Executive Director, Shelby Sim, invited Santa Barbara County Vintners' Executive Director, Morgen McLaughlin, to attend with him and round up as many vintners as possible to represent the region; we were able to get 9 wineries to commit. There were 2,500 attendees for a multiple food and beverage event on the top floor of LA Market Center. Many attendees were unfamiliar with SYV and our local wine vendors were very happy to have the opportunity to educate this target audience.

IPW 2015 – VisitSYV Marketing & Communications Manager Danielle Laudon and Tracy Farhad (Executive Director, Solvang Conference & Visitors Bureau) were two of four delegates representing The Central Coast Tourism Council (CCTC) at IPW trade show in Orlando, Florida in June 2015. This year’s show had over 1,300 International & Domestic Buyers and 500 media from the US and abroad. The responses from the international travel & media companies were positive as we maximized their appointment by meeting with multiple destinations at the CCTC booth; this culminated in an overwhelming desire to have their customers explore more outside of the gateways and throughout the Central Coast region. The Scandinavian, UK & Brazilian markets had more of a familiarity with our region due to the fly/drive aspect of their travel, where the Asian markets are depending heavily on leaving the gateways in motor coaches. Asian & Brazilian markets were seeking destinations with shopping, golfing and outdoor recreational opportunities for their groups, while other markets are looking for unique events, experiential activities, and wine tasting tours, culinary and outdoor experiences for both individuals and groups. All markets are seeking new properties moderate to luxury accommodations, with a unique boutique style. With a consistent annual presence at international travel trade shows like IPW, we are confident that the Santa Ynez Valley will become a well-regarded, year-round destination promoted by agencies around the world.

Staff Education

- Central Coast Tourism Council Retreat, March 25-27, 2015.
 - Marketing & Communications Manager Danielle Laudon attended the CCTC Retreat, learning about consumer travel trends & forecasts while forging partnerships with Visit California and regional DMOs for future co-op and partnership opportunities.
- Trip Advisor DigMe LA: The Digital Media Summit, Thursday, June 25, 2015
 - Executive Director, Shelby Sim, and Marketing & Communications Manager, Danielle Laudon, attended DigMe LA, a half-day event designed as a forward thinking day of learning for digital marketers from DMOs and travel providers. Topics included creating a digital strategy for Chinese Visitors, Top Mobile Marketing Strategies: Geo-fencing and apps, and Online Reputation Management.

Grants and special projects

The purpose of our grants program is 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. Special Projects such as scholarships are also awarded. Monies provided since the last report of April 2015:

World Special Olympics \$1,000

Santa Barbara Vintners \$3,500

Solvang Festival Theater \$2,000

Los Olivos Rotary \$2,000

Santa Ynez Valley Rotary \$3,000

Awarded two \$1,000 Scholarship grants to Allan Handcock Hospitality students \$2,000

VisitSYV granted **\$43,500** to the Santa Ynez Valley in the Fiscal year (2014-15).

Collaborations with Santa Barbara County DMOs and other organizations

VisitSYV collaborates actively with other Santa Barbara County destination marketing organizations, visitor bureaus, and chambers, including Solvang Conference & Visitors Bureau, Buellton Chamber & Visitors Bureau, the Santa Barbara County Vintners Association, Los Olivos Business Organization (LOBO), the Buellton, Solvang, and Santa Ynez Chambers, as well as the Santa Barbara Film Commission.

We have a new collaboration with Santa Barbara County Association of Governments, which has launched (7/11/15) a Saturday bus service between the Santa Ynez Valley and Santa Barbara.

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 available, Jessy Osehan, President.

Organization

VisitSYV worked with Civitas Advisors to successfully renew the TBID contract for 6 years starting on July 1st of this year.

The board continues to meet monthly, normally the 2nd Thursday of the month, 9:00 a.m. at the SYV Marriott in Buellton. 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.

Michael Hendrick, GM, SYV Marriott (Buellton) and former President has retired from the board (June) after being with the association since the inception and long before that while putting the organization together. The board and staff greatly appreciate Mike's efforts and leadership. We thank him very much for his service to the Santa Ynez Valley.

Sandra Hallmann, GM, Wine Valley Inn and Cottages (Solvang board member) has also retired (June) and she is recognized for her dedication and participation. Sandra worked on both the Education and Membership committees.

David Pollock, Owner, For Friends Inn (Santa Ynez board member) retired in December. He is also recognized for his dedication and participation. He worked on both the Education and Membership committees.

Dan Baumann, Owner, Flying Flags RV Resort (Buellton) has joined the board, filling in for the remainder of Michael Hendrick's term.

Barry Prescott, GM, The Landsby (Solvang) joined the board, filling in for the remainder of Sandra Hallmann's term.

Cammy Pinoli, Director of Guest Services for the Fess Parker Inn (Los Olivos) joined the board in January, filling in for the remainder of David Pollock's term.

Jessy Osehan, GM, The Hamlet Inn, and Owner of Atterdag Inn, has been elected President.

Christine Forsyth, GM, The Ballard Inn, has been elected Secretary (filling Jessy's former position).

Executive Director - Shelby Sim

Marketing & Communications Manager - Danielle Laudon

The board members are:

President – Jessy Osehan, Manager, Hamlet Inn, Owner, Atterdag Inn, Solvang

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

Secretary – Christine Forsyth, General Manager, Ballard Inn and Restaurant, Ballard

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

James Colvin, General Manager, Hotel Corque, Solvang

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

Barry Prescott, General Manger, The Landsby

Dan Baumann, Owner, Flying Flags RV Resort

Kady Fleckenstein – Brand Director, Figueroa Mountain Brewing Co.

Submitted by:

Shelby Sim, Executive Director

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

PO Box 633, Solvang, CA 93464

www.visitsyv.com, 805-325-3528

BUELLTON VISITORS BUREAU

July 1, 2014-June 30, 2015 Year End Report

History

- The City of Buellton contracts with the Chamber of Commerce to operate a Visitors Bureau for the promotion of tourism and economic development.
- The Visitors Bureau is funded through a percentage (20.83%) of Transient Occupancy Tax (TOT) received by the City.

Overview

- The focus of the Visitors Bureau is to promote Buellton to travelers on a domestic and international level. By branding Buellton as a destination to, “Eat, Stay, & Play” we have been able to attract people from all over the world. We have made improvements to our website, we continue to develop our social media and content, and we have raised awareness of what Buellton has to offer by attending various trade shows. Through our own marketing and promotions along with partnerships we have with local, regional, and state bureaus we have continued to put Buellton on the map. Our city is growing and with new lodging properties coming in and existing ones expanding, it is imperative to continue our marketing efforts.

Visitor Bureau Income

- 20.83% of the TOT collected by the hotels and reported to the City.
- County of Santa Barbara

7/1/14 – 6/30/15	YTD	Budget
City of Buellton	375,381.76	350,000.00
Balance Forward		100,495.00
County of SB	2,758.00	2,758.00
Total Income	378,139.76	453,253.00

Expenses

Program Expense
Employee Services
Maintenance Expense
Taxes

7/1/14 – 6/30/15	YTD	Budget
Program Exp.	213,686.83	277,400.00
Employee Service	88,411.49	127,800.00
Maintenance Exp.	17,758.49	20,520.00
Taxes	411.30	450.00
Total Expenses	320,268.11	455,253.00

Program Expenses

- **Member Dues & Subscriptions**
 - Central Coast Tourism Council – Membership
 - Western Association of Conference & Visitors Bureaus
 - International Conference of Shopping Centers (ICSC)
 - Dropbox
 - Santa Ynez Valley News
 - Santa Barbara News Press
 - Santa Maria Times
- **Sponsorships & Donations**
 - Sponsored Wine Bloggers
 - Sponsored WACVB CEO Forum
 - Sponsored Harvest Blues Festival at Standing Sun
 - Sponsored Sideways 10 promotion
 - Donated to SYV Botanic Garden
 - Sponsored Wine tasting at CA RV Show
 - Sponsored SYV Fireworks show
 - 805 Criterium weekend
 - Donated certificate to Hitching Post II for Sideways promotion
 - Sponsored American Hot Shot extreme mud run
 - Sponsored Dry Lakes Racing Hall of Fame Gas-up
 - Sponsored People Helping People SYV Polo Classic
- **Conference & Meeting**
 - Mileage reimbursements for conferences, meetings and trade shows
 - Registration fees for annual conferences and meetings
 - Conference lodging reimbursements

Program Expenses Continued

- Economic Development
 - ICSC Conferences, registration fees, lodging, mileage, transportation, membership
 - Avenue of Flags pole banners
 - Vinyl replacements on the McMurray Billboard
 - Contract continuation with Kosmont Companies
 - Hwy 246 Banner engineering
- Advertising
 - Billboard – rent, utilities, permits
 - Co-op
 - Canadian Traveler w/ CCTC
 - Partnership with Visit SYV
 - Westways Co-op with Visit SYV
 - Print Advertising
 - Santa Ynez Valley Destination Guide
 - Certified Folder Rack Card Displays
 - Solvang Festival Theater brochure
 - Yosemite Journal
 - Rack Cards
 - CCTC Map
 - Vintners Festival program
 - Buellton Map revision
 - California Road Trips
 - Santa Barbara Map

Program Expenses Continued

- **Web**
 - Web hosting
 - New Website development
- **Graphic Design**
 - Develop concepts and designs for ad layouts (print & digital), promotional materials, trade show displays, billboard re-design, web re-design
- **E Marketing**
 - Social Media
 - Madden Media – SEM, Facebook sweepstakes, content management
 - Meltwater Press – Database of journalist for press release distribution, tracking and newsfeed abilities
- **Events**
 - Buellton Winter Fest
- **Trade Shows**
 - LA Travel & Adventure Show
 - California RV Show
 - Booth Display update
 - ICSC

Employee Services

- Wages & Salaries
 - Payroll Taxes
 - Contract Labor
 - Insurance
 - Workmens comp
- Liability Insurance
- Property Tax

Maintenance Expense

- Office Expense
 - Office Supplies
 - Telephone/Internet
 - Office Alarm
 - Equipment Rental & Service
 - Cleaning & Janitorial
 - Postage & Shipping
 - Storage rental
 - Copy machine maintenance
- Professional Fees
 - Accounting
 - Bookkeeping

