



CITY OF BUELLTON

CITY COUNCIL AGENDA

**Regular Meeting of September 10, 2020 at 6:00 p.m.
City Council Chambers, 140 West Highway 246
Buellton, California**

Copies of staff reports or other written documentation relating to each item of business referred to on this Agenda are on file in the office of the City Clerk and are available for public inspection

CORONAVIRUS (COVID-19) ADVISORY NOTICE

Consistent with Executive Orders N-25-20 and N-29-20 from the Executive Department of the State of California and a Declaration of Local Health Emergency from the County of Santa Barbara, City Council meetings will not be physically open to the public and one or more (or even all) City Council Members may be teleconferencing into the meeting. To maximize public safety while still maintaining transparency and public access, members of the public can observe the meeting through the City's website, via City TV Live Stream at: <http://www.cityofbuellton.com/government/cityTV.php> and may provide public comment by sending comments via email to council@cityofbuellton.com (reference subject matter or agenda item in the subject line of email). Please include name and address in contents of message. Comments will then be read into the record, with a maximum allowance of 3 minutes per individual comment, subject to the Mayor's discretion. All comments should be a maximum of 500 words, which corresponds to approximately 3 minutes of speaking time. If a comment is received after the agenda item is heard but before the close of the meeting, the comment will still be included as a part of the record of the meeting but will not be read into the record.

Any member of the public who needs accommodations can contact the City Clerk at (805) 688-5177 and best efforts will be made to provide reasonable accommodations to provide as much accessibility as possible while also maintaining public safety in accordance with the City of Buellton's procedure for resolving reasonable accommodation requests.

CALL TO ORDER

Mayor Holly Sierra

PLEDGE OF ALLEGIANCE

ROLL CALL

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

REORDERING OF AGENDA

PUBLIC COMMENTS

Speaker Slip to be completed and turned in to the City Clerk prior to commencement of meeting. Any person may address the Council on any subject pertaining to City business, including all items on the agenda not listed as a Public Hearing, including the Consent Agenda and Closed Session. Limited to three (3) minutes per speaker. By law, no action may be taken at this meeting on matters raised during Public Comments not included on this agenda. Public Speakers using a translator are allotted a total of six (6) minutes to speak, unless simultaneous translation equipment is used.

CONSENT CALENDAR

(ACTION)

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

1. **Minutes of August 27, 2020 Regular City Council Meeting**
2. **List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2019/2020 and Fiscal Year 2020/2021**

PRESENTATIONS

PUBLIC HEARINGS

(POSSIBLE ACTION)

3. **Resolution No. 20-22 – “A Resolution of the City Council of the City of Buellton, California, Regarding the Designation of Historical Landmarks in the City of Buellton”**
❖ (Staff Contact: City Manager Scott Wolfe)
4. **Resolution No. 20-23 – “A Resolution of the City Council of the City of Buellton, California, Establishing Underground Utility District No. 1 Along Central Avenue between Highway 246 and Jonata Park Road”**
❖ (Staff Contact: Public Works Director Rose Hess)

COUNCIL MEMBER COMMENTS/ITEMS

WRITTEN COMMUNICATIONS

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

COMMITTEE REPORTS

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

BUSINESS ITEMS

(POSSIBLE ACTION)

5. **Quarterly Report for April 1, 2020 through June 30, 2020 from Visit Santa Ynez Valley (VisitSYV)**
❖ *(Staff Contact: Finance Director Shannel Zamora)*
6. **Discussion Regarding Prohibition of the Sale of Flavored Tobacco Products in Buellton**
❖ *(Staff Contact: City Manager Scott Wolfe)*
7. **Appointment of an Ad Hoc Committee for Negotiation of Development Opportunity Reserve Agreements on Avenue of Flags**
❖ *(Staff Contact: City Manager Scott Wolfe)*

CITY MANAGER’S REPORT

CLOSED SESSION ITEMS

(POSSIBLE ACTION)

8. **Closed Session Pursuant to Government Code Section 54956.8
Conference with Real Property Negotiator
Under Negotiation: Price and Terms of Payment – 480 Central Avenue**
9. **Closed Session Pursuant to Government Code Section 54956.9(d)(4)
Potential Initiation of Litigation (One Item)**

ADJOURNMENT

The next regular meeting of the City Council will be held on Thursday, September 24, 2020 at 6:00 p.m.

CITY OF BUELLTON

CITY COUNCIL MEETING MINUTES

Regular Meeting of August 27, 2020

City Council Chambers, 140 West Highway 246
Buellton, California

CALL TO ORDER

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

PLEDGE OF ALLEGIANCE

ROLL CALL

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

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

REORDERING OF AGENDA

None

PUBLIC COMMENTS

Molly Carrillo-Walker, Co-Chair, Santa Ynez Youth Coalition and Mary Conway, Santa Ynez Youth Coalition Director both submitted public comments thanking the Buellton City Council for continuing to limit access to tobacco products and expressing a desire to work with the City to ban the sale of flavored tobacco products.

CONSENT CALENDAR

1. **Minutes of August 13, 2020 Regular City Council Meeting**
2. **List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2019/20 and Fiscal Year 2020/2021**
3. **Monthly Treasurer's Report – July 31, 2020**
4. **Acceptance of the Storm Drain Retrofit Project – Phase 2**

Council Member Sanchez requested and the Council agreed by consensus to pull Item 4 for discussion.

MOTION:

Motion by Council Member King, seconded by Council Member Andrisek, approving Consent Calendar Items 1, 2, and 3 as listed.

VOTE:

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

Council Member Andrisek – Yes

Council Member King - Yes

Council Member Sanchez - Yes

Vice Mayor Mercado – Yes

Mayor Sierra – Yes

Council Member Sanchez requested that staff remove the new storm drain grates to allow heavy storm water to empty into the storm drain. Public Works Director Hess stated that she does not recommend removing the grates at this time as the City is required to have grates in place to keep debris from entering the storm drain system. City Manager Wolfe stated he will work with staff to come up with an alternative solution to the new storm drain grates so that heavy storm water can empty from the streets.

MOTION:

Motion by Mayor Sierra, seconded by Council Member King, approving Consent Calendar Item 4.

VOTE:

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

Council Member Andrisek – Yes

Council Member King - Yes

Council Member Sanchez - Yes

Vice Mayor Mercado – Yes

Mayor Sierra – Yes

PRESENTATIONS

None

PUBLIC HEARINGS

None

COUNCIL MEMBER COMMENTS/ITEMS

Mayor Sierra requested and the Council agreed by consensus to agendize discussion to ban Buellton retailers from selling flavored tobacco products, which are highly addictive and harmful to youth.

Mayor Sierra requested that staff seek public input on how best to use the City owned Willemsen property. City Manager Wolfe stated he's working on scheduling small group tours of the Willemsen property during the month of September.

Mayor Sierra thanked Buellton resident Kadence Freed for making over 400 masks for local firefighters and first responders.

WRITTEN COMMUNICATIONS

None

COMMITTEE REPORTS

Council Member Andrisek announced that he attended the Sustainable Groundwater Management Committee board meeting via telephone and provided an oral report regarding the meeting.

Vice Mayor Mercado announced that he attended the Buellton Chamber of Commerce and Visitors Bureau board meeting and provided an oral report regarding the meeting.

Mayor Sierra announced that she 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. Update Regarding 6th Cycle Regional Housing Needs Allocation (RHNA)

RECOMMENDATION:

That the City Council receive an update regarding the 6th Cycle RHNA allocation and direct staff as appropriate.

STAFF REPORT:

Planning Director Keefer presented the staff report.

SPEAKERS/DISCUSSION:

The City Council discussed how the RHNA allocation is determined

DOCUMENTS:

Staff report with attachments as listed in the staff report.

MOTION:

Motion by Council Member Sanchez, seconded by Council Member Andrisek receiving the updated 6th Cycle RHNA allocation.

VOTE:

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

Council Member Andrisek – Yes

Council Member King – Yes

Council Member Sanchez - Yes

Vice Mayor Mercado – Yes

Mayor Sierra – Yes

6. **Consideration of Draft Request for Proposals (RFP) for Information Technology (IT) Services**

RECOMMENDATION:

That the City Council direct staff to issue an RFP for IT services and return to the City Council with a recommended award of contract to a qualified consultant.

STAFF REPORT:

City Manager Wolfe presented the staff report.

SPEAKERS/DISCUSSION:

The City Council discussed the cost associated with hiring an IT employee and the current expenditure for IT services. City Manager Wolfe stated this information will be presented to Council when the IT proposals are brought back for discussion and direction.

DOCUMENTS:

Staff report with attachments as listed in the staff report.

MOTION:

Motion by Council Member Sanchez, seconded by Council Member King directing staff to issue an RFP for IT services and return to the City Council with a recommended award of contract to a qualified consultant.

VOTE:

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

Council Member Andrisek – Yes

Council Member King – Yes

Council Member Sanchez - Yes

Vice Mayor Mercado – Yes

Mayor Sierra – Yes

7. Discussion of City Council Meeting Format During COVID-19 Related Public Health Orders

RECOMMENDATION:

That the City Council discuss this item and provide direction to staff.

STAFF REPORT:

City Manager Wolfe presented the staff report.

SPEAKERS/DISCUSSION:

The City Council discussed how to proceed with Council meetings and possibly moving Council meetings to a larger venue where the Council can distance and the public can attend meetings.

DOCUMENTS:

Staff report with attachments as listed in the staff report.

DIRECTION:

The City Council agreed by consensus to continue with Zoom Council meetings at this time and make meeting changes in the future if necessary.