Sponsorships & Donations

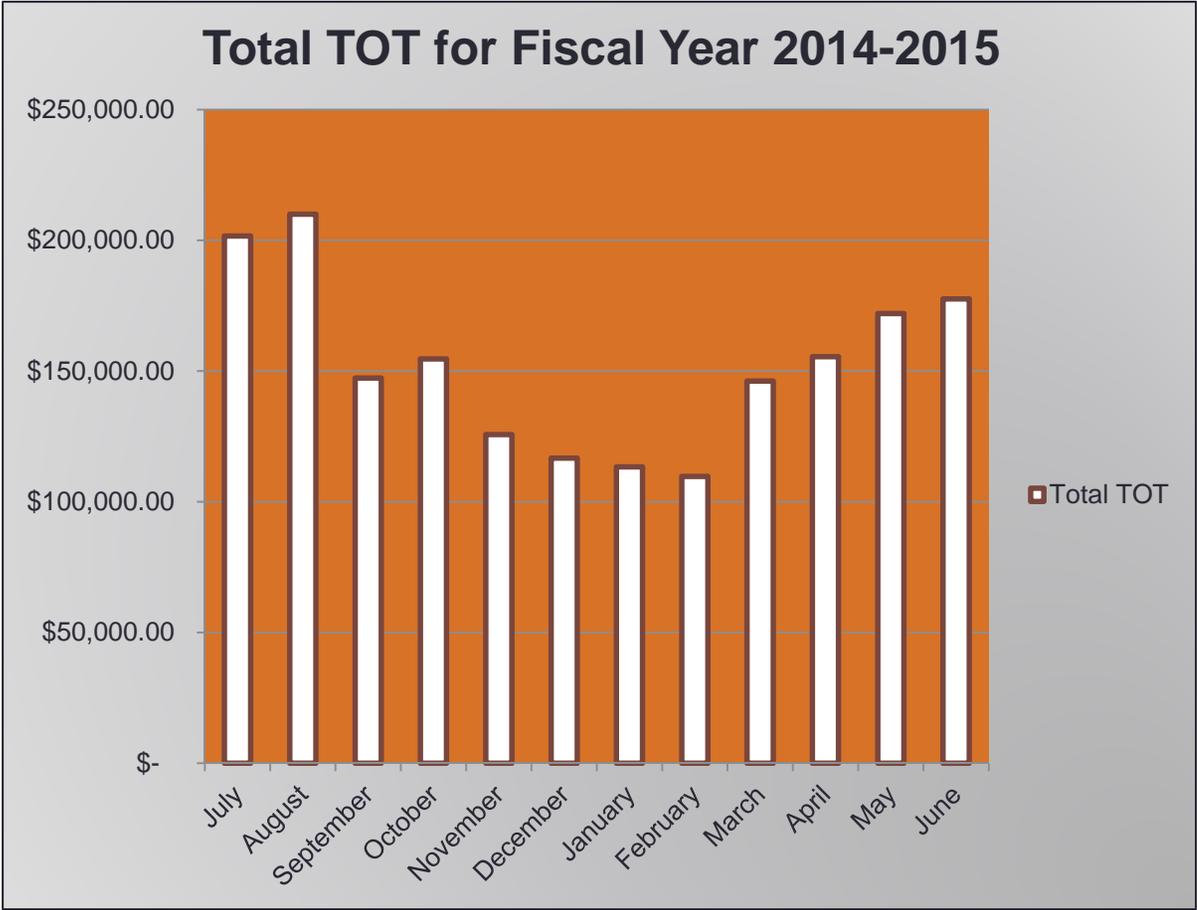
The Buellton Visitors Bureau continues to support local events with potential for overnight stays. We also provided sponsorships for partnership promotions and trade show opportunities.

In addition to sponsorships, the Visitors Bureau also made contributions to the SYV Botanic Garden and items for promotional prize packages.

We are grateful for the businesses and organizations who choose to host events in Buellton. It is our duty to promote our city and the activities that take place. Our support for the events is greatly appreciated by the event organizers and is what helps to keep them returning year after year.

The Visitors Bureau sponsored/donated over \$17,000.00 to local events and organizations this year.

- Wine Bloggers
- WACVB CEO Forum
- Harvest Blues Festival
- Sideways 10 Promotion
- SYV Botanic Garden
- Wine Tasting at RV Show
- Fireworks show
- 805 Criterium Weekend
- American Hot Shot Extreme Mud Run
- Dry Lakes Racing Hall of Fame Gas-Up
- Polo Classic



TOT Breakdown

Total TOT Collected:	\$1,830,275.60
Visitors Bureau Allocation	\$ 319,946.86
City General Fund (ROI):	\$1,510,328.74

Visitor Traffic

The Visitors Bureau attracts visitors from around the world. We invite our visitors to sign our guest book and let us know where they are from.

We track our visitors at the Visitors Center by logging how many people were in each party and what information they were requesting. We also track calls coming in requesting information.

We continue to receive leads from our advertisements and social media sweepstakes campaign. In response to these leads, we mail additional information and invite them to Visit Buellton. We also have a growing email list who we are able to reach out to as well.

We also provide welcome bags to groups coming into the area for reunions, corporate retreats, weddings, and gatherings. Quality customer service goes a long way and turns overnight guests into repeat customers.

2014-2015	Walk-Ins & Calls	Mailings	Total Contacts
July	559	103	662
August	566	90	656
September	424	36	460
October	375	45	420
November	235	53	288
December	161	18	179
January	194	247	441
February	286	129	415
March	252	85	337
April	342	262	604
May	387	111	498
June	387	570	957
Totals	4168	1749	5917

Visitor Bags

Q1	159
Q2	206
Q3	576
Q4	20
Totals	961

Who's looking at Buellton? VisitBuellton.com

VisitBuellton.com sees significant traffic from around the world.

On an international level, we are looking to our neighbors to the north. The Canadian market continues to grow, especially the eastern parts of Canada including; Toronto, Montreal, and Quebec. We continue to advertise in the Canadian Traveler in a cooperative effort with the Central Coast Tourism Council to reach this market.

California, especially Southern CA, continues to be a prime market for our area. We also see web traffic from our neighboring states to the north and east. Texas continues to be in the top 5.

Top 10 countries visiting our website are:

- USA
- Canada
- Brazil
- United Kingdom
- India
- Mexico
- Philippines
- Australia
- Italy
- Germany



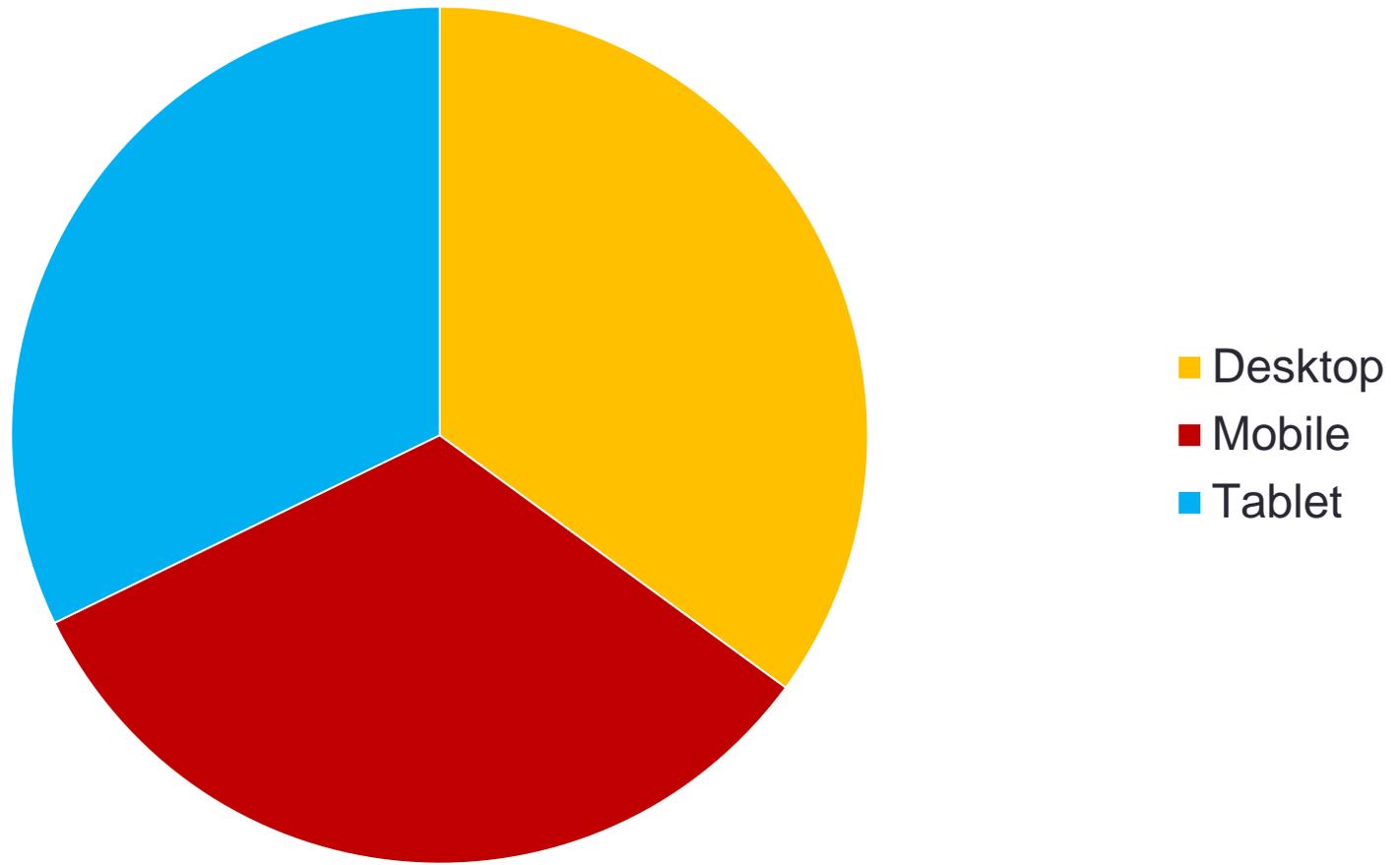
Top 5 states in the USA

- California
- Washington
- Texas
- Nevada
- Arizona



How are our Visitors finding us on the web?

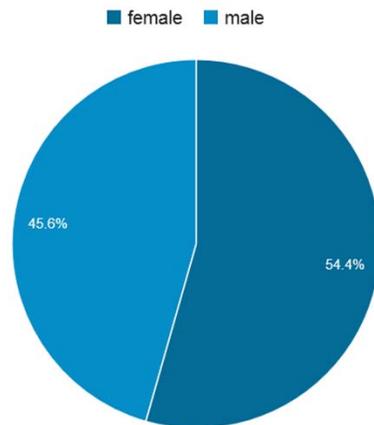
Devices



Who are these Visitors?

Gender

29.12% of total sessions

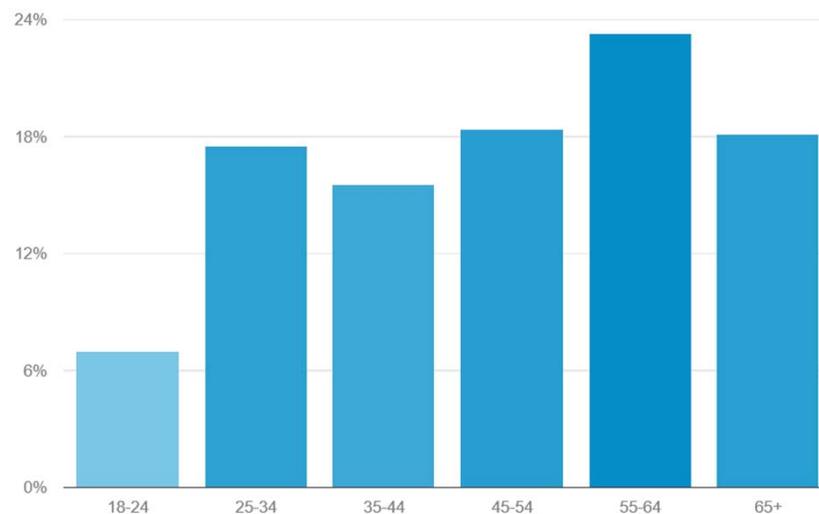


The female market continues to drive the decision making when it comes to vacation planning.

We continue to engage with the Baby Boomers, but also have seen an increase in the ages from 25-54.

Age

26.59% of total sessions



Getting Social

- We continue to build our audience through  . Using #VisitBuellton along with tagging other organizations and businesses, we are expanding our reach and gaining likes. We also began a sweepstakes for a 2 night give away to Buellton and have had over 4.3 million impressions with over 22 thousand clicks. This engagement continues to brand Buellton as a destination.
- Our activity continues to increase on  . Using @visitbuellton we are able to continue branding and engaging tourists, writers, people in the industry, amongst others who may have more reasons to come visit our area.
- We also opened an  (Visit Buellton) and have been using this as a means to reach out to yet another demographic. We expect our engagement to increase into the next fiscal year.

Economic Development

- We continued our outreach at the ICSC retail shows and conventions. We have met potential developers and retailers who have interest in coming to Buellton. Through our efforts, we have been able to connect developers to land owners so they may further discuss the opportunities.
- ICSC offers various breakout sessions and panel discussions which are focused on the future of retail, trends in the industry, and how other cities are coming out of the recession and moving forward.
- Having a booth at the Monterey convention allows us to stand out as a city and showcase what we have available in Buellton. An economic packet was developed for this show and electronic copies were sent out to leads following the conference.

• Attended ICSC

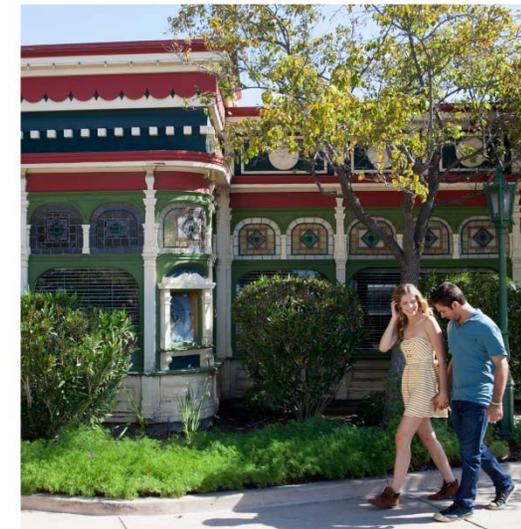
1. San Diego
2. Monterey
3. Las Vegas Recon



CITY OF BUELLTON

CITY PLANING

ECONOMIC DEVELOPMENT



LOS ANGELES TRAVEL & ADVENTURE SHOW®

Travel Shows



We designed a new booth display to brand Buellton as a destination where you may, “Eat, Stay, & Play!” We were located on a busy corner and had great response to our colorful booth.

- The Visitors Bureau had a 10x10 booth at the LA Travel & Adventure Show in Long Beach. This is a consumer based show with various presentations, professional travel speakers, travel media, and exhibitors from around the world.
- Attendees come to dream, plan, and book their vacations. For us we can inspire, educate, and build our brand and visibility.
- 79% of the attendees chose a destination by attending the show.
- 86% booked 1-2 trips by meeting an exhibitor at the show.
- Attendees spend over \$5,360 per trip
- 97% of the show attendees took at least one domestic leisure trip



Travel Shows

California RV Show

- 33,269 attendees, a 15% increase from the prior year
- This was the 2nd year we attended this largest RV show in California and partnered with Flying Flags RV Resort. It has proved to be a great success showing immediate bookings as a direct response of the show.
- Also, we conducted an education seminar on our destination which included a wine tasting as well.



McMurray Road Billboard



Advertising

We continue to brand Buellton as a destination to, “Eat, Stay, & Play!”

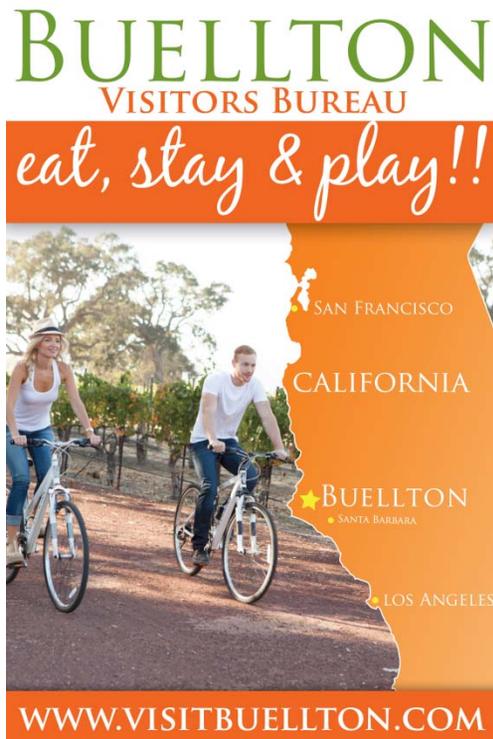
Our advertising efforts are done on a domestic and international level, both in and out of market.

We have generated hundreds of leads with many of our ad buys which allows us to follow up and reach out to those inquiring visitors.

Here is a list of the various places we could be seen this year.

- Yosemite Journal
- Solvang/Santa Ynez Visitor Guide
- Canadian Traveler Explore Magazine
- CA Road Trips
- Westways Co-op
- Santa Barbara Map
- Central Coast Map
- PCPA Solvang Festival Theater
- Santa Barbara County Vintner’s Guide
- California RV Show Program
- People Helping People Polo Classic Program
- Vintner’s Festival program
- A new rack card for Buellton was produced
- Buellton Map Revisions

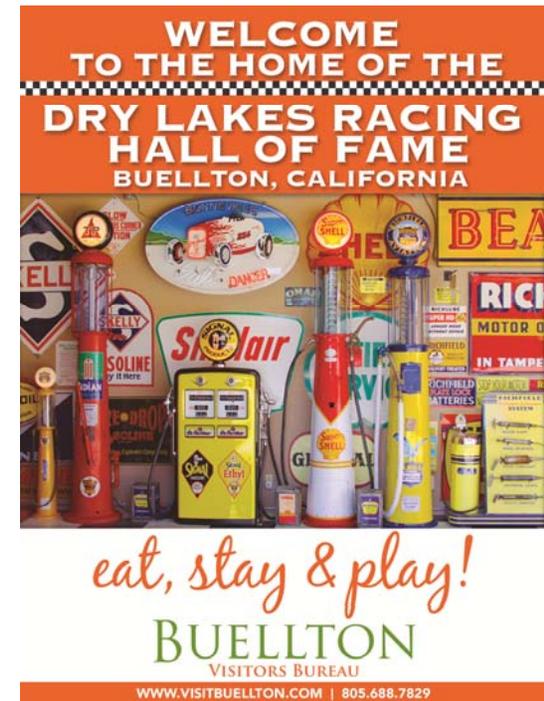
Ad Layouts Print & Digital



CA Road Trips



Web Banner Ads



Gas-up ad

Ad Layouts

eat, stay & play

Visit Buellton. If you haven't explored this unique Central Coast city, then you must add it to your bucket list of trips. Located in the heart of the Santa Barbara County and smack dab in the middle of Santa Ynez Valley wine country, this small town is a great place to set up camp and explore.

The uniqueness, hidden gems, and niche industries of Buellton offer an array of things to do and see. Home of the movie *Sideways*, Figueroa Brewing, Ascendant Spirits, Hitching Post II, Mendocino's Museum, Ostrichland and more, Buellton prides itself with the eclectic mix of award winning businesses. Nearby towns and attractions, such as Solvang and the Chumash Casino are just a couple more reasons to visit.

Most of these businesses are located within walking distance to Flying Flags RV Resort, a destination RV resort. Here you will find an abundance of amenities, friendly service, clean modern facilities, and fun for the whole family. Whether it's a weekend getaway for two or a break for the entire family, once you check into Flying Flags, you won't want to leave. Don't have an RV? No worries. Flying Flags has vintage, remodeled air streams, cabins, and safari tents you may rent. So what are you waiting for? Visit Buellton and Eat, Stay & Play!

FLYING FLAGS
RV RESORT

eat, stay & play!!
BUELLTON
VISITORS BUREAU & COOPERATION OF COMMUNITY

WWW.FLYINGFLAGS.COM | WWW.VISITBUELLTON.COM

RV Show Guide

BUELLTON
VISITORS BUREAU

eat, stay & play!!

WWW.VISITBUELLTON.COM

Polo Classic program ad

BUELLTON
VISITORS BUREAU

eat, stay & play!!

WWW.VISITBUELLTON.COM

Santa Barbara Map

Ad Layouts continued



Yosemite Journal



Canadian Traveler



SYV Destination guide

Visit California



We had the opportunity to partner with the Central Coast Tourism Council and make a presentation to the staff at Visit California. We presented to over 20 employees and shared with them the Original Road Trip through the Central Coast. A prize package and giveaways were put together by all of the partners and one lucky winner received a grand prize for a trip through the Central Coast. We were fortunate to have one of their content management personnel win the prize and he will be making his way through the Central Coast to enjoy all we have to offer.



Sponsorship Opportunities



We welcomed the Wine Bloggers Conference



We sponsored the Western Association of Conference & Visitors Bureaus

Thank you for allowing us the opportunity
to market our great city of Buellton

eat, stay & play!!
BUELLTON
VISITORS BUREAU

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: Planning Commission
By: Marc Bierdzinski, City Manager

Meeting Date: September 10, 2015

Subject: Ordinance No. 15-02 – “An Ordinance of the City Council of the City of Buellton, California, Revising Title 19 (Zoning) of the Buellton Municipal Code (15-ZOA-01) by Adding Regulations Regarding a Definition of a Fast Food Restaurant and Locational Restrictions for Fast Food Restaurants” (Introduction and First Reading)

BACKGROUND

The City Council directed staff and the Planning Commission to develop wording to provide locational restrictions for fast food restaurants and to develop a definition of fast food restaurants. The Planning Commission reviewed this item at two Planning Commission meetings and ultimately agreed on a definition and locational restrictions. The Planning Commission also wanted some flexibility added to the wording to allow the Planning Commission to make interpretations if a project may or may not fit the definition. Attached Ordinance No. 15-02 contains the proposed new regulations regarding fast food restaurants as directed by the Planning Commission.

At their August 6, 2015, public hearing, the Planning Commission, on a 4-0 vote, adopted Resolution No. 15-10 (Attachment 1) which recommends that the City Council adopt the proposed Zoning Ordinance amendments.

ENVIRONMENTAL REVIEW

This project is exempt from the California Environmental Quality Act because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

FISCAL IMPACT

No fiscal impacts are anticipated as a result of the proposed Zoning Ordinance Amendment.

RECOMMENDATION

Staff recommends that the City Council consider the introduction and first reading of Ordinance No. 15-02 – “An Ordinance of the City Council of the City of Buellton, California, Revising Title 19 (Zoning) of the Buellton Municipal Code (15-ZOA-01) by Adding Regulations Regarding a Definition of a Fast Food Restaurant and Locational Restrictions for Fast Food Restaurants” by title only and waive further reading.

ATTACHMENTS

Ordinance No. 15-02

Attachment 1 – Planning Commission Resolution No. 15-10

ORDINANCE NO. 15-02

An Ordinance of the City Council of the City of Buellton, California, Revising Title 19 (Zoning) of the Buellton Municipal Code (15-ZOA-01) by Adding Regulations Regarding a Definition of a Fast Food Restaurant and Locational Restrictions for Fast Food Restaurants

THE CITY COUNCIL OF THE CITY OF BUELLTON DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1: Pursuant to City Council direction, and with consultation and recommendation from the Planning Commission, staff has developed a definition of a fast food restaurant and developed locational restrictions for fast food restaurants.

SECTION 2: All proceedings having been duly taken as required by law, and upon review of the information provided in the staff report, consideration of the testimony given at the public hearing, as well as other pertinent information, the City Council finds the following:

- A. Record.** Prior to rendering a decision on any aspect of the proposed zoning ordinance amendments, the City Council considered the following:
1. All public testimony, both written and oral, received in conjunction with the public hearings conducted by the Planning Commission on August 6, 2015 (“Planning Commission Public Hearing”).
 2. All oral, written and visual materials presented by City staff in conjunction with the Planning Commission Public Hearing.
 3. All public testimony, both written and oral, received in conjunction with that certain public hearing conducted by the City Council on September 10, 2015 (“City Council Public Hearing”).
 4. All oral, written and visual materials presented by City staff in conjunction with the City Council Public Hearing.
 5. The following informational documents which, by this reference, are incorporated herein.
 - a. That certain written report submitted to the City Council dated September 10, 2015 (the “Staff Report”).
 - b. The report and recommendation of the Planning Commission approved on August 6, 2015, and set forth in Resolution No. 15-10.

B. Public Review. On the basis of evidence hereinafter listed, all administrative procedures and public participation requirements prescribed in the Buellton Zoning Ordinance have been lawfully satisfied:

1. A notice was published in a legal section of a newspaper on August 27, 2015 (the “Public Notice”), a minimum of ten (10) days in advance of the City Council Public Hearing conducted on September 10, 2015.
2. The Public Notice was posted in three public locations on August 27, 2015, a minimum of 10 days in advance of the City Council Public Hearing.