CITY MANAGER’S REPORT

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

CLOSED SESSION ITEMS

8. Closed Session Pursuant to Government Code Section 54956.9(d)(4) Potential Initiation of Litigation (Two Items)

The City Council met in closed session to discuss Item 8. No reportable action was taken.

ADJOURNMENT

Mayor Sierra adjourned the regular meeting at 7:55 p.m. The next regular meeting of the City Council will be held on Thursday, September 10, 2020 at 6:00 p.m.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: September 10, 2020

Subject: List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2019/20 and Fiscal Year 2020/2021

BACKGROUND

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

The check register for the period 08/19/2020 through 09/02/2020 has been prepared in accordance to Government Code section 37202 and Buellton Municipal Code section 3.08.070. The check register lists all vendor payments for the specified period above, along with claimant's name, a brief description of the goods or service purchased, amount of demand, check number, check date and the account number(s) associated with each payment.

The total amount of checks, 08/19/2020 through 09/02/2020, and electronic fund transfers issued for the period of 08/19/2020 through 09/01/2020 was \$1,139,456.24.

FISCAL IMPACT

Payments made to the various vendors were consistent with the approved City's Budget for FY 2019/20 and FY 2020/21. Cash is available for the payment disbursements of the above liabilities.

RECOMMENDATION

That the City Council review and accept the check register for the period 08/19/2020 through 09/02/2020.

ATTACHMENTS

Attachment 1 – Claims

CONSOLIDATED CLAIMS DISBURSEMENT

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

The following is a list of claims for the period of **August 19, 2020 through September 02, 2020** for ratification by the City at the **September 10, 2020** City Council Meeting.

EXHIBIT A - A/P Packets processed

| | |
|-------------------------|---------------------------------|
| A/P Packet # APPKT01356 | 232,638.54 |
| A/P Packet # APPKT01355 | 1,965.52 |
| A/P Packet # APPKT01348 | 62,673.00 |
| A/P Packet # APPKT01347 | 763,284.75 |
| Total A/P Packets: | <u>\$1,060,561.81</u> (8 pages) |

| | |
|-------------------------|-----------------------|
| Total of checks issued: | <u>\$1,060,561.81</u> |
|-------------------------|-----------------------|

EXHIBIT B - Payments via Electronic Fund Transfer (EFT)

| | |
|------------|--------------------|
| EFT Total: | <u>\$24,074.06</u> |
|------------|--------------------|

Payroll processed

| | | |
|----------------|-----------|--------------------|
| CC Payroll | 8/27/2020 | 2,329.83 |
| Staff Payroll | 8/28/2020 | 52,490.54 |
| Total Payroll: | | <u>\$54,820.37</u> |

| | |
|--------------------------------|------------------------------|
| TOTAL AMOUNT OF CLAIMS: | <u><u>\$1,139,456.24</u></u> |
|--------------------------------|------------------------------|

Payments via Electronic Fund Transfer (EFT):
From 08/19/2020 through 09/01/2020

| | | |
|-------------------------|-----------|----------|
| CA Dept Tax Fee (CDTFA) | 8/27/2020 | 163.79 |
| CalPERS - Classic | 8/28/2020 | 164.96 |
| Payroll Tax - IRS | 8/28/2020 | 70.48 |
| CalPERS - PEPRA | 8/28/2020 | 66.55 |
| Payroll Tax - IRS | 8/31/2020 | 9,438.03 |
| CalPERS - Classic | 8/31/2020 | 6,262.09 |
| CalPERS - PEPRA | 8/31/2020 | 4,692.31 |
| Payroll Tax - EDD | 8/31/2020 | 3,215.85 |

| | | |
|--------------|--|-------------------------|
| Total | | <u><u>24,074.06</u></u> |
|--------------|--|-------------------------|



| Payment Number | Payment Date Payable Number | Vendor # Description | Vendor Name | Account Number | Project Account Key | Payment Amount Item Amount |
|----------------|--|---|-------------------------------------|---|---------------------|--|
| 40010 | 8/25/2020 INV0012294 | 001497 8/20/2020 - Plng Commission Meeting | AARON LIGGETT | 001-565-50010 | | 50.00 50.00 |
| 40011 | 8/25/2020 5018 5022 | 000005 JULY 2020 - WWTP - WATER ANALYSIS SERVICE JULY 2020 - WTP - WATER ANALYSIS SERVICE | ABALONE COAST ANALYTICAL, INC. | 005-701-61111 020-601-61111 | | 2,507.80 1,490.10 1,017.70 |
| 40012 | 8/25/2020 28463 28464 28465 28466 28475 28475 28476 28569 28581 | 000509 7/8/2020 - VcntLt - Mow & Clean-up 7/16/2020 - WR - CLEAN-UP LANDSCAPE 7/21/2020 - WR - TREE PRUNING & TRIMMING 7/20/2020 - East Drainage Channel - Mowing/Weeding JULY 2020 - PRKS/MEDIANS-MNTHLY LANDSCAPE MAINT JULY 2020 - FAC&STS - MNTHLY LANDSCAPE MAINT July 2020 - VVP - Maintenance 7/26/2020 - Irrigation/Controller Installation 7/2-31/2020 - WR - Landscape Maintenance | ALAN NEEDHAM dba | 001-556-60800 001-556-60800 001-556-60800 001-552-60800 001-552-60800 001-556-60800 001-552-60800 001-558-60250 001-556-60800 | | 29,935.00 125.00 175.00 5,695.00 1,200.00 11,200.00 3,960.00 3,220.00 500.00 3,860.00 |
| 40013 | 8/25/2020 INV0012303 INV0012303 | 000028 JULY 2020 - MATS/TOWELS SERVICE JULY 2020 - MATS/TOWELS SERVICE | ARAMARK UNIFORM SERVICES INC | 001-558-60800 005-701-60800 | | 477.50 382.00 95.50 |
| 40014 | 8/25/2020 36133205 | 001214 SEPT2020 - CH - PHONE SYSTEM LEASE | AVAYA Financial Services | 001-410-60310 | | 402.22 402.22 |
| 40015 | 8/25/2020 INV0012300 | 001522 2/24-3/9/2020 - REC - SELF CARE SERIES | BARBARA HANNELORE | 001-511-67140 | | 84.00 84.00 |
| 40016 | 8/25/2020 INV0012293 | 000121 AUG2020 - VB - Payment per Contract | BUELLTON VISITORS BUREAU | 001-410-67790 | | 32,500.00 32,500.00 |
| 40017 | 8/25/2020 21-016 | 001348 FY 20/21 - COB LIB - PROPOSED OPERATING BUDGET | CITY OF GOLETA | 001-510-60800 | | 193,729.00 193,729.00 |
| 40018 | 8/25/2020 3889 | 000107 Sept 2020 - Transit Services | CITY OF LOMPOC | 027-559-67445 | | 1,666.66 1,666.66 |
| 40019 | 8/25/2020 26151858 26552497 26552538 | 000112 2020-03-12 - RVP - TERMITE CONTROL SERVICE 8/17/2020 - CH - Pest Control 8/11/2020 - PD/LIB - PEST CONTROL | CLARK PEST CONTROL | 001-552-60258 001-558-60800 001-558-60800 | | 3,087.00 2,805.00 123.00 159.00 |
| 40020 | 8/25/2020 976030 | 000115 7/16-26/2020 - WTP - Water Analysis | CLINICAL LAB OF SAN BERNARDINO Inc. | 020-601-61111 | | 345.00 345.00 |
| 40021 | 8/25/2020 917571 917867 | 000118 8/16-9/15/2020 - HR - Copier Overage Fees 7/18-8/17/2020 - AR/FD/CH - Copier Overage charges | COASTAL COPY, INC. | 001-410-61130 001-410-61130 | | 370.33 48.02 322.31 |
| 40022 | 8/25/2020 INV0012296 | 000140 8/20/2020 - Planning Commission Meeting | DAN HEEDY | 001-565-50010 | | 50.00 50.00 |
| 40023 | 8/25/2020 INV0012304 | 001507 8/13/2020 - "BEST OF BUELLTON" MURAL PROJECT | ELIZABETH P ALVAREZ | 001-511-67141 | | 3,200.00 3,200.00 |
| 40024 | 8/25/2020 S100034939-001 | 001364 8/6/2020 - WTP - MISC MAT'L/SUPPLIES | FAMCON PIPE & SUPPLY-SM | 020-601-60250 | | 581.85 581.85 |