C. Environmental Clearance. This project is exempt from the California Environmental Quality Act because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

D. Consistency Declarations. Based on (i) the evidence presented in the Staff Report (incorporated herein by reference), (ii) consultations with affected City Departments, and (iii) testimony and comments received in connection with the public hearing, the City Council does hereby declare as follows:

1. Zoning Ordinance Amendments.

a. Findings:

- i. The Amendment is in the interests of the general community welfare as it promotes a closer planning review of fast food restaurants that have been identified as a concern by the Buellton community and City Council.
- ii. The Amendment is consistent with the General Plan, the requirements of state planning and zoning laws, and Title 19 of the Zoning Ordinance.
- iii. The Amendment is consistent with good zoning and planning practices.

SECTION 3. Section 19.02.210 of the Buellton Municipal Code is hereby amended and Section 19.02.230 is hereby added to the Buellton Municipal Code, to be read, in words and figures, as follows (deletions in strikeout, additions in underline):

“Section 19.02.210 Commercial and industrial zone allowable land use and permit requirements

Land Use Type	CN	CR	CS	M	See Section
Restaurants, fast food	MUP	CUP	CUP		<u>19.02.230</u>

Section 19.02.230 Fast food restaurant locational restrictions

A. Locational Restrictions. Fast food restaurants, as defined in subsection B below, shall only be located in the following area of the City:



Fast food restaurants, as defined in subsection B, are prohibited outside this area. If necessary, an operator of a restaurant or proposed restaurant located outside this area may request the Planning Commission, pursuant to subsection C, to determine that such restaurant does not fall within the definition set forth in subsection B.

B. Fast food restaurant definition. A fast food restaurant is any establishment which dispenses food for consumption on or off the premises, and which may have two or more of the following characteristics: a limited menu, items prepared in advance or prepared or heated quickly, no table orders, and food served in disposable wrapping, containers, or bags.

C. Planning Commission determination. If the planning director or his or her designee determines that a restaurant or proposed restaurant located outside of the boundary described in subsection A is a fast food restaurant and is therefore prohibited, the operator of such restaurant may request the Planning Commission make an interpretation of whether the restaurant falls within the definition set forth in subsection B. “

SECTION 4: If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance is, for any reason, held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have adopted this Ordinance irrespective of the fact that any one or more sections, subsections, subdivision, sentences, clauses, phrases or portions thereof be declared invalid or unconstitutional.

SECTION 5: The City Clerk: (i) shall certify as to the passage of this Ordinance and shall cause the same to be published as required by law; (ii) is hereby authorized and directed to make typographical, grammatical and similar corrections in the final text of the Ordinance so long as such corrections do not constitute substantive changes in context; and (iii) cause the Buellton Municipal Code to be reprinted by adding the language contained within Section 3 of this Ordinance.

PASSED, APPROVED, AND ADOPTED this _____ day of September 2015.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

Planning Commission Resolution No. 15-10

A Resolution of the Planning Commission of the City of Buellton, California, Recommending that the City Council Revise Title 19 (Zoning) of the Buellton Municipal Code (15-ZOA-01) By Adding Regulations Regarding a Definition of a Fast Food Restaurant and Locational Restrictions for Fast Food Restaurants, and Making Findings in Support Thereof

THE PLANNING COMMISSION OF THE CITY OF BUELLTON DOES HEREBY RESOLVE, DETERMINE, FIND, AND ORDER AS FOLLOWS:

SECTION 1: Pursuant to City Council direction, and with consultation with the Planning Commission, staff has developed a definition of a fast food restaurant and developed locational restrictions for fast food restaurants. Attached Exhibit A is the proposed wording of these regulations.

SECTION 2: All proceedings having been duly taken as required by law, and upon review of the information provided in the staff report, consideration of the testimony given at the public hearing, as well as other pertinent information, the Planning Commission finds the following:

- A. Record.** Prior to rendering a decision on any aspect of the proposed zoning ordinance amendments, the Planning Commission considered the following:
1. All public testimony, both written and oral, received in conjunction with that certain public hearing conducted by the Planning Commission on August 6, 2015 (“Public Hearing”).
 2. All oral, written and visual materials presented by City staff in conjunction with the Public Hearing.
 3. The following informational documents which, by this reference, are incorporated herein.
 - a. That staff report submitted by the Planning Department dated August 6, 2015 (the “Staff Report”).
- B. Public Review.** On the basis of evidence hereinafter listed, all administrative procedures and public participation requirements prescribed in the Buellton Zoning Ordinance have been lawfully satisfied:
1. A notice was published in a newspaper on July 23, 2015 (the “Public Notice”), a minimum of ten (10) days in advance of the August 6, 2015, Public Hearing.

2. The Public Notice and Agenda for the Public Hearing was posted in three conspicuous public places on July 23, 2015, a minimum of 10 days before the August 6, 2015, Public Hearing.
- C. **Environmental Clearance.** This project is exempt from the California Environmental Quality Act because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.
- D. **Consistency Declarations.** Based on (i) the evidence presented in the Staff Report (incorporated herein by reference), (ii) consultations with affected City Departments, and (iii) testimony and comments received in connection with the public hearing, the Planning Commission does hereby declare as follows:
1. **Zoning Ordinance Amendments.**
 - a. **Findings:**
 - i. The Amendment is in the interests of the general community welfare as it promotes a closer planning review of fast food restaurants that have been identified as a concern by the Buellton community and City Council.
 - ii. The Amendment is consistent with the General Plan, the requirements of state planning and zoning laws, and Title 19 of the Zoning Ordinance.
 - iii. The Amendment is consistent with good zoning and planning practices.

SECTION 3. The Planning Commission hereby recommends that the City Council adopt an ordinance to amend Title 19 of the Buellton Municipal Code in accordance with the changes noted on Exhibit A to this resolution as amended at the Planning Commission public hearing.

SECTION 4. The Planning Commission Secretary shall certify as to the adoption of this Resolution and shall cause the same to be transmitted to the City Clerk for consideration by the City Council.

PASSED, APPROVED, AND ADOPTED this 6th day of August 2015.

Lisa Figueroa, Chair

Exhibit A – Draft Ordinance Wording

ATTEST:

Clare Barcelona, Planning Commission Secretary

STATE OF CALIFORNIA)
COUNTY OF SANTA BARBARA) SS
CITY OF BUELLTON)

I, Clare Barcelona, Planning Commission Secretary of the City of Buellton, do hereby certify that the above and foregoing Resolution No. 15-10 was duly passed and adopted by the Planning Commission of said City at a regular meeting thereof, held on the 6th day of August 2015, by the following vote, to wit:

- AYES: (4) Commissioners Dunstan and Mercado, Vice Chair Reif and Chair Figueroa
- NOES: (0)
- ABSENT: (1) Commissioner Padilla

IN WITNESS WHEREOF, I have hereunto set my hand this 6th day of August 2015.

Clare Barcelona
Planning Commission Secretary

EXHIBIT A

Section 19.02.210 Commercial and industrial zone allowable land use and permit requirements

Land Use Type	CN	CR	CS	M	See Section
Restaurants, fast food	MUP	CUP	CUP		<u>19.02.230</u>

Section 19.02.230 Fast food restaurant locational restrictions

A. Locational Restrictions. Fast food restaurants, as defined in subsection B below, shall only be located in the following area of the City:



Fast food restaurants, as defined in subsection B, are prohibited outside this area. If necessary, an operator of a restaurant or proposed restaurant located outside this area may request the Planning Commission, pursuant to subsection C, to determine that such restaurant does not fall within the definition set forth in subsection B.

B. Fast food restaurant definition. A fast food restaurant is any establishment which dispenses food for consumption on or off the premises, and which may have two or more of the following characteristics: a limited menu, items prepared in advance or prepared or heated quickly, no table orders, and food served in disposable wrapping, containers, or bags.

C. Planning Commission determination. If the planning director or his or her designee determines that a restaurant or proposed restaurant located outside of the boundary described in subsection A is a fast food restaurant and is therefore prohibited, the operator of such restaurant may request the Planning Commission make an interpretation of whether the restaurant falls within the definition set forth in subsection B.

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Kyle Abello, Recreation Coordinator

Meeting Date: September 10, 2015

Subject: Consideration of Agreement for Construction of Bocce Courts at River View Park

BACKGROUND

At its regular meeting of February 23, 2015, the Parks & Recreation Commission received a proposal from the Santa Ynez Valley Bocce Club in regards to the construction of public bocce courts at River View Park. At that time, the Commission directed staff to work with the Bocce Club to draft an Agreement to bring back to the Commission for review. At their regular meeting of April 27, 2015, the Commission reviewed the Bocce Agreement and recommended approval to the City Council. The minutes of this Commission Meeting are included as Attachment 1.

The Bocce Agreement follows a similar format to other past public/private partnerships such as the Botanic Garden and PAWS Park and it is included as Attachment 2. The main proposal by the non-profit Santa Ynez Valley Bocce Foundation, Inc. is for them to construct four bocce courts at River View Park that would be open to the public during regular park hours. The dimensions of the proposed courts would be 10 feet wide by 60 feet long as shown in Attachment 3 and their location would be just south of the group picnic areas as shown in Attachment 4. Attachment 5 provides a brief history of the game of bocce and the specifications and approximate value of the courts that the Foundation proposes to construct. Attachment 6 is a sample schedule of Santa Ynez Valley Bocce League games that relate to the Tuesday evenings during the months of April through October when organizes games are primarily played.

Under the Agreement, the City's responsibilities would be to provide the site for the bocce courts, provide water and electricity, and provide for the Recreation Coordinator to serve as liaison to the Foundation. The Foundation's responsibilities would be to construct the four bocce courts and to maintain them during their regular season from April through October. As the courts require very little maintenance other than occasionally rolling the surface to smooth out irregularities, during the other months of the year, players from the public would have access to a court roller. The City Attorney has reviewed the Agreement and is in concurrence with its provisions.

The Parks & Recreation Commission and staff recommend that the City Council consider approval of the Bocce Agreement and direct staff as appropriate.

FISCAL IMPACT

This item, in itself, will have no fiscal impact on the City.

RECOMMENDATION

That the City Council consider approval of the Bocce Agreement and authorize the mayor to execute the Agreement.

ATTACHMENTS

- Attachment 1—Minutes of April 27, 2015 Parks & Recreation Commission Meeting
- Attachment 2—Bocce Agreement
- Attachment 3—Bocce Agreement, Exhibit A
- Attachment 4—Bocce Agreement, Exhibit B
- Attachment 5—Bocce Agreement, Exhibit C
- Attachment 6—Bocce Agreement, Exhibit D

Recreation Coordinator Review: KA
Commission Agenda Item No.: 1

CITY OF BUELLTON

PARKS AND RECREATION COMMISSION MEETING MINUTES Regular Meeting of April 27, 2015– 6:00 p.m.

CALL TO ORDER

Vice Chair Shatavsky called the meeting to order at 6:04 p.m.

PLEDGE OF ALLEGIANCE

Commissioner Crutchfield led the Pledge of Allegiance

ROLL CALL

Present: Commissioners Larry Bishop, Mark Cavanaugh, Richard Crutchfield and Vice Chair Henry Shatavsky
Chair Kelley Carter arrived at 6:07 p.m.
Youth Representatives Nick Seaman and Desmond Valle

Absent Youth Representative Abigail Doremus

Ex Officios: Recreation Coordinator Kyle Abello
Staff Assistant/Planning Technician Clare Barcelona

REORDERING OF AGENDA

None

PUBLIC COMMENTS

None

CONSENT CALENDAR

- 1. Minutes of the regular Parks and Recreation Commission meeting of February 23, 2015**

MOTION:

Commissioner Bishop moved and Commissioner Cavanaugh seconded the motion to approve the Consent Calendar.

VOTE:

Motion passed by a 3-0 voice vote with abstention by Vice Chair Shatavsky due to his absence from the meeting.

PRESENTATIONS

None

OTHER BUSINESS

None

PUBLIC HEARINGS

None

WRITTEN COMMUNICATIONS

None

COMMITTEE REPORTS

Joint Use Committee:

No report

Botanic Garden Committee:

Commissioner Bishop gave an oral report on activities at the Botanic Garden including the upcoming Earth Day celebration.

Visioning Committee:

No report

Sustainability Committee:

No report

Youth Representatives:

Desmond Valle updated the Commission on activities at Jonata School including recent Common Core testing, the Valley Wide track meet, Science Fair and Open House.

Nick Seaman updated the Commission on activities at Santa Ynez High School including the theater production of Dark of the Moon, Senior Prom, finals and the end of the track season.

PARKS AND RECREATION COORDINATOR ITEMS

2. Review of Bocce Club Agreement

Kyle Abello presented the staff report and distributed Exhibits C & D of the draft Bocce Club Agreement to the Commission. The Bocce Club is proposing to remove the horseshoe pits at River View Park and install bocce courts.

Jennie Bradley, President of the SY Valley Bocce Club, gave a brief history of the club and stated that the club must apply for a non-profit status in order to validate the agreement.

The Commission discussed the following:

- corrections to the draft agreement
- types of lighting and suggested solar or energy efficient lighting be used
- maintenance of the courts during the off season
- fencing – none proposed

MOTION:

Commissioner Bishop moved and Chair Carter seconded the motion making a recommendation to the City Council for approval of the draft Bocce Club Agreement as amended.

VOTE:

Motion passed with a 5-0 roll call vote.

3. Commissioner Led Projects

No Discussion.

RECREATION COORDINATOR'S REPORT

Recreation Coordinator Abello mentioned upcoming agenda items including review of the Special Event application by the Parks and Recreation Commission.

The May 25, 2015 meeting will be cancelled due to the Memorial Day Holiday.

COMMISSION MEMBER COMMENTS

Commissioner Cavanaugh gave an update on the slope landscaping at the golf course and a possible agreement between the City and Mike Brown. Commissioner Crutchfield stated the slope is in good condition at this time but needs regular maintenance and irrigation upgrades. He went on to state that he would personally follow up on the project.

Commissioner Crutchfield requested a special meeting in May due to the cancellation of the May 25th meeting. A majority of the Commission denied the request to schedule a special meeting in May.

Commissioner Bishop thanked the Recreation Department for the great programs they offer and mentioned his recent trip to Peru. He stated he looks forward to the Commission's future discussion regarding special events.

ADJOURNMENT

The meeting was adjourned at 7:24 p.m. to the regular meeting of the Parks and Recreation Commission to be held Monday, June 22, 2015 at 6:00 p.m. in the City Council Chambers at 140 West Highway 246, Buellton.

Kelley Carter
Parks and Recreation Commission Chair

ATTEST:

Clare Barcelona
Parks and Recreation Commission Secretary

An audio CD of this meeting is available upon request

AGREEMENT

Santa Ynez Valley Bocce Foundation, Inc.
and
City of Buellton

A Private/Public Partnership for the Development of (4) Bocce Courts at River View Park

This AGREEMENT (the “Agreement”) is made and entered into effective as of the ____ day of _____, 2015, by and between the CITY OF BUELLTON, a California municipal corporation (“City”), and Santa Ynez Valley Bocce Foundation Inc., a non-profit corporation duly organized and operated under the laws of the State of California (“Foundation”).

I. RECITALS

A. The City owns River View Park (“Park”), generally located at 151 Sycamore Drive in the City of Buellton, California.

B. Foundation, organized by citizens, proposes to develop, construct, operate, and maintain four Bocce Courts (described in Exhibit “A” attached hereto and incorporated herein by this reference) to be located in that area of the Park described in Exhibit “B” (attached hereto and incorporated herein by this reference). Foundation and the City contemplate that the Foundation will bear the basic responsibility and cost for the infrastructure and preparation of the Bocce Court site, described in Exhibit “C” (attached hereto and incorporated herein by this reference), and that Foundation will continue to provide limited funds or in-kind contributions for the development, construction, and maintenance of the Bocce Courts.

C. Foundation and the City recognize that the general purpose of the Bocce Courts, as more specifically set forth below, is to enhance public benefit, use, and the utilization of the Park.

II. AGREEMENT

NOW, THEREFORE, in consideration of the mutual promises, covenants and conditions contained herein, the City and Foundation agree as follows:

A. **Purpose of Agreement**

The purpose of this Agreement is to provide the terms and conditions to enable the City and Foundation to work together to provide Bocce Courts to be located in the Park as shown in Exhibit “B.”

It is the further purpose of this Agreement to set forth the responsibilities of the parties as to the financing, construction, maintenance and use of the Bocce Courts.

1. CITY RESPONSIBILITIES

- A. The City shall provide a site within the Park for the Bocce Courts that is approximately 2,400 square feet in total as located and set forth in Exhibit “B”. The Foundation shall pay for the development of the site as reasonably necessary to fulfill the purposes of this Agreement.
- B. The City’s Recreation Coordinator will serve as the City liaison to the Foundation for the development, construction, maintenance use, and condition of the Bocce Courts and related Bocce Courts issues.
- C. The City will provide water and electricity for the development, construction, maintenance, and use of the Bocce Courts at no cost to Foundation. Energy efficient lighting is preferred.

2. FOUNDATION RESPONSIBILITIES

- A. The Foundation shall prepare and build four approximately 10’ by 60’ Bocce Courts totaling approximately 2,400 square feet, including rough and finish grading, wood borders, and light system installation, the costs of which are shown in Exhibit “C.”
- B. Foundation shall submit written plans for the development, maintenance, and use of the Bocce Courts to the City for approval.
- C. Foundation shall have the following responsibilities under this agreement:

1. General Maintenance

(a) Foundation will be responsible for the maintenance of the courts each year during the time period of April through October. Such maintenance may include leveling and compaction of the court surface, minor repairs to wood borders, or any other actions necessary to keep the courts in playable condition.

(b) Foundation will report incidences of graffiti and vandalism to the Public Works Department of the City within seven days of discovery of the damage.

2. Repairs and Financial Responsibility

Foundation will be responsible for all maintenance and repair of minor damage to improvements installed by Foundation. In the event major repairs (repairs exceeding \$1,000) are necessary, Foundation will discuss the proposed major repair with the Public Works Director prior to performing any repair.

3. Operation of the Bocce Courts

(a) The Bocce Courts maintained by Foundation shall be open to the public. Hours of operation of the Bocce Courts shall be the same as the general City park hours with the exception of the attached schedule shown as exhibit D. Any change in hours shall require the consent of the City.

(b) Special events may be held at Bocce Courts subject to the approval of the Foundation and the City, which at its sole discretion may impose permit requirements with reasonable conditions for the conduct of any such event.

(c) Foundation may construct improvements benefitting the Bocce Courts and surrounding areas such as walkways, benches, and planters at its own expense with the prior approval of the City Manager or his or her designee. Said improvements shall be considered the property of Foundation during the term of this Agreement and Foundation shall be responsible for maintenance and repair of said improvements. Removal of the improvements shall be the responsibility of the Foundation.

(d) On termination of this Agreement, Foundation shall have the right to remove any improvements without causing damage to Park in a manner reasonably acceptable to the City Manager or his or her designee. Any improvements not removed by Foundation within three months' time shall be abandoned by Foundation with all title, interest, and possession transferring on the 90th day after termination and become the property of the City.

3. Bocce Courts

The Bocce Courts are subject to City established park use requirements and shall be available to the general public and operated under the general terms and conditions regarding the Park.

4. Term and Termination

This Agreement shall have a term of three years commencing on the effective date first set forth in this Agreement. On the annual anniversary of the Agreement, the term shall be automatically renewed for additional one year term without notice to City or Foundation. The City may terminate this Agreement at any time, with or without cause, upon 30 days written notice to Foundation. Foundation may terminate this Agreement at any time, with or without cause, upon 30 days written notice to City.

5. Default

If either Party is in default in the performance of any of the terms and conditions of this Agreement, the non-defaulting Party shall cause to be served upon the defaulting Party a written notice of the default. The defaulting Party shall have 30 days after service upon it of said notice to cure the default by rendering satisfactory performance. In the event that the defaulting Party fails to cure its default within such period of time, the non-defaulting Party shall have the right, notwithstanding any other provision of this Agreement and without affecting each party's right to terminate this agreement with or without cause, to terminate this Agreement without further notice and without prejudice to any other remedy which it may be entitled at law, in equity or under this Agreement. If such default by a Party arises out of causes generally considered to be *force majeure*, it shall not be considered a default. The failure of any party to object to any default in the terms and conditions of this Agreement shall not constitute a waiver of either that term or condition or any other term of condition of this Agreement.

6. Indemnification and Insurance

A. The City agrees to and does hereby indemnify, hold harmless and defend Foundation, its governing board, its officers, agents and employees from every claim or demand or expense of any nature whatsoever, including but not limited to injury to or death of person(s) or damage to any property which arises as a result of the negligence or willful misconduct of the City, its officers, agents or employees in the performance of this Agreement.

B. Foundation agrees to and does hereby indemnify, hold harmless and defend the City, its City Council members, its officers, agents, and employees from every claim or demand or expense of any nature whatsoever, including but not limited to injury to or death of person(s) or damage to any property which arises as a result of the negligence or willful misconduct of Foundation, its officers, agents or employees in the performance of this Agreement, the development, construction, maintenance, and use of the Bocce Courts and any other improvements provided by Foundation and with respect to any special events held, sponsored, or supervised by Foundation.

7. Notices

Any notices to be given hereunder by either party shall be in writing and may be delivered personally or by mail. Mailed notices shall be sent to the address of the parties to be notified which appears below, but each party may change its address by written notice given in accordance with this paragraph. Notices delivered personally will be deemed communicated as of actual receipt. Mailed notices will be deemed communicated and received as of ten (10) calendar days following the date of mailing of the notice.

CITY OF BUELLTON

City of Buellton
Attn: City Manager
107 W. Highway 246
P.O. Box 1819
Buellton, CA 93427

SANTA YNEZ VALLEY
BOCCE FOUNDATION

SYV Bocce Foundation
555 McMurray Rd
Buellton, CA 93427

8. Entire Agreement

This Agreement supersedes the Original Agreement, as amended, any and all agreements, either oral or written, between the parties hereto with respect to the subject matter of this Agreement, and contains all of the covenants.

9. Governing Law

This Agreement will be governed by and construed in accordance with the laws of the State of California. Any legal action in which enforcement of the terms and conditions of this Agreement is requested, or in which it is alleged that a breach of the Agreement has taken place, shall be filed and prosecuted in the County of Santa Barbara, California.

10. Breach of Agreement

If either party defaults in the performance of any of the terms or conditions of this Agreement, it shall have 30 days after service upon it of written notice of such default in which to cure the default by rendering a satisfactory performance. In the event that the defaulting party fails to cure its default within such period of time, the non-defaulting party shall have the right, notwithstanding any other provision of this Agreement, to terminate this Agreement without further notice and without prejudice to any other remedy to which it may be entitled at law, in equity, or under this Agreement. This failure of a party to object to any default in the performance of the terms and conditions of this Agreement shall not constitute a waiver of either that term or condition or any other term or condition of this Agreement.

11. Mediation

The parties agree to submit any disputes arising out of this Agreement to a mutually agreeable mediator.

12. Attorney Fees

If any legal proceeding, including an action for declaratory relief, is brought to enforce or interpret the provisions of this Agreement, the prevailing party will be entitled to reasonable attorney's fees, which shall be set by the court in the same action or in a separate action brought for that purpose, in addition to any other relief to which that party may be entitled.

13. Severability

If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

14. Successors and Assigns

A. Neither party may assign its interest in this Agreement without the express written consent of the other party.

B. The terms and conditions of this Agreement shall be binding on the successors and assigns of the parties to this Agreement.

15. Employees

This Agreement does not create any partnership or agency between the parties, each of which is, and at all times shall remain, solely responsible for all acts of its officials, employees, agents, contractors and any subcontractors, including any negligent acts or omissions. Neither party is an agent of the other, and has no authority to act on behalf of or to bind the other party to any obligation whatsoever. For purposes of this Agreement, all persons employed in the performance of services and functions for Foundation shall be deemed Foundation employees and no Foundation employee shall be considered as an employee of the City under jurisdiction of the City, nor shall such Foundation employees have any City pension, civil service, or other status while an employee of Foundation.