| Payment Number | Payment Date Payable Number | Vendor # Description | Vendor Name | Account Number | Project Account Key | Payment Amount Item Amount |
|----------------|---|--|--|---|---------------------|---|
| 40025 | 8/25/2020 T19778 W18610-1 W18610-3 W19578 | 000649 July 2020 - WWTP - Operational Services 12/5/19 - WWTP - MISC MAINT/REPAIR 8/19/2020 - WWTP - Clarifier Arm Installation 8/21/2020 - WWTP - Belt Press Repairs | FLUID RESOURCE MANAGEMENT, INC. | 005-701-60800 092-706-74100 005-701-60250 005-701-60250 | 09270674100 | 12,937.82 2,047.38 7,097.55 1,512.54 2,280.35 |
| 40026 | 8/25/2020 INV0012305 INV0012305 | 000813 AUG2020 - MISC MAINT/REPAIR ITEMS AUG2020 - MISC MAINT/REPAIR ITEMS | HOME DEPOT CREDIT SERVICES | 001-558-60250 005-701-60250 | | 121.79 51.23 70.56 |
| 40027 | 8/25/2020 INV0012297 | 001225 8/20/2020 - Planning Commission Meeting | MARCILO SARQUILLA | 001-565-50010 | | 50.00 50.00 |
| 40028 | 8/25/2020 796883 796960 | 000342 8/13/2020 - RVP - Misc Maint/Repair Items 8/13/2020 - PW - Misc Maint/Repair Items | NIELSEN BUILDING MATERIALS, INC | 001-552-60258 001-558-60250 | | 51.31 20.42 30.89 |
| 40029 | 8/25/2020 4372-155253 | 000801 8/17/2020 - WTP - Vehicle Maintenance | O'REILLY AUTOMOTIVE STORES, INC. | 020-601-60270 | | 10.76 10.76 |
| 40030 | 8/25/2020 INV0012302 INV0012302 INV0012302 INV0012302 INV0012302 INV0012302 INV0012302 INV0012302 INV0012302 INV0012302 INV0012302 | 000352 7/6-8/3/2020 - ELECTRIC SERVICES 7/6-8/3/2020 - ELECTRIC SERVICES | P G & E | 001-410-61241 001-501-61241 001-510-61241 001-550-61241 001-552-61241 001-556-61241 001-565-61241 005-701-61241 020-601-61241 | | 26,737.20 894.83 381.93 214.32 4,597.13 321.11 95.12 216.70 9,229.40 10,786.66 |
| 40031 | 8/25/2020 INV0012301 | 000352 7/8-8/6/2020 - PW - 202 Dairyland-ElectricService | P G & E | 001-558-61241 | | 257.60 257.60 |
| 40032 | 8/25/2020 INV0012295 | 001187 8/20/2020 - Planning Commission Meeting | PATTY J HAMMEL | 001-565-50010 | | 50.00 50.00 |
| 40033 | 8/25/2020 3919 | 001510 8/6/2020 - Plng - NtcOfPblcHrng - Village Sr Apts | SANTA MARIA CALIFORNIA NEWS MEDIA INC. dba | 001-565-60520 | | 260.34 260.34 |
| 40034 | 8/25/2020 CM0000187 INV0012292 | 000894 July 2020 - VISITSYV - SYVTBID Fees July 2020 - VISITSYV - SYVTBID Fees | Santa Ynez Valley Hotel Assn., Inc. dba | 001-44250 001-22160 | | 27,290.55 (556.95) 27,847.50 |
| 40035 | 8/25/2020 PN 195071 | 000443 AUG2020 - PW - Disaster Debris Management Program | SB CO - WASTE MGT. DIVISION | 001-410-60014 | | 1,868.00 1,868.00 |
| 40036 | 8/25/2020 1021 | 000450 AUG2020 - CONTRACTED LAW ENFORCEMENT SERVICES | SB CO SHERIFF'S DEPARTMENT | 001-501-60800 | | 178,189.08 178,189.08 |
| 40037 | 8/25/2020 CCJ9535-2021 CCJ9536-2021 | 000153 SEPT2020/2021 - ANNUAL REGISTRATION RENWAL FEES SEPT2020/2021 - ANNUAL REGISTRATION RENEWAL FEES | STATE OF CA - HCD | 001-558-67575 001-558-67575 | | 86.00 43.00 43.00 |
| 40038 | 8/25/2020 2020/21-0 | 000833 FY2020/21 - CONTRIBUTION - MAINT OF BOTANIC GARDEN | SYV BOTANIC GARDEN FOUNDATION, INC | 001-552-60259 | | 14,000.00 14,000.00 |
| 40039 | 8/25/2020 INV0012299 | 000496 4/13-6/10/2020 - Covid Relief - Meals on Wheels | SYV SENIOR CITIZENS FOUNDATION | 001-410-67205 | EM001070 | 87,394.50 87,394.50 |
| 40040 | 8/25/2020 20-05-001 | 001397 8/17/2020 - PW - Storm Drain Retrofit | TAYLOR JANE CONSTRUCTION LP | 092-314-74100 | 09231474100 | 142,009.80 142,009.80 |

| Payment Number | Payment Date Payable Number | Vendor # Description | Vendor Name | Account Number | Project Account Key | Payment Amount Item Amount |
|----------------|---|---|---------------------------------|---|----------------------------|---|
| 40041 | 8/25/2020 79969 | 001188 8/19/2020 - Plng - Landscape Rebate Yard Signs | The Hankering Corporation | 001-565-60900 | | 117.34 117.34 |
| 40042 | 8/25/2020 9860297278 9860297278 9860297278 9860297278 9860297278 9860297278 9860297278 | 000556 8/9-9/8/2020 - Wireless Telephone Service 8/9-9/8/2020 - Wireless Telephone Service | VERIZON WIRELESS | 001-410-60014 001-410-67705 001-511-61290 001-558-67705 001-565-60900 001-565-67705 005-701-67705 020-601-67705 | | 525.49 1.38 91.93 41.50 144.38 (50.00) 53.92 88.94 153.44 |
| 40043 | 8/25/2020 5011521087 | 001063 8/24-9/23/2020 - CH - COPIER LEASE | Wells Fargo Vendor Fin Serv | 001-410-60310 | | 340.81 340.81 |
| 40044 | 8/25/2020 INV0012298 | 001521 8/19/2020 - 202 Drylnd Rd - Return of Security Dep | WILLEMSSEN LIVING TRUST | 001-22415 | | 2,000.00 2,000.00 |
| 40045 | 8/25/2020 75700 75701 75702 75703 75705 75705 75705 75706 75708 | 000326 7/1-31/2020 - CITY ENGINEER/PUBLIC WORKS 7/1-31/2020 - CITY STORM WATER MGMNT PLAN 7/1-31/2020 - CITY/McMURRAY ROAD SIGNAL UPGRADE 7/1-31/2020 - MEDIUM 2 PARKING LOT 7/1-31/2020 - TRANSITION SERVICES 7/1-31/2020 - TRANSITION SERVICES 7/1-31/2020 - TRANSITION SERVICES 7/1-31/2020 - 20/21 ROAD MAINTENANCE PROJECT 7/1-31/2020 - 2019/20 RdMaint&ConcreteRepairPrjcts | MNS ENGINEERS, INC. | 025-554-60800 001-551-60800 092-307-70005 092-215-71500 001-551-60800 020-601-60800 025-554-60800 092-319-70005 092-318-70005 | 09230770005 09221571500 | 62,673.00 3,088.75 12,259.50 910.00 20,772.00 6,300.00 3,730.00 5,450.00 7,798.75 2,364.00 |
| 40046 | 9/1/2020 INV0012359 | 001184 AUGUST 2020 - MISC SUPPLIES | ALBERTSONS/SAFEWAY | 001-410-69600 | | 7.17 7.17 |
| 40047 | 9/1/2020 257687 257691 257691 | 000065 JULY 2020 - RETAINER - LEGAL SERVICES July 2020 - Legal Services July 2020 - Legal Services | BURKE, WILLIAMS & SORENSEN, LLP | 001-404-60840 001-404-60840 092-307-71200 | 09230771200 | 12,859.51 10,613.51 190.00 2,056.00 |
| 40048 | 9/1/2020 PROP01918 PROP01918 PROP01918 | 000072 7/1/2020-7/1/2021 - PROPERTY INSURANCE POLICY 7/1/2020-7/1/2021 - PROPERTY INSURANCE POLICY 7/1/2020-7/1/2021 - PROPERTY INSURANCE POLICY | CA JOINT POWERS INS AUTHORITY | 001-410-50610 005-701-50610 020-601-50610 | | 25,248.00 8,416.00 8,416.00 8,416.00 |
| 40049 | 9/1/2020 919462 | 000118 7/29-8/28/2020 - REC - Copier Overages | COASTAL COPY, INC. | 001-511-61130 | | 148.82 148.82 |
| 40050 | 9/1/2020 INV0012354 | 000122 8/26-9/25/2020 - CH - Internet Service | COMCAST CABLE | 001-410-61292 | | 286.01 286.01 |
| 40051 | 9/1/2020 INV0012356 | 000122 8/25-9/24/2020 - REC - Internet/Phone Service | COMCAST CABLE | 001-511-61290 | | 210.32 210.32 |
| 40052 | 9/1/2020 INV0012340 | 000122 8/18/2020 - CityCnclChmbr - Internet Services | COMCAST CABLE | 001-410-61292 | | 157.30 157.30 |
| 40053 | 9/1/2020 INV0012355 | 000122 8/29-6/28/2020 - WWTP - Internet Service | COMCAST CABLE | 005-701-60210 | | 236.01 236.01 |
| 40054 | 9/1/2020 N28280 | 001527 6/29-8/2/2020-Plng-ProfSrvcs-Traffic & Circ Study | CRAIN AND ASSOCIATES | 001-565-60800 | | 5,844.57 5,844.57 |
| 40055 | 9/1/2020 200810108 200810108 | 000172 9/1-30/2020 - MsgSrvc/AnsSrvc 9/1-30/2020 - MsgSrvc/AnsSrvc | ECHO COMMUNICATIONS | 001-558-60800 005-701-60800 | | 129.45 43.15 43.15 |