16. Bocce Court Program Costs

Except as otherwise provided, neither party shall be responsible to the other party for the cost of its obligations under this Agreement.

17. Applicable Law

This Agreement shall be governed by and construed in accordance with the laws of the State of California and to the extent that there is any conflict between this Agreement and the laws of the State of California, the laws of the State of California shall prevail.

IN WITNESS HEREOF, Santa Ynez Valley Bocce Foundation, Inc. and the City of Buellton have executed this Agreement effective as of the ___ day of _____, 2015.

Santa Ynez Valley Bocce Foundation, Inc.

Jennie Bradley
President

ATTEST:

Secretary

CITY OF BUELLTON

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

Exhibit A



Dimensions of each court:
10 ft x 60 ft with shared
center board

Exhibit C



Bocce Court Specification

I. Introduction

Bocce, primarily a social game, was introduced into the American sporting vernacular by Italian immigrants over 200 years ago. In standard bocce, the balls must be rolled. There is a variant known as raffa, in which the ball can be lofted toward the targets. A third variation, Volvo, is played like raffa except that the players use balls made of brass, rather than synthetic plastic. As opposed to lawn bowling, which is played on a grass-topped, open-sided field, Bocce is played on a specifically designed and constructed court with static sides and a flat and level, compacted crushed stone surface.

II. Dimensions (see drawing #1)

Bocce courts consist of a flat and level playing surface, contained within 6" or taller perimeter curbing. The dimensions of the court may vary between 8' to 14' in width and 60' to 91' in length. The United States Bocce Federation (USBF) recommends that courts used for international, tournament, or open play should be 13' x 91'. Most recreational courts are somewhat smaller in both length and width than the USBF recommends.

III. Base Construction

a. Standard Base Construction (see drawing #2 and #5)

Sub-base: The sub-base should be cleared and grubbed of all organic matter. All topsoil should be excavated and removed as well. This area should then be compacted.

Base Course: The base course should be constructed of a hard, angular crushed stone base installed over the cleared and compacted sub-base. This layer should be a minimum of 3" in depth after compaction and placed level so that the finished elevations do not vary more than 3/8" in 10' when measured in any direction.

Crushed stone used should meet the following gradation:

Sieve Size	U.S. Standard	% Passing
2"		100%
1"		95-100%
3/8"		60-80%
#10		30-40%
#40		15-35%
#200		5-15%

This material should be watered and compacted to a minimum rate of 90% of its maximum potential compaction.

\$10,000 Per Court

Leveling Course: The leveling course should be constructed of a hard, angular crushed stone screening installed directly on top of the base course. This stone screening layer should be a minimum of 1" thick after compaction and be placed level so that the finished elevations do not vary more than 1/4" in 10' when measured in any direction.

Crushed stone should meet the following gradation:

U.S. Standard Sieve Size	% Passing
3/8"	100%
#4	80-100%
#100	10-30%
#200	2-10%

This material should be watered and compacted to a minimum rate of 90% of its maximum potential compaction.

b. Modified Base Construction (see drawing #3 and #6)

Sub-Base: The sub-base should be cleared and grubbed of all organic matter. All topsoil should be excavated and removed as well. This area should then be compacted.

Modified Base: In climates that do not typically experience a winter freeze-thaw climate, a one-layer, modified base may be used. It should be constructed of a hard, angular crushed stone screening installed directly on top of the sub-base. This stone screening layer should be a minimum of 3" thick after compaction and be placed level so that the finished elevations do not vary more than 1/4" in 10' when measured in any direction.

Crushed stone should meet the following gradation:

U.S. Standard Sieve Size	% Passing
3/8"	100%
#4	80-100%
#100	10-30%
#200	2-10%

This material should be watered and compacted to a minimum rate of 90% of its maximum potential compaction.

IV. Surfacing

The surfacing course should be constructed of 1" to 2" of a crushed metabasalt, igneous rock, blended with a gypsum binder to form a homogeneous mixture. The material should have a maximum density of more than 135 lbs. per cubic ft when tested by standard proctor. This material should be Har-Tru as manufactured by Lee Tennis, Charlottesville, VA.

The particle sizes of this product should meet the following gradation:

U.S. Standard Sieve Size	% Passing
#16	0-5%
#20	12-25%
#30	12-25%
#70	25-40%
#100	2-9%
PAN	23-33%

The Har-Tru surfacing should be placed by way so that the finished surface elevations will not vary more than 1/8" in 10' when measured in any direction. The surface should be laid flat and level. Then it should be thoroughly watered to its full depth and compacted with a 400 to 1200 lb. roller until desired firmness is achieved.

V. Perimeter Curbing (see drawing #1 and #7)

The perimeter of the court is surrounded by a non-moveable, permanent curbing. The finish elevation of the top of the curbing should be at least 6" above the finished playing surface. This curbing can be constructed from concrete or weather resistant wood and must be anchored to the ground so that no movement takes place when struck with a thrown, rolled bocce ball.

When using a formed in-place concrete curb, a bumper board (*see drawing #4*) must be installed as well. This bumper board can be constructed from weather resistant wooden, plastic, or hard rubber material. In all cases, the fasteners used to attach the bumper boards to the curbing must be recessed to the point where they will not contact any thrown bocce balls. Concrete walls that are left exposed and void of bumpers will scar and damage the balls during play and are not acceptable.

Optional hinged backboard (see drawing #4 and #7): An optional hinged backboard may be installed in an effort to "deaden" or lessen the rebound of a ball hitting the back wall of the court and disturbing balls that are still in play.

Foul lines (10' from each end) should be painted or permanently marked on the inside of the perimeter curbing. Mark all playing lines as indicated on drawing #1.

VI. Drainage

In an effort to eliminate excessive storm water from the court, drill or form in place a series of "weep holes". These holes should be placed 1/8" to 1/4" above the finished playing surface and should be 1" in diameter. Weep holes should be placed every 6' to 10' around the entire perimeter curbing system. If the surrounding landscaping is finished to an elevation above the weep holes, consideration should be made outside of the court to remove this excess water. The holes may be tied together by PVC piping and drained to an appropriate location (*see drawing #2 and #5*) or a "French drain" installed around the outer perimeter. A small dry well may be dug as a reservoir for removal of this storm water.

VII. Irrigation

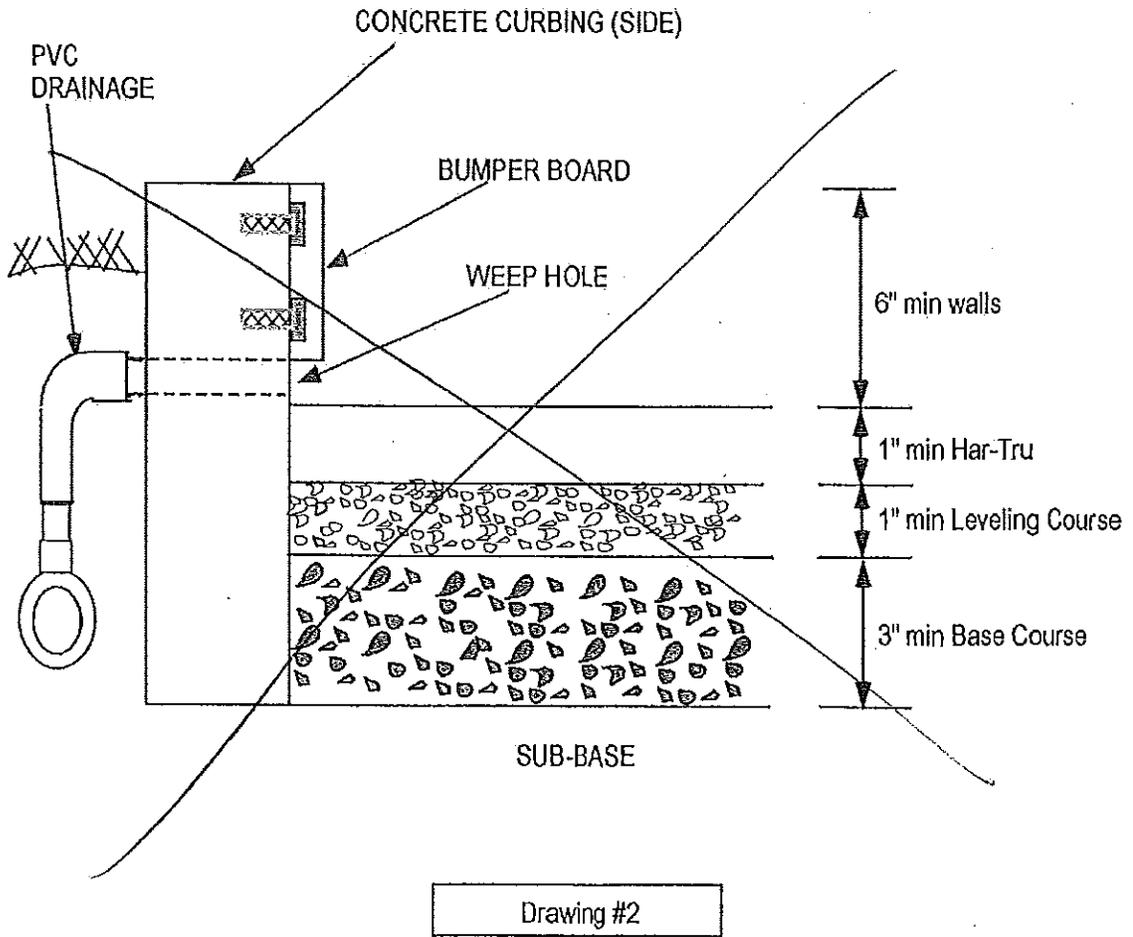
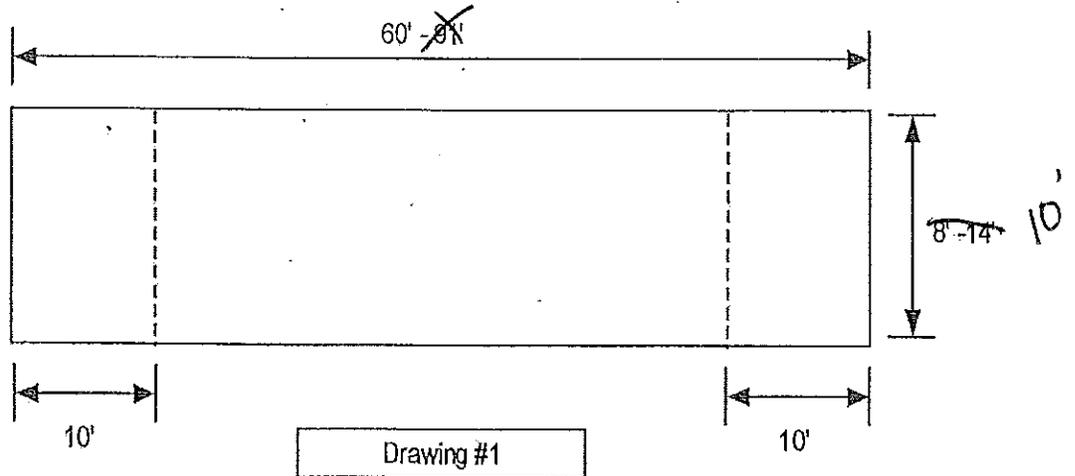
To properly maintain a bocce court, the surface and base layers should be irrigated properly. This can be done by hand watering, by use of a sprinkler system, or with sub-surface irrigation. Consult with your builder or a Lee Tennis representative on the options available.