| Payment Number | Payment Date Payable Number | Vendor # Description | Vendor Name | Account Number | Project Account Key | Payment Amount Item Amount |
|----------------|--------------------------------|--|--|----------------|---------------------|-------------------------------|
| | 200810108 | 9/1-30/2020 - MsgSrvc/AnsSrvc | | 020-601-60800 | | 43.15 |
| 40056 | 9/1/2020 | 001040 | FRONTIER COMMUNICATIONS | | | 1,988.28 |
| | INV0012339 | 8/19-9/18/2020 - TELEPHONE SERVICES | | 001-410-67705 | | 367.77 |
| | INV0012339 | 8/19-9/18/2020 - TELEPHONE SERVICES | | 001-565-67705 | | 446.02 |
| | INV0012339 | 8/19-9/18/2020 - TELEPHONE SERVICES | | 005-701-67705 | | 622.84 |
| | INV0012339 | 8/19-9/18/2020 - TELEPHONE SERVICES | | 020-601-67705 | | 551.65 |
| 40057 | 9/1/2020 | 001506 | JENNIFER WOOTEN dba | | | 351.00 |
| | INV0012342 | 8/10/2020 - REC - HORSEBACK CAMP | | 001-511-67140 | | 351.00 |
| 40058 | 9/1/2020 | 000258 | JOHN P. SUREY dba | | | 636.76 |
| | 200818-004 | 8/3/2020 - UB - Laser Billing Form - Blank | | 005-701-61130 | | 318.38 |
| | 200818-004 | 8/3/2020 - UB - Laser Billing Form - Blank | | 020-601-61130 | | 318.38 |
| 40059 | 9/1/2020 | 000827 | JOSEPH GRAUER | | | 60.00 |
| | INV0012336 | 7/24/2020 - REIMBURSEMENT-CERT RNWL-WTR DIST OPER | | 020-601-60650 | | 60.00 |
| 40060 | 9/1/2020 | 011306 | KARLIN LADERA | | | 1,978.50 |
| | INV0012258 | 5/29-7/31/2020 - REC - FUTSAL CLINIC | | 001-511-67140 | | 1,176.00 |
| | INV0012335 | 5/29-7/31/2020 - REC - SURF CAMP COUNSELOR | | 001-511-67140 | 51009-070 | 802.50 |
| 40061 | 9/1/2020 | 000273 | KURT GREER | | | 433.33 |
| | INV0012338 | 8/28/2020 - REIMBURSEMENT - Uniforms/CertRnwl | | 005-701-60131 | | 283.33 |
| | INV0012338 | 8/28/2020 - REIMBURSEMENT - Uniforms/CertRnwl | | 020-601-60650 | | 150.00 |
| 40062 | 9/1/2020 | 001526 | MORIARTY PROPERTY COMPANY | | | 660.00 |
| | INV0012358 | 8/31/2020 - COMPLETION OF LANDSCAPE REBATE PROGRAM | | 001-558-74100 | | 660.00 |
| 40063 | 9/1/2020 | 001525 | SANTA BARBARA COUNTY DEPARTMENT OF SOCIAL SERVICES | | | 560.00 |
| | INV0012337 | 8/27/2020 - REFUND - RVP SecDep&Fee - (Covid-19) | | 001-22510 | | 400.00 |
| | INV0012337 | 8/27/2020 - REFUND - RVP SecDep&Fee - (Covid-19) | | 001-44020 | | 160.00 |
| 40064 | 9/1/2020 | 001116 | SANTA YNEZ VALLEY STAR | | | 128.00 |
| | 5465 | APRIL 2020 - REC - ISSUE A - ADVERTISING | | 001-511-60510 | | 128.00 |
| 40065 | 9/1/2020 | 000450 | SB CO SHERIFF'S DEPARTMENT | | | 178,189.08 |
| | 1035 | Sept 2020 - Contracted Law Enforcement Services | | 001-501-60800 | | 178,189.08 |
| 40066 | 9/1/2020 | 001390 | SCOTT WOLFE | | | 750.00 |
| | INV0012350 | SEPT 2020 - MED REIMBURSEMENT per MERP AGRMNT | | 001-402-50400 | | 750.00 |
| 40067 | 9/1/2020 | 000507 | SoCalGas | | | 27.69 |
| | INV0012351 | 7/24-8/24/2020 - 202DryInd - Gas Service | | 001-410-61230 | | 27.69 |
| 40068 | 9/1/2020 | 000507 | SoCalGas | | | 14.30 |
| | INV0012353 | 7/22-8/20/2020 - LIB - Gas Service | | 001-510-61230 | | 14.30 |
| 40069 | 9/1/2020 | 000507 | SoCalGas | | | 16.55 |
| | INV0012352 | 7/22-8/20/2020 - CH - Gas Service | | 001-410-61230 | | 16.55 |
| 40070 | 9/1/2020 | 000978 | Staples Credit Plan | | | 779.50 |
| | INV0012357 | 7/15-8/14/2020 - Misc Office Supplies | | 001-410-61130 | | 86.25 |
| | INV0012357 | 7/15-8/14/2020 - Misc Office Supplies | | 001-410-69600 | | 38.96 |
| | INV0012357 | 7/15-8/14/2020 - Misc Office Supplies | | 001-410-69600 | EM001071 | 29.08 |
| | INV0012357 | 7/15-8/14/2020 - Misc Office Supplies | | 001-420-61130 | | 323.84 |
| | INV0012357 | 7/15-8/14/2020 - Misc Office Supplies | | 001-511-61130 | | 95.53 |
| | INV0012357 | 7/15-8/14/2020 - Misc Office Supplies | | 001-511-67570 | | 95.52 |
| | INV0012357 | 7/15-8/14/2020 - Misc Office Supplies | | 001-565-61130 | | 110.32 |
| 40071 | 9/1/2020 | 000521 | TODD PIPE & SUPPLY | | | 167.88 |
| | INV0012360 | August 2020 - Misc Maint/Repair Items | | 001-552-61140 | | 23.63 |
| | INV0012360 | August 2020 - Misc Maint/Repair Items | | 001-558-60900 | | 1.73 |
| | INV0012360 | August 2020 - Misc Maint/Repair Items | | 020-601-60250 | | 27.28 |
| | INV0012361 | JULY 2020 - MISC MAINT/REPAIR ITEMS | | 001-552-60258 | | 22.99 |

| Payment Number | Payment Date Payable Number | Vendor # Description | Vendor Name | Account Number | Project Account Key | Payment Amount Item Amount |
|----------------|--------------------------------|--|---------------------------------|----------------|---------------------|-------------------------------|
| | INV0012361 | JULY 2020 - MISC MAINT/REPAIR ITEMS | | 020-601-60250 | | 63.15 |
| | INV0012361 | JULY 2020 - MISC MAINT/REPAIR ITEMS | | 020-601-67600 | | 29.10 |
| 40072 | 9/1/2020 422495853 | 000904 8/20-9/20/2020 - Plng - Copier Lease | US BANK EQUIPMENT FINANCE | | | 482.71 482.71 |
| 40073 | 9/1/2020 970899-092020 | 001388 Sept 2020 - VB - HOA Fees - 597 AOF #101 | VINTAGE WALK OWNERS ASSOCIATION | | | 148.80 148.80 |
| 40074 | 9/1/2020 5011639011 | 001063 9/5-10/4/2020 - REC - Copier Lease | Wells Fargo Vendor Fin Serv | | | 139.00 139.00 |
| 0005943866 | 9/2/2020 | 000193 | FIRST NATIONAL BANK OF OMAHA | | | 1,965.52 |
| | INV0012343 | K Abello - CC through 8/18/2020 | | 001-511-60800 | | 79.95 |
| | INV0012343 | K Abello - CC through 8/18/2020 | | 001-511-60900 | | 41.35 |
| | INV0012343 | K Abello - CC through 8/18/2020 | | 001-511-67135 | 54038-040 | (2,537.00) |
| | INV0012343 | K Abello - CC through 8/18/2020 | | 001-511-67135 | 54043-040 | 504.00 |
| | INV0012343 | K Abello - CC through 8/18/2020 | | 001-511-67140 | | 2,333.42 |
| | INV0012343 | K Abello - CC through 8/18/2020 | | 001-511-67140 | 51007-040 | 19.36 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-403-61130 | | 43.48 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-410-69600 | | 38.76 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-552-60258 | | 45.40 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-558-60710 | | 33.34 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-558-60900 | | 18.18 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-558-61130 | | 7.06 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-558-61280 | | 47.02 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 001-558-67600 | | 53.40 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 005-701-60710 | | 33.33 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 020-601-60250 | | 8.18 |
| | INV0012344 | R HESS - CC THROUGH 8/18/2020 | | 020-601-60710 | | 33.33 |
| | INV0012345 | A Keefer - CC through 8/18/2020 | | 001-410-69600 | | 375.38 |
| | INV0012345 | A Keefer - CC through 8/18/2020 | | 001-565-60650 | | 124.00 |
| | INV0012346 | L REID - CC THROUGH 8/18/2020 | | 001-403-60900 | | 9.64 |
| | INV0012346 | L REID - CC THROUGH 8/18/2020 | | 001-403-61130 | | 149.13 |
| | INV0012346 | L REID - CC THROUGH 8/18/2020 | | 001-558-60270 | | 110.00 |
| | INV0012347 | P SMITH - CC THROUGH 8/18/2020 | | 001-511-60900 | | 8.85 |
| | INV0012347 | P SMITH - CC THROUGH 8/18/2020 | | 001-511-67140 | | 53.48 |
| | INV0012348 | K THOMSEN - CC THROUGH 8/18/2020 | | 001-511-60270 | | 48.49 |
| | INV0012348 | K THOMSEN - CC THROUGH 8/18/2020 | | 001-511-60900 | | 11.77 |
| | INV0012348 | K THOMSEN - CC THROUGH 8/18/2020 | | 001-511-67140 | | 124.05 |
| | INV0012348 | K THOMSEN - CC THROUGH 8/18/2020 | | 001-511-67140 | 51008-040 | 42.32 |
| | INV0012348 | K THOMSEN - CC THROUGH 8/18/2020 | | 001-511-67140 | 51007-040 | 11.35 |
| | INV0012349 | K THOMSEN - CC THROUGH 8/18/2020 | | 001-402-60710 | | 75.00 |
| | INV0012349 | K THOMSEN - CC THROUGH 8/18/2020 | | 001-402-60900 | | 19.50 |