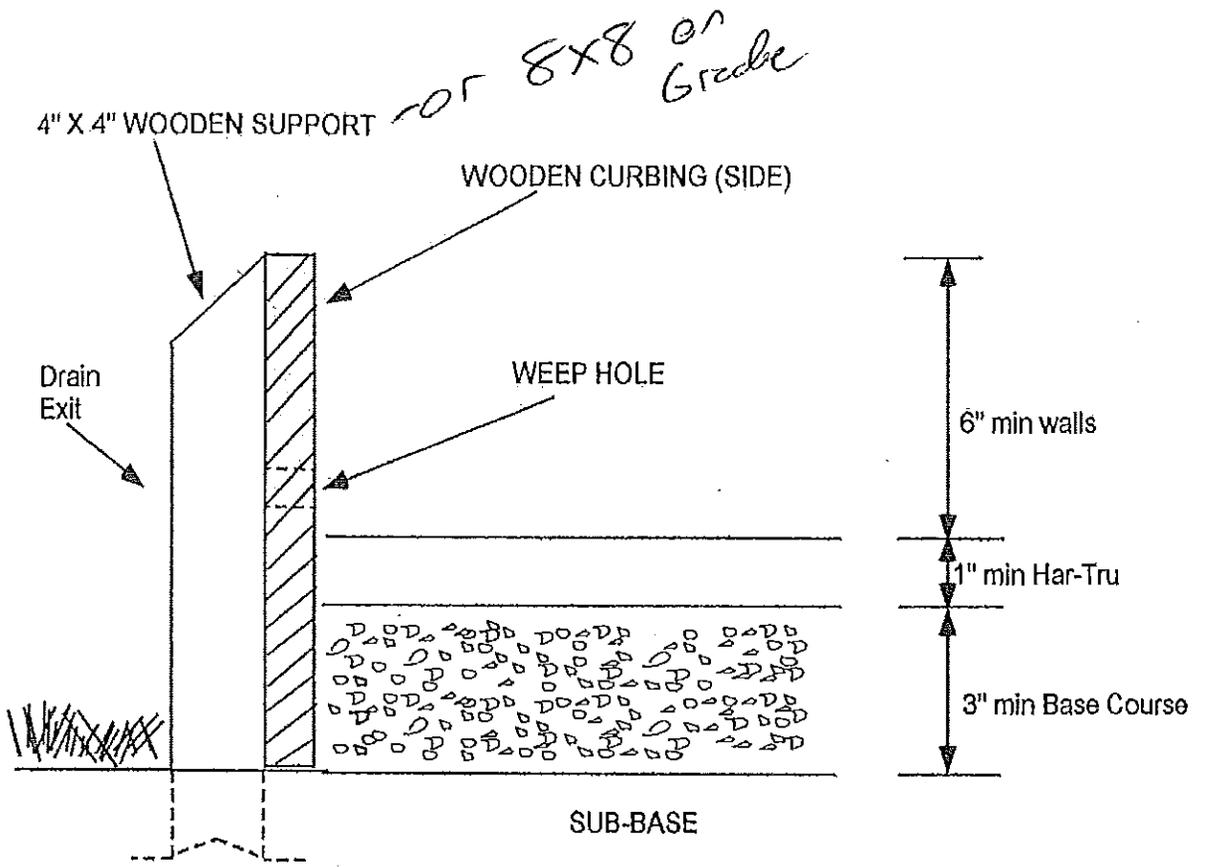
VIII. Maintenance

Typical maintenance of a bocce court is similar to that of a Har-Tru (clay) tennis court. The court should be brushed, watered, and rolled as needed to firm and groom the surface.

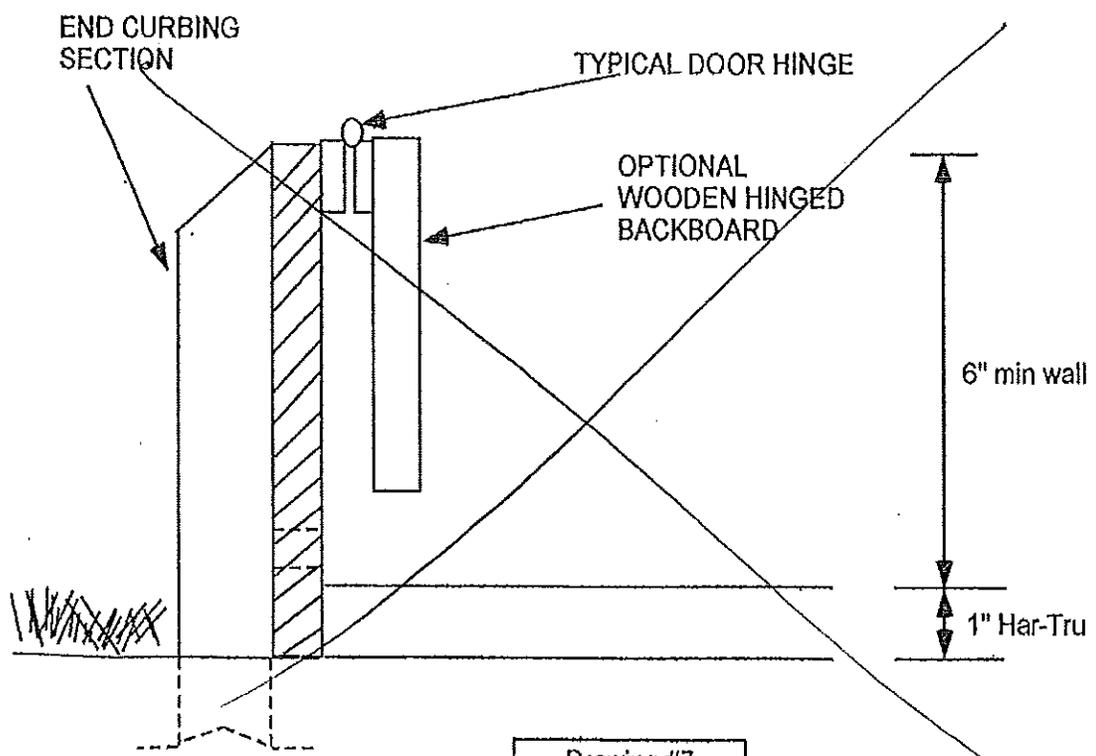
Each installation should have the following equipment to maintain their courts:

- 1 – Lute/Scarifier (product #1430, Lee Tennis, Charlottesville, VA)
- 1 – 7' Drag Brush (product #117H, Lee Tennis, Charlottesville, VA)
- 1 – Hand Roller (product #1824H, Lee Tennis, Charlottesville, VA)
- 1 – Aussie Clean Sweep (product #118H, Lee Tennis, Charlottesville, VA)





Drawing #6



Drawing #7

ATTACHMENT 6

EXHIBIT D: 2015 Schedule (Tuesday Evenings mid-Apr to mid-Oct)

Round	Date	Away	Home	Teams
1	April 14	Bruta Bocce Andiamo Bocce Bocce Rulli Wine Spirits Fig Etta Bout it Sonofa Bocce De Bocceri Bandoleros	Vincitores Bocce Nova Flying Pallinos Boccheros Euros B 3 Primos Dove Luca	Andiamo Bocce Bandoleros Bocce Nova Bocce Rulli Boccheros Bruta Bocce B 3 De Bocceri Dove Luca Euros Fig Etta Bout it Flying Pallinos Primos Sonofa Bocce Vincitores Wine Spirits
2	April 28	Euros Bandoleros Boccheros Flying Pallinos B 3 Vincitores Dove Luca Primos	Sonofa Bocce Bocce Rulli Andiamo Bocce Bruta Bocce Wine Spirits De Bocceri Bocce Nova Fig Etta Bout it	
3	May 12	Bocce Rulli Bocce Nova Bruta Bocce Andiamo Bocce De Bocceri Wine Spirits Fig Etta Bout it Sonofa Bocce	Dove Luca Boccheros Bandoleros B 3 Flying Pallinos Euros Vincitores Primos	
4	May 19	Dove Luca Bocce Rulli B 3 Bandoleros Euros Flying Pallinos Primos Vincitores	Boccheros Bruta Bocce Bocce Nova De Bocceri Andiamo Bocce Fig Etta Bout it Wine Spirits Sonofa Bocce	
5	June 2	Andiamo Bocce Boccheros De Bocceri Bocce Nova Fig Etta Bout it Bruta Bocce Sonofa Bocce Wine Spirits	Primos B 3 Bocce Rulli Euros Bandoleros Dove Luca Flying Pallinos Vincitores	
6	June 16	Euros Bruta Bocce Dove Luca Bocce Rulli Primos Bandoleros Vincitores	Boccheros De Bocceri B 3 Fig Etta Bout it Bocce Nova Sonofa Bocce Andiamo Bocce	

7	June 30	Flying Pallinos B 3 De Bocceri Fig Etta Bout it Boccheros Sonofa Bocce Bocce Nova Wine Spirits Andiamo Bocce	Wine Spirits Euros Dove Luca Bruta Bocce Primos Bocce Rulli Vincitores Bandoleros Flying Pallinos
8	July 7	De Bocceri Dove Luca Primos Bruta Bocce Vincitores Bocce Rulli Flying Pallinos Bandoleros	Fig Etta Bout it Euros B 3 Sonofa Bocce Boccheros Wine Spirits Bocce Nova Andiamo Bocce
9	July 21	Bocce Nova Euros Sonofa Bocce B 3 Wine Spirits Boccheros Andiamo Bocce Fig Etta Bout it	Bandoleros Primos De Bocceri Vincitores Bruta Bocce Flying Pallinos Bocce Rulli Dove Luca
10	August 4	De Bocceri Fig Etta Bout it Vincitores Dove Luca Flying Pallinos Bruta Bocce Bandoleros Bocce Rulli	Wine Spirits Sonofa Bocce Euros Primos B 3 Andiamo Bocce Boccheros Bocce Nova
11	August 18	Bocce Nova Primos Wine Spirits Euros Andiamo Bocce B 3 Sonofa Bocce Boccheros	Bruta Bocce Vincitores Fig Etta Bout it Flying Pallinos De Bocceri Bandoleros Dove Luca Bocce Rulli
12	September 1	Flying Pallinos Sonofa Bocce Bandoleros Fig Etta Bout it Vincitores De Bocceri Bocce Rulli Bruta Bocce	Primos Wine Spirits Euros Andiamo Bocce Dove Luca Bocce Nova B 3 Boccheros

13	September 15	Bocce Nova Vincitores Andiamo Bocce Dove Luca Primos Euros Boccheros B 3	Fig Etta Bout it Flying Pallinos Sonofa Bocce Wine Spirits Bandoleros Bocce Rulli De Bocceri Bruta Bocce
14	September 29	Bandoleros Wine Spirits Flying Pallinos Sonofa Bocce Bocce Rulli Fig Etta Bout it Bruta Bocce De Bocceri	Vincitores Andiamo Bocce Dove Luca Bocce Nova Primos Boccheros Euros B 3
15	October 6	Dove Luca Flying Pallinos Bocce Nova Vincitores Boccheros Primos B 3 Euros	Andiamo Bocce Bandoleros Wine Spirits Bocce Rulli Sonofa Bocce Bruta Bocce Fig Etta Bout it De Bocceri

16 Team Playoff



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: Rose Hess, Public Works Director

Meeting Date: September 10, 2015

Subject: Resolution No. 15-23 – “A Resolution of the City Council of the City of Buellton, California, Designating a Handicap Parking Space at PAWS Park”

BACKGROUND

On July 1, 2015 the City received a letter from Mr. David Schwartz regarding parking at PAWS Park and, in particular, the lack of handicap parking. Council has directed staff to review and investigate parking opportunities at this location.

PAWS Park is a small (~2.5 acre) neighborhood park, nestled within a residential neighborhood. Due to its location and the topography of the park, there is no space on-site available or appropriate for a parking lot. The site was designed to ensure pedestrian access that is ADA compliant with all off-site parallel parking on the street.

Off-site parking is required to be parallel parking adjacent to the curb per the Vehicle Code Section 22502 – *Curb Parking – Except as otherwise provided in this chapter, a vehicle stopped or parked upon a roadway where there are adjacent curbs shall be stopped or parked with the right-hand wheels of the vehicle parallel with and within 18 inches of the right-hand curb.*

Diagonal parking is not safe within residential roads because there is not sufficient width, including the knuckle/bulb at the corner of La Pita Place and Dawn Drive. The knuckle/bulb of the road is to provide adequate turning radius for vehicles, including large vehicles such as refuse trucks. Unfortunately, the knuckle of the road has a minor impact to parallel parking spaces due to the curvature as compared to a straight road section.

Staff has reviewed the site and field conditions. There are no specific zoning requirements that specify the number of parking spaces required at parks. Based on the standard parking space length of 20 feet and considering parking that is not directly a

including the addition of one designated handicap space (Exhibit A to Resolution No. 15-23).

The handicap parking space design is wider and longer than a standard parking space which is typically 8'x20'. The handicap space shall be a minimum of 13'x25' (including hatched paths of travel) and would be a modified version of Caltrans Standard Plan RSP A90B (Attachment 1). The location of the handicap space on the north end of the knuckle/bulb will allow for a wider space to accommodate parallel parking issues along the curvature and still provide safe and adequate path of travel on either side of the parked vehicle to access the existing handicap ramp as shown.

FISCAL IMPACT

Funding of the pavement and curb marking can be included as part of the 14/15 Road Maintenance Project.

RECOMMENDATION

Staff recommends that Council approve Resolution No. 15-23 - "A Resolution of the City Council of the City of Buellton, California, Designating a Handicap Parking Space at PAWS Park"

ATTACHMENTS

Resolution No. 15-23 with Exhibit A – Parking Exhibit
Attachment 1 – Caltrans Standard Plan RSP A90B

RESOLUTION NO. 15-23

**A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF BUELLTON, CALIFORNIA, DESIGNATING
A HANDICAP PARKING SPACE AT PAWS PARK**

WHEREAS, certain portions of the Santa Barbara County Code, including Chapter 23: Motor Vehicles and Traffic, have been adopted as part of the Buellton Municipal Code Section 10.01.010; and,

WHEREAS, California Vehicle Code Section 22507 and Section 23-11 of the Santa Barbara County Code authorizes the City Council, by Resolution, to designate limited parking; and

WHEREAS, Section 23-11.9 of the Santa Barbara County Code designates that a blue curb marking is a designated handicap parking zone where vehicles must have a special license plate or display a special placard issued under the provision of Section 9105 or Section 22511.5 of the California Vehicle Code; and

WHEREAS, the City has received a request to provide a handicap parking space at Paws Park and has reviewed the adequacy of the location and design of the handicap parking space; and,

WHEREAS, the City Council finds that it is in the best interests of the community to provide a handicap parking space, with appropriate blue curb and pavement markings; and

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

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

SECTION 2. The City Council hereby designates one handicap parking space at Paws Park on-street on La Pita Place as shown on Exhibit "A" attached hereto and incorporated by this reference.

SECTION 3. The City Council hereby approves and directs to the installation (and subsequent maintenance) of blue curb and pavement markings as shown on Exhibit "A."

SECTION 4. The City Clerk shall certify to the adoption of this Resolution.

PASSED, APPROVED and ADOPTED this 10th day of September, 2015.

Holly Sierra
Mayor

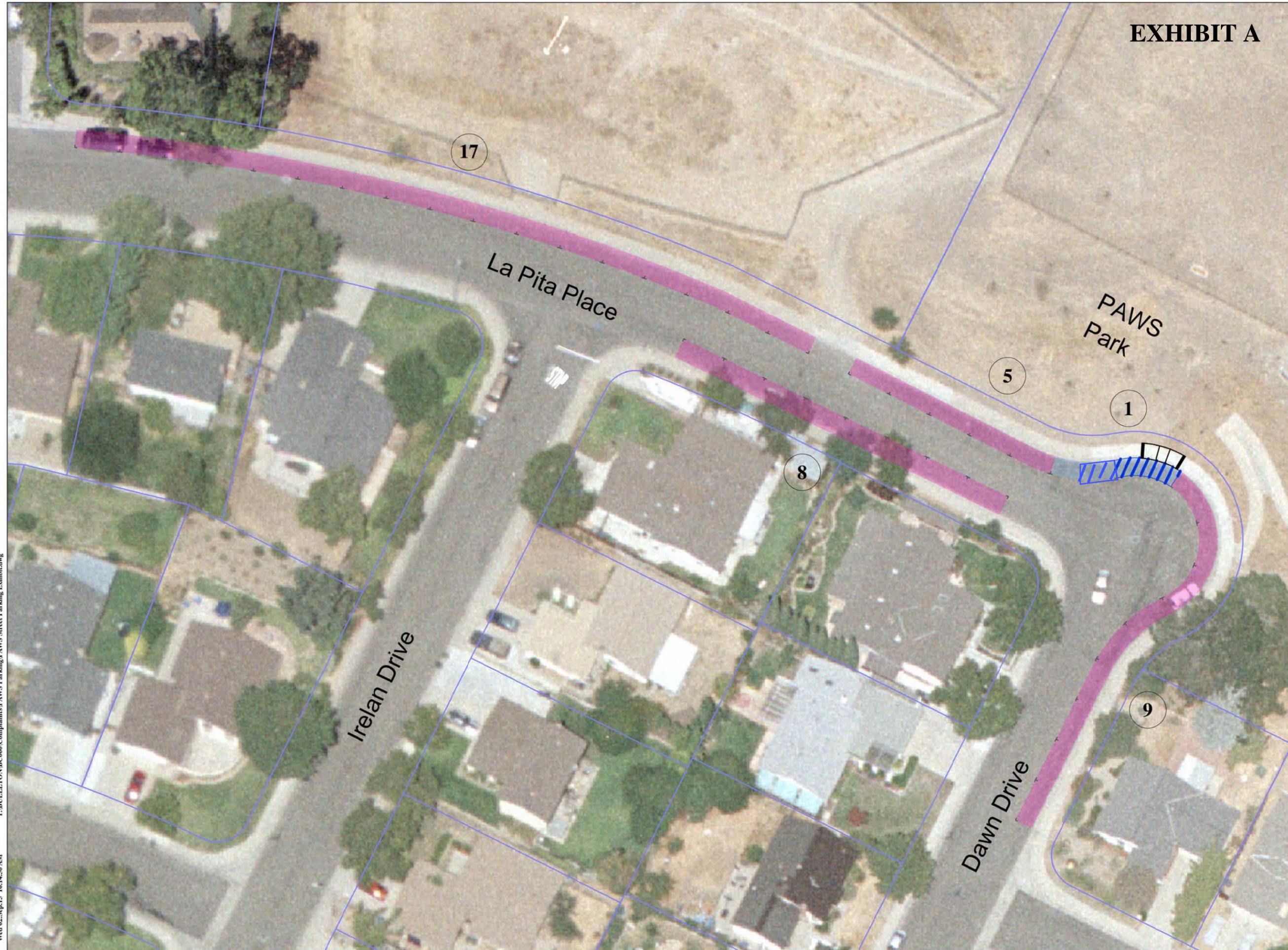
ATTEST:

Linda Reid
City Clerk

EXHIBIT A

**City of
Buellton**

**PAWS On-street
Parking Exhibit**

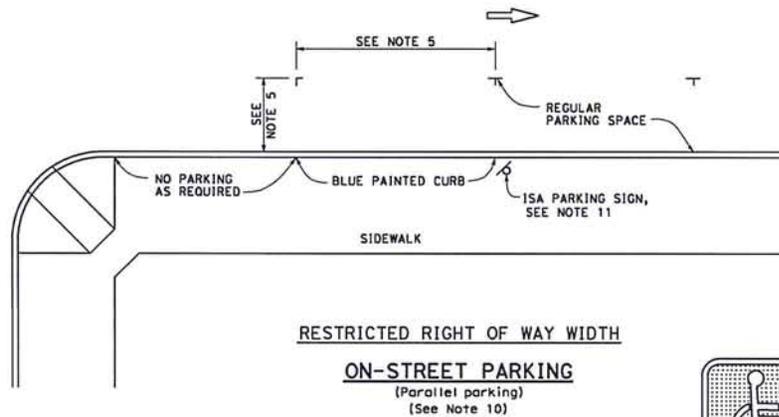
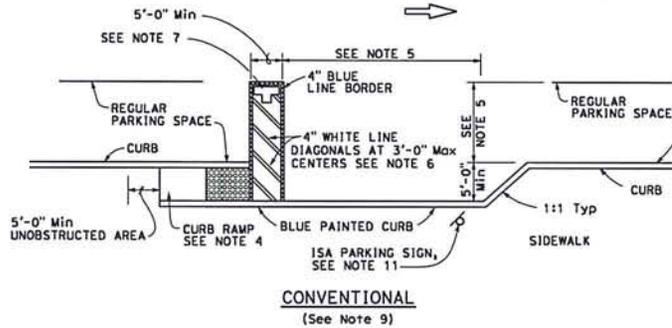


- 1 - ADA Parking
Stall**
- 39 - Standard
Parking Stalls**

- 40 - Total Parking
Stalls**

Y:\BUELLTON\BC000\Complaints\PAWS Parking\PAWS Street Parking Exhibit.dwg

Wed 02.Sep.15 10:14:50 AM



**NO
PARKING**

PAVEMENT MARKING
See Note 7



SIGN R99 (CA)



PLAQUE R99B (CA)
SIGN R99 (CA) with PLAQUE R99B (CA)
See Note 3



SIGN R99C (CA)
See Note 3

NOTES:

1. Parking spaces shall be so located that persons with disabilities are not compelled to wheel or walk behind parked vehicles other than their own.
2. Surface slopes of accessible on-street parking spaces shall be the minimum feasible.
3. Where Plaque R99B (CA) or Sign R99C (CA) are installed, the bottom of the sign or plaque panel shall be a minimum of 7'-0" above the surrounding surface.
4. Curb ramps shall conform to the details shown on Revised Standard Plan RSP A88A.
5. Accessible on-street parking spaces shall not be smaller in length or width than that specified by the local jurisdiction for other parking spaces, but not less than 20'-0" in length and not less than 8'-0" in width.
6. Blue paint, instead of white may be used for marking accessibility aisles in areas where snow may cause white markings to not be visible.
7. The words "NO PARKING", shall be painted in white letters no less than 1'-0" high on a contrasting background and located so that it is visible to traffic enforcement officials. See Revised Standard Plan RSP A24E for square foot area for painting the words "NO PARKING".
8. There shall be no obstructions on the sidewalk adjacent to and for the full length of the parking space, except for the ISA parking sign shown.
9. The Conventional detail should be the primary choice of accessible on-street parking. However, if the sidewalk lacks adequate space to construct a standard curb ramp, the Restricted Right of Way detail should be used.
10. If the Restricted Right of Way width detail is selected and it conflicts with a bus stop or other uses, this detail may apply to the other end of the block.
11. Accessible Parking Only Sign shall be Sign R99C (CA) or Sign R99 (CA) with Plaque R99B (CA).

LEGEND

ISA = International Symbol of Accessibility

STATE OF CALIFORNIA
DEPARTMENT OF TRANSPORTATION
**ACCESSIBLE PARKING
ON-STREET**

NO SCALE

RSP A90B DATED JULY 3, 2015 SUPERSEDES RSP A90B DATED JULY 19, 2013 SUPERSEDES AND PLAN A90B DATED MAY 20, 2011 - PAGE 124 OF THE STANDARD PLANS BOOK DATED 2010.

REVISED STANDARD PLAN RSP A90B

DIST	COUNTY	ROUTE	POST MILES TOTAL PROJECT	SHEET No.	TOTAL SHEETS

H. David Corbin
REGISTERED CIVIL ENGINEER

July 3, 2015
PLANS APPROVAL DATE

THE STATE OF CALIFORNIA OR ITS OFFICERS OR AGENTS SHALL NOT BE RESPONSIBLE FOR THE ACCURACY OR COMPLETENESS OF SCANNED COPIES OF THIS PLAN SHEET.

REGISTERED PROFESSIONAL ENGINEER
Nector David Corbin
C41957
Exp. 3-31-18
CIVIL
STATE OF CALIFORNIA

TO ACCOMPANY PLANS DATED _____

2010 REVISED STANDARD PLAN RSP A90B