Payment Total: 1,060,561.81

Report Summary

Fund Summary

| Fund | Payment Amount |
|-------------------------------------|---------------------|
| 001 - General Fund | 814,254.86 |
| 005 - Sewer Fund | 26,767.81 |
| 020 - Water Fund | 26,325.63 |
| 025 - Gas Tax Fund | 8,538.75 |
| 027 - Local Transportation Fund | 1,666.66 |
| 092 - Capital Improvement Proj Fund | 183,008.10 |
| Grand Total: | 1,060,561.81 |

Account Summary

| Account Number | Account Name | Payment Amount |
|----------------|---|----------------|
| 001-22160 | SYVTBID Payable | 27,847.50 |
| 001-22415 | Lease Deposit | 2,000.00 |
| 001-22510 | Park/Damage Charge | 400.00 |
| 001-402-50400 | Medical Benefit | 750.00 |
| 001-402-60710 | Travel & Training | 75.00 |
| 001-402-60900 | Miscellaneous | 19.50 |
| 001-403-60900 | Miscellaneous | 9.64 |
| 001-403-61130 | Office Supplies | 192.61 |
| 001-404-60840 | Contract Services-Legal Fees | 10,803.51 |
| 001-410-50610 | Insurance - Property | 8,416.00 |
| 001-410-60014 | Emergency Operations | 1,869.38 |
| 001-410-60310 | Equipment Rental | 743.03 |
| 001-410-60900 | Miscellaneous | 148.8 |
| 001-410-61130 | Office Supplies | 456.58 |
| 001-410-61230 | Utilities - Gas | 44.24 |
| 001-410-61241 | Utilities - Electric | 894.83 |
| 001-410-61292 | Internet Access/ Website Maint | 443.31 |
| 001-410-67205 | Senior Center Support | 87,394.50 |
| 001-410-67705 | Telephone | 459.70 |
| 001-410-67790 | Visitors Bureau | 32,500.00 |
| 001-410-69600 | Undesignated Misc Support | 489.35 |
| 001-420-61130 | Office Supplies | 323.84 |
| 001-44020 | Park Reservation Fees | 160.00 |
| 001-44250 | Miscellaneous | (556.95) |
| 001-501-60800 | Contract Services | 356,378.16 |
| 001-501-61241 | Utilities - Electric | 381.93 |
| 001-510-60800 | Contract Services | 193,729.00 |
| 001-510-61230 | Utilities - Gas | 14.30 |
| 001-510-61241 | Utilities - Electric | 214.32 |
| 001-511-60270 | Maintenance-Vehicles | 48.49 |
| 001-511-60310 | Equipment Rental | 139 |
| 001-511-60510 | Advertising | 128.00 |
| 001-511-60800 | Contract Services | 79.95 |
| 001-511-60900 | Miscellaneous | 61.97 |
| 001-511-61130 | Office Supplies | 244.35 |
| 001-511-61290 | Telephone/Internet | 251.82 |
| 001-511-67135 | Buellton Rec Program Trips | (2,033.00) |
| 001-511-67140 | Buellton Recreation Program | 4997.48 |
| 001-511-67141 | Arts and Culture | 3,200.00 |
| 001-511-67570 | Recreation Program 50/50 | 95.52 |
| 001-550-61241 | Utilities - Electric | 4,597.13 |
| 001-551-60800 | Contract Services | 18,559.50 |
| 001-552-60258 | Maintenance/Repair-River View | 2,893.81 |
| 001-552-60259 | Maintenance and Repair - Botanic Garden | 14,000.00 |
| 001-552-60800 | Contract Services | 15,620.00 |
| 001-552-61140 | Operational Supplies | 23.63 |
| 001-552-61241 | Utilities - Electric | 321.11 |

Account Summary

| Account Number | Account Name | Payment Amount |
|----------------|------------------------------------|---------------------|
| 001-556-60800 | Contract Services | 13,815.00 |
| 001-556-61241 | Utilities - Electric | 95.12 |
| 001-558-60250 | Maintenance / Repair | 582.12 |
| 001-558-60270 | Maintenance - Vehicles | 110.00 |
| 001-558-60710 | Travel & Training | 33.34 |
| 001-558-60800 | Contract Services | 707.15 |
| 001-558-60900 | Miscellaneous | 19.91 |
| 001-558-61130 | Office Supplies | 7.06 |
| 001-558-61241 | Utilities - Electric | 257.60 |
| 001-558-61280 | Fuel - Vehicles | 47.02 |
| 001-558-67575 | Regulatory Compliance | 86.00 |
| 001-558-67600 | Safety Equipment | 53.40 |
| 001-558-67705 | Telephone | 144.38 |
| 001-558-74100 | Improvements | 660.00 |
| 001-565-50010 | Planning Commission Salaries | 200.00 |
| 001-565-60310 | Equipment Rental | 482.71 |
| 001-565-60520 | Advertising - Legal | 260.34 |
| 001-565-60650 | Membership & Publications | 124.00 |
| 001-565-60800 | Contract Services | 5,844.57 |
| 001-565-60900 | Miscellaneous | 67.34 |
| 001-565-61130 | Office Supplies | 110.32 |
| 001-565-61241 | Utilities - Electric | 216.70 |
| 001-565-67705 | Telephone | 499.94 |
| 005-701-50610 | Insurance - Property | 8,416.00 |
| 005-701-60131 | Laundry / Uniforms | 283.33 |
| 005-701-60210 | Computer Maintenance & Software | 236.01 |
| 005-701-60250 | Maintenance / Repair | 3,863.45 |
| 005-701-60710 | Travel & Training | 33.33 |
| 005-701-60800 | Contract Services | 2,186.03 |
| 005-701-61111 | Chemicals / Analysis | 1,490.10 |
| 005-701-61130 | Office Supplies | 318.38 |
| 005-701-61241 | Utilities - Electric | 9,229.40 |
| 005-701-67705 | Telephone | 711.78 |
| 020-601-50610 | Insurance - Property | 8,416.00 |
| 020-601-60250 | Maintenance / Repair | 680.46 |
| 020-601-60270 | Maintenance - Vehicles | 10.76 |
| 020-601-60650 | Membership & Publications | 210.00 |
| 020-601-60710 | Travel & Training | 33.33 |
| 020-601-60800 | Contract Services | 3,773.15 |
| 020-601-61111 | Chemicals / Analysis | 1,362.70 |
| 020-601-61130 | Office Supplies | 318.38 |
| 020-601-61241 | Utilities - Electric | 10,786.66 |
| 020-601-67600 | Safety Equipment | 29.10 |
| 020-601-67705 | Telephone | 705.09 |
| 025-554-60800 | Contract Services | 8,538.75 |
| 027-559-67445 | Lompoc- Wine Country Express | 1,666.66 |
| 092-215-71500 | Project Management and Inspections | 20,772.00 |
| 092-307-70005 | Design and Permitting | 910.00 |
| 092-307-71200 | Right of Way Acquisition | 2,056.00 |
| 092-314-74100 | Construction and Improvements | 142,009.80 |
| 092-318-70005 | Design and Permitting | 2,364.00 |
| 092-319-70005 | Design and Permitting | 7,798.75 |
| 092-706-74100 | Construction and Improvements | 7,097.55 |
| | Grand Total: | 1,060,561.81 |

Project Account Summary

| Project Account Key | Payment Amount |
|---------------------|---------------------|
| **None** | 791,287.60 |
| 09221571500 | 20,772.00 |
| 09230770005 | 910.00 |
| 09230771200 | 2,056.00 |
| 09231474100 | 142,009.80 |
| 09231870005 | 2,364.00 |
| 09231970005 | 7,798.75 |
| 09270674100 | 7,097.55 |
| 51007-040 | 30.71 |
| 51008-040 | 42.32 |
| 51009-070 | 802.50 |
| 54038-040 | (2,537.00) |
| 54043-040 | 504.00 |
| EM001070 | 87,394.50 |
| EM001071 | 29.08 |
| Grand Total: | 1,060,561.81 |

Contract Labor Detail per Account Summary

| Account Number | Payment Amount |
|--|--------------------------------|
| 001-404-60840 BURKE, WILLIAMS & SORENSEN, LLP | 10,803.51 |
| | <i>Check# 40047 10,803.51</i> |
| 001-501-60800 SB CO SHERIFF'S DEPARTMENT | 356,378.16 |
| | <i>Check# 40036 178,189.08</i> |
| | <i>Check# 40065 178,189.08</i> |
| 001-510-60800 CITY OF GOLETA | 193,729.00 |
| | <i>Check# 40017 193,729.00</i> |
| 001-551-60800 MNS ENGINEERS, INC. | 18,559.50 |
| | <i>Check# 40045 18,559.50</i> |
| 001-552-60800 ALAN NEEDHAM dba | 15,620.00 |
| | <i>Check# 40012 15,620.00</i> |
| 001-556-60800 ALAN NEEDHAM dba | 13,815.00 |
| | <i>Check# 40012 13,815.00</i> |
| 001-565-60800 CRAIN AND ASSOCIATES | 5,844.57 |
| | <i>Check# 40054 5,844.57</i> |
| 005-701-60800 ARAMARK UNIFORM SERVICE FLUID RESOURCE MANAGEMENT ECHO COMMUNICATIONS | 2,186.03 |
| | <i>Check# 40013 95.50</i> |
| | <i>Check# 39961 2,047.38</i> |
| | <i>Check# 40055 43.15</i> |
| 020-601-60800 MNS ENGINEERS, INC. ECHO COMMUNICATIONS | 3,773.15 |
| | <i>Check# 40045 3,730.00</i> |
| | <i>Check# 40055 43.15</i> |
| 027-554-60800 MNS ENGINEERS, INC. | 8,538.75 |
| | <i>Check# 40045 8,538.75</i> |

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Scott Wolfe, City Manager

Meeting Date: September 10, 2020

Subject: Resolution No. 20-22 – “A Resolution of the City Council of the City of Buellton, California, Regarding the Designation of Historical Landmarks in the City of Buellton”

BACKGROUND

As a part of a discussion in furtherance of General Plan Policy L-10 from the 2008 revision to the Land Use Element, a number of locations within the City were identified as having merit for consideration of designation as historic sites. No formal action was taken to designate any of these areas at that time, but the City staff has held the list for consideration at some point in the future.

In May of this year, staff began the process of assembling a group of properties for consideration of possible designation as historic sites. This process was begun in response to concerns raised by the City Council regarding the removal of one of the Avenue of Flags flagpoles. Staff noted in a report dated May 14, 2020, that the City Council may find it appropriate to consider the designation of the flagpoles as historic landmarks to require a formal process involving the City Council that must be completed before they could be altered or removed.

Given that this would be the first time the City will have taken action to formally identify and designate historic landmarks under Municipal Code Chapter 12.20, staff is providing a number of the more “obvious” sites for consideration with the flagpoles. These sites proposed for consideration of historic landmark status at this time include:

Flagpoles in Avenue of Flags medians – these poles were originally placed by Vince Evans, and received formal recognition by Governor Ronald Reagan through his dedication of the Avenue of Flags in 1968.

Red Rose Court motel (formerly Buellton Auto Court) at 435 Avenue of Flags – originally built in 1929 by Mr. & Mrs. George Petersen, was bought in 1938 by Mr. & Mrs. Herbert Dailey, whose family still owns the property today.

Andersen’s Restaurant at 376 Avenue of Flags – “Since 1924” has been a local landmark that makes Buellton known as the “Home of Split Pea Soup.” Originally owned by the Andersen Family, later by Vince Evans, and currently by Mr. Milt Guggia.

US Post Office (former Schoolhouse) at 140 W. Highway 246 – This building was used as a schoolhouse in Buellton dating back to the consolidation of four area schools into the Buellton Union Grammar School in 1922. This property is owned by the City.

Willemsen Dairy Barn at 202 Dairyland Road – One of the last remaining vestiges of the dairy industry in the City, this property was purchased from the Willemsen family by the City in 2020. The barn on the property dates back to the early 20th Century.

With these five properties to be considered, the City is undertaking initial steps at identifying and giving official recognition to sites important to the history of the community. Further properties were been identified through the visioning process, but staff finds that additional research is required to fully document the historical significance of them, and so plans to return with them at a later date.

The result of the designation of one or more of these sites as historic landmarks is simply one of acknowledging the sites’ significance. The City Council, however, may impose a range of conditions to protect the historic resources that these sites represent. These conditions range from limitations on future uses of the sites or structures, to prohibitions of alterations, additions, or demolition, to any other reasonable requirement, restriction, or condition deemed necessary or appropriate by the City Council.

Three of the five sites being considered are owned by the City. The remaining two are privately owned, and therefore would not have significant historical resource protection of the City unless imposed through this process. In the case of both Red Rose Court and Andersen’s Restaurant, the sites are within the Avenue of Flags Specific Plan, which contemplates the possibility of uses other than those which currently exist on the sites. Given the recent adoption date of the Specific Plan, as well as the limited viability of the existing buildings on the sites for uses other than those currently existing, staff is not recommending that the City Council impose conditions which would prohibit the alteration or demolition of existing buildings. Instead, staff would recommend that the City Council impose, for each of the identified historic sites, a condition requiring that any proposed alteration, addition, or demolition, to the site or any structure thereon is (prior to the issuance of any entitlement, building permit, demolition permit, or grading permit which may alter the existing site or buildings) subject to City Council review of appropriate mitigation of loss to a historic resource through permanent acknowledgement and recognition of the site’s historical significance. At that time, the City Council would have the ability to require such actions as construction of a monument identifying the site as a historical landmark and noting the significance, incorporation of some component of the existing buildings, signage, or architectural style, into the site, or some other action that would result in the identification of the sites significance into the future.

It is important to note that City staff is not equipped to implement a significant Historic Preservation program, nor are there sufficient numbers of such sites in a given area of the City to warrant such a program. Therefore, while the City Council has the authority to require major preservation efforts, in staff's view they would neither be feasible given our current staffing levels, nor would they be particularly impactful in preserving portions of the City in their current or historic state. Rather, memorializing the significant sites through monumentation or other means will likely be more desirable in most cases.

FISCAL IMPACT

Staff anticipates no fiscal impact to the City's revenues or expenditures as a result of the adoption of the accompanying draft resolution identifying sites as historic landmarks.

RECOMMENDATION

That the City Council consider adoption of Resolution No. 20-22 – “A Resolution of the City Council of the City of Buellton, California, Regarding the Designation of Historical Landmarks in the City of Buellton”

ATTACHMENTS

Resolution No. 20-22

RESOLUTION NO. 20-22

**A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF BUELLTON, CALIFORNIA, REGARDING
THE DESIGNATION OF HISTORICAL LANDMARKS
IN THE CITY OF BUELLTON**

WHEREAS, the City of Buellton is a community that celebrates the remaining sites and structures of architectural and historic significance that enhance the community's character and provide linkages to the community's heritage; and

WHEREAS, by virtue of its adoption of the Historical Landmarks Ordinance (Buellton Municipal Code Chapter 12.20), the City Council of the City of Buellton did establish a procedure for the designation and preservation of historic landmarks within the City of Buellton; and

WHEREAS, pursuant to that Ordinance, relative to designation of a historic landmark, the City Council has identified the following landmarks or properties to be worthy of consideration as historical landmarks:

- A. Flagpoles in medians along Avenue of Flags
- B. Red Rose Court motel at 435 Avenue of Flags
- C. Andersen's Restaurant at 376 Avenue of Flags
- D. Post Office (former Schoolhouse) at 140 W. Highway 246
- E. Willemsen Dairy Barn at 202 Dairyland Road

WHEREAS, further pursuant to that Ordinance, relative to designation of a historic landmark, the City Council held a public hearing on September 10, 2020 and made the following findings for each of the above listed landmarks or properties, pursuant to Section 12.20.030:

- A. The landmark designated has historical character or interest for the general public and not be limited in interest to a special group of persons.
- B. The designation of such landmark does not require the expenditure of any unreasonable amount of money to carry out the purposes of this chapter.
- C. The designation of such landmark does not infringe upon the right of a private owner thereof to make any and all reasonable uses of such landmark which are not in conflict with the purposes of this chapter.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Buellton as follows:

SECTION 1. The City Council designates the landmarks and properties listed above a Historical Landmark subject to the terms and conditions outlined in Chapter 12.20 of the Buellton Municipal Code.

SECTION 2. The above listed landmarks and properties, being designated historical landmarks pursuant to Section 12.20.040 of the Buellton Municipal Code shall be subject to the following condition:

1. That any proposed alteration, addition, or demolition, to the site or any structure thereon is (prior to the issuance of any entitlement, building permit, demolition permit, or grading permit which may alter the existing site or buildings) subject to City Council review of appropriate mitigation of loss to a historic resource through permanent acknowledgement and recognition of the site's historical significance.

SECTION 3. This resolution and designation is classified as a historic landmark restoration/rehabilitation/preservation project and is categorically exempt from environmental review as a Class 31 categorical exemption, pursuant to Section 15331 of the California Environmental Quality Act.

SECTION 4. This resolution shall be effective immediately upon passage and adoption.

PASSED, APPROVED and ADOPTED this 10th day of September 2020.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Rose Hess, Public Works Director

Meeting Date: September 10, 2020

Subject: Resolution No. 20-23 - “A Resolution of the City Council of the City of Buellton, California, Establishing Underground Utility District No. 1 Along Central Avenue between Highway 246 and Jonata Park Road”

BACKGROUND

The Public Utilities Commission requires Pacific Gas & Electric Company (PG&E) to set aside a portion of their utility receipts each year for use in undergrounding existing overhead utilities, known as Electric Rule 20 (Rule 20A). Cities and Counties are provided annual allocations which are banked for each agency to go towards undergrounding projects of approved underground utility districts within their jurisdictions.

The City of Buellton receives approximately 11,000 work credits annually for Rule 20A allocations (each work credit has an equivalent value of \$1.00). As of May 2020, the City has approximately 180,000 work credits. However, since the City has not established a formal underground district, the City has recently been placed on an inactive list which allows a percentage of our work credits to be reallocated. In order to preserve the City’s work credit allocations, it would be necessary to establish an underground utility district.

To establish this district, in accordance with PG&E’s Rule 20A program, governmental bodies must hold a public hearing on any proposed Rule 20A projects in order to determine that the specific project is in the general public interest. The governmental body must also adopt a resolution creating an underground district in the area in which both the existing and new facilities are and will be located and requiring the removal of overhead facilities and the installation of underground services for all locations in the subject area.

Per the City of Buellton Municipal Code, Council may designate areas as an Underground Utility District by resolution. All work associated with undergrounding the utilities will be done by PG&E and the other involved utilities. A project would not be eligible to start until enough Rule 20A work credits have accrued. At an accrual rate of approximately 11,000 work credits/year, a project within the City of Buellton would not be able to start for a number of years. However, having an active undergrounding district would allow the City to maximize the work credits accrued each year.

FISCAL IMPACT

Approval and establishment of an underground utility district would not create any fiscal impact. The purpose is to preserve the City's annual work allocations to accrue for a future project. It is estimated that an underground project for the limits established within this district would be greater than \$1,000,000. Details regarding costs would be further defined as work credits accrue closer to this amount.

RECOMMENDATION

That the City Council consider adoption of Resolution No. 20-23 - "A Resolution of the City Council of the City of Buellton, California, Establishing Underground Utility District No. 1 Along Central Avenue Between Highway 246 and Jonata Park Road"

ATTACHMENTS

Resolution No. 20-23 – (Attachment 1 – Underground Utility District No. 1 Map)

RESOLUTION NO. 20-23

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, ESTABLISHING UNDERGROUND UTILITY DISTRICT NO. 1 ALONG CENTRAL AVENUE BETWEEN HIGHWAY 246 AND JONATA PARK ROAD

A. Recitals

WHEREAS, the California Public Utilities Commission (CPUC) has authorized electric and telecommunication utilities to convert overhead utility lines and facilities to underground pursuant to Electric Rule 20 and Telecommunication Rule 32; and

WHEREAS, pursuant to certain criteria, CPUC rules allow participating cities and counties to establish legislation authorizing the creation of underground utility districts within which existing overhead electric distribution and telecommunication distribution and service facilities will be converted to underground; and

WHEREAS, the City of Buellton, has adopted an ordinance authorizing the City Council to designate areas within which all existing overhead poles, overhead wires and overhead equipment associated with the distribution of electric power, telecommunication services and cable television should be removed and replaced with underground wires and facilities; and

WHEREAS, the Director of Public Works for the City of Buellton has consulted with the affected public utilities and such utilities have agreed that the proposed underground conversion district, designated the Undergrounding Utility District No. 1 and more particularly described in Exhibit 1 attached hereto and incorporated herein by reference, meets the criteria established by the rules of the CPUC, to wit;

that such undergrounding will avoid or eliminate an unusually heavy concentration of overhead electric facilities; and

that the street is extensively used by the general public and carries a heavy volume of pedestrian or vehicular traffic; and

that the street is considered an arterial street or major collector as defined in the Governor's Office of Planning and Research General Plan Guidelines; and

WHEREAS, each year the City of Buellton is notified by PG&E regarding the allocation of work credits for conversion of overhead electric distribution lines and facilities to underground, known as Rule 20A allocations; and

WHEREAS, the City of Buellton and the affected utilities have agreed by letter that each utility shall complete the engineering of their respective portion of the PG&E Overhead to Underground Utility Conversion Project; and

WHEREAS, the City of Buellton and the affected utilities have agreed by letter that PG&E shall be responsible for preparation of the trench profile and composite drawings and that PG&E shall be designated as “trench lead” to manage trenching, installation of substructures, and pavement restoration and such other work; and

WHEREAS the Director of Public Works of the City of Buellton and the affected utilities have agreed on a work schedule which meets their respective capabilities and further agreed to waive any administrative fees, costs or special street restoration requirements for purposes of this project; and

WHEREAS, to the extent required, the City of Buellton has agreed to provide easements or rights of way on private property as may be necessary for installation of utility facilities in a form satisfactory to the affected utilities; and

WHEREAS, the City Council of the City of Buellton has now received the report from the Director of Public Works recommending that the area identified in Exhibit 1 should be designated as an underground utility district within which all existing overhead poles, overhead wires and overhead equipment associated with the distribution of electric power, telecommunication services and cable television should be removed and replaced with underground wires and facilities; and

WHEREAS, upon the recommendation of the Director of Public Works, the City Council of the City of Buellton has determined that the proposed Undergrounding Utility District No. 1 is categorically exempt from environmental review pursuant to the California Environmental Quality Act; and

WHEREAS, the City of Buellton has notified all affected property owners within the proposed Undergrounding Utility District No. 1 and inviting same to attend a public hearing to discuss formation of the proposed district; and

WHEREAS, the City Council of the City of Buellton held a public hearing at which time the Council did receive and consider the recommendation of the City Engineer and did hear any and all objections or protests that were raised by the owners of property within the above described district pertaining to designating this area an underground utility district.

B. NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Buellton as follows:

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

SECTION 2. The public interest requires the removal of all existing utility poles [excepting those poles supporting streetlights, traffic signals or trolley lines], overhead wires and associated overhead structures and installation of underground wires and facilities for supplying electric power, communication, or similar associated services within the areas as shown in Exhibit 1, attached hereto, with such area being designated as the Undergrounding Utility District No. 1; and

SECTION 3. That the utility companies, cable television services and other affected services shall commence work on installation of underground facility installation in Undergrounding Utility District No. 1 and that as each phase of the project is complete and ready for conversion from overhead to underground utility facilities, all fronting property owners shall be notified by first class letter, postage pre-paid, of the schedule for conversion of all utility service lines; and

SECTION 4. The electric utility shall use the underground conversion allocation computed pursuant to decisions of the California Public Utilities Commission for the purpose of providing to each premises requiring it in Underground Utility District No. 1 a maximum of one hundred feet of individual electric service trenching and conductor (as well as backfill, paving and conduit, if required) and each other serving utility shall provide service trenching and conductor in accordance with its rules and tariffs on file with the California Public Utilities Commission or as required by its Franchise Agreement with the City of Buellton; and

SECTION 5. The electric utility shall not use said underground conversion allowance allocation for the conversion of electric service panels to accept underground service in the Undergrounding Utility District No. 1, and each property owner shall be financially responsible for any and all costs not covered by the electric utility for the installation and maintenance of the conduit termination box located on, under or within any structure on the premises served; and

SECTION 6. That upon notification as specified in Section 2, all property owners in Undergrounding Utility District No. 1 shall have underground electrical entrance facilities installed and inspected pursuant to the City of Buellton Electrical Code within sixty (60) days and that should any property owner fail to install satisfactory underground electrical entrance facilities by the date specified in the notice, the electric utility shall notify the Director of Public Works who shall, within thirty (30) days direct the electric utility in writing to discontinue electrical service to the property, without recourse, pursuant to Rule 11 until electrical entrance facilities are ready to accept underground electrical conductors and have passed the necessary inspection requirements; and

SECTION 7. That once all services have been converted from overhead to underground, the utility companies, cable television services and other affected services shall remove all poles (except as specified above) and associated overhead facilities in Undergrounding Utility District No. 1.

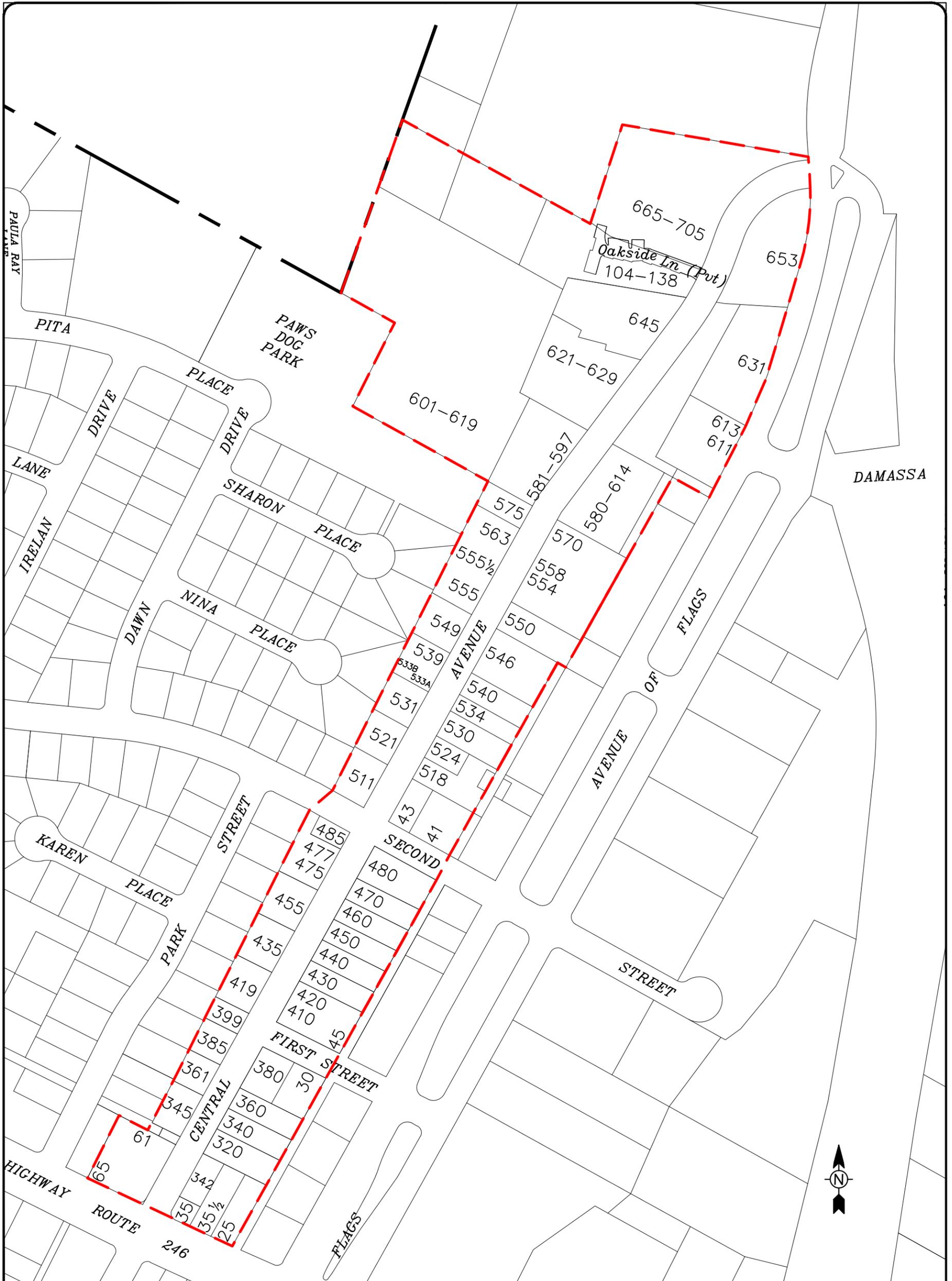
PASSED, APPROVED and ADOPTED this 10th day of September 2020.

Holly Sierra
Mayor

ATTEST:

Linda Reid
City Clerk

Attachment 1 – Underground Utility District No. 1 Map



0 100 200



SCALE: 1"=200'

--- UNDERGROUNDING UTILITY DISTRICT NO. 1 BOUNDARY
 - - - CITY LIMITS

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CITY OF BUELLTON - EXHIBIT 1

CENTRAL AVE
 UNDERGROUNDING UTILITY DISTRICT NO. 1



CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: September 10, 2020

Subject: Quarterly Report for April 1, 2020 through June 30, 2020 from Visit Santa Ynez Valley (VisitSYV)

BACKGROUND

Attached is the 2020 second quarter report for the period beginning April 1, 2020 through June 30, 2020 from Visit Santa Ynez Valley. This report is submitted to the City of Buellton in accordance with the fulfillment of the provisions of the Santa Ynez Valley Tourism Business Improvement District (SYVTBID).

FISCAL IMPACT

None

RECOMMENDATION

That the City Council receive and file the 2020 second quarter report from VisitSYV.

ATTACHMENTS

Attachment 1 – Quarterly Report for the 2nd quarter of 2020 from Visit Santa Ynez Valley.



2nd Quarter 2020 Report of the Santa Ynez Valley Hotel Association (dba Visit the Santa Ynez Valley) – Submitted 9/1/20

VisitSYV is reporting activity since the 2020 1st Quarter Report. This report is submitted to the City of Solvang, the City of Buellton and the Santa Barbara County Board of Supervisors, in accordance with the fulfillment of the provisions of the SYVTBID.

Financial

Beginning balance on April 1st, 2020: \$428,242

Q2 Income

TBID Funding received 4/1/20 through 6/30/20: \$100,298

Membership income: \$375

Total Income received 2nd quarter: \$100,673

Expenses

Advertising/Marketing: \$58,970

Grants/Special Projects: \$3,138

Travel & Conventions: \$280

Personnel Costs: \$51,576

Contract services: \$10,410

Facilities/equipment: \$1,743

Operations: \$1,151

Other types of expenses: \$1,162

Total expenses 2nd quarter: \$128,430

Ending Balance as of June 30th, 2020: \$400,485



Membership

We receive TBID funding from 34 lodging properties and currently have **230 total members** that pay a basic membership fee of \$250, a nonprofit fee of \$125, and trade members where services are traded for membership such as wine, catering, photography.

**Due to COVID-19, the Board of Directors voted to waive existing membership fees from April 1st 2020 to April 1st 2021*

Marketing (April 1, 2020 – June 30, 2020)

Messaging during the COVID-19 Pandemic

As COVID-19 led to a governor-mandated shutdown of leisure travel on March 17th, VisitSYV shifted messaging through June 12th when leisure travel was once again welcome in the state of California. A page regarding travel conditions was created in March and consistently updated to reflect the current stage of travel in Santa Barbara County. This page continues to be monitored and updated: <https://www.visitsyv.com/traveling-safely-in-the-santa-ynez-valley/>.

Santa Ynez Valley Marketing Campaign

The 2020 VisitSYV Marketing Campaign consists of VisitSYV as the sole stakeholder with \$200k invested. DVA Advertising & PR Agency has been contracted for advertising and public relations. The paid 2020 campaign was paused on March 12th and restarted in early June. VisitSYV is pleased to report on the metrics supporting the benefits of the marketing program. Second quarter marketing results are detailed below.

Creative & Targeting

VisitSYV's Q2 2020 marketing program showcased new campaign creative developed by DVA Advertising. "The Place to Be" campaign plays off the diverse offerings to be found within the six communities of the Santa Ynez Valley; examples include defining the Santa Ynez Valley as "the place to be hungry", "the place to be adventurous" and "the place to be together." As COVID-19 has reduced flight travel, we have a phased media approach in place and initiated the campaign in drive markets only (Greater Los Angeles, Greater Bay Area, Inland California). As travel conditions improve, VisitSYV will expand to longer distance drive markets (i.e. Las Vegas and Phoenix), before expanding to SBA direct flight markets (Portland, Seattle, Dallas, Denver) once more.

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Digital

In Q2 we introduced Facebook Instant Experience, while continuing to utilize still, lightweight motion and video content, optimizing toward clicks to book, and Google Search advertising to drive brand awareness and conversions.

Q2 Key Takeaways

All paid digital advertising and search were paused on March 12 due to COVID-19. As Santa Barbara County began to reopen, we restarted search on June 8 and then launched the new Place to Be paid digital campaign on June 23. The Place to Be Facebook Instant Experience is doing very well with a strong clickthrough rate (CTR) and cost-per-click (CPC), and Paid Search has been very effective at driving clicks-to-book.

See the metrics below for digital advertising in Q2:

Google Search

*Search also drove 33 clicks-to-book (26 were from getaways/vacations keywords).

Impressions: 6,598

Clicks: 291

CTR: 4.41%

Facebook Instant Experience

*This is the best CTR and CPC we have seen for any upper funnel campaign.

Impressions: 13,439

Link Clicks: 316

CTR: 2.35%

Facebook Network (includes Instagram and Retargeting)

*Retargeting is strong for being limited to only California.

Impressions: 2,428

Link Clicks: 18

CTR: 0.74%

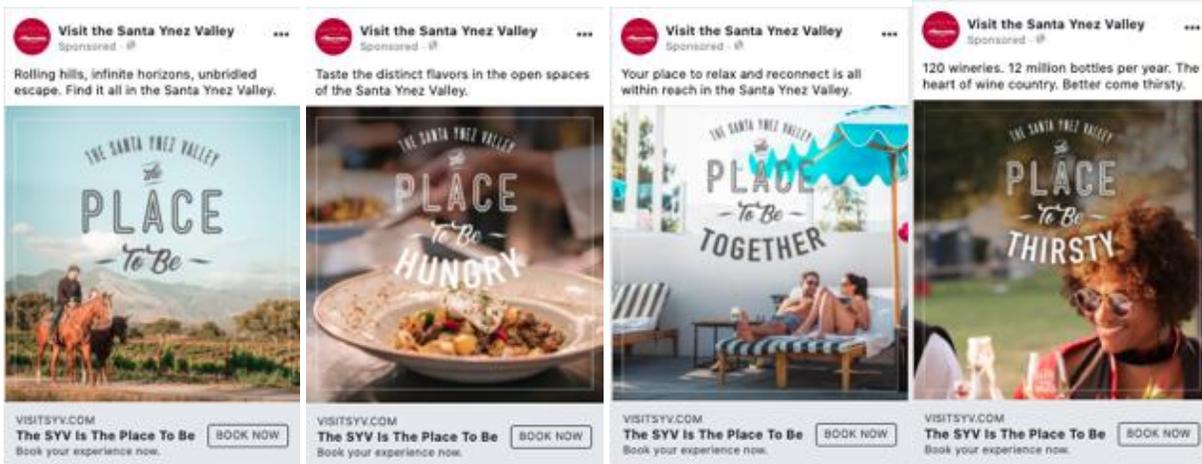


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Public Relations

With a few notable exceptions, proactive media outreach efforts were largely paused during the first two months of Q2. That being said, public relations efforts during the quarter centered around the development of content in anticipation of the reopening of the valley and the county, fulfillment of inbound requests and inquiries (i.e. virtual tour/tasting events), and coordination of long-term media prospects.

Q2 Key Takeaway

PR value for June was up 95% YoY, driven in large part by major national media outlets mentions, inclusions, and listicle coverage centered around travel reopening across the country.

- Total value of public relations media coverage for Q2 = **\$744,100***
- Total circulation of editorial coverage for Q2 = 17,517,153
- Total unique visitors/month of editorial coverage for Q2 = 734,008,985

**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*

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Press releases were drafted and distributed on the following topics:

- [Meetings & Conventions Press Release](#) - Distributed May 26
- [Reopening Press Release](#) - Distributed June 17
- [Outdoors Press Release](#) - Completed in Q2, scheduled for distribution in early Q3

Media coordination, and completed media visits in Q2 2020 included:

- Romy Schorr, [@RomyRaves](#), visited June 24 for wine tastings and dinner
- Carrie Bell, [Trip Savvy](#), re: photos for Best Day Trips From LA story
- Loreen Hwang, [@coucoujolieblog](#), re: planning a visit to SYV
- Virginia Shannon, senior editor, [Diablo Magazine](#), re: info and photos for her June 2020 Central Coast feature
- Kristen Schott, [Philadelphia Weddings Magazine](#), re: SYV for inclusion in the destination weddings feature of their summer 2020 issue
- Matt Bean, Editor-in-Chief, [Sunset Magazine](#), re: ideas and options for an editorial staff planning retreat in Q3 or Q4
- Tanvi Chheda, [freelance writer](#), re: July visit for her ongoing pitching efforts to major national media outlets
- Kimberly Tate, [Stuffed Suitcase](#), re: virtual tastings during stay-at-home orders
- Julie Tremaine, freelance writer, re: virtual tastings for [VinePair](#)
- Angela DiLoreto, [Fitting in Adventure](#), re: post-quarantine travel story
- Elaine Schoch, [Carpe Travel](#), re: recipe/wine pairings for blog posts
- James Hill, [Man Tripping](#), re: food & drink destinations for show

Key media coverage for Q2 2020 included:

- [Mexico Food & Travel](#) (value = \$145,540) - May 2020 issue (pg 36)
- [Real Simple](#) (value = \$83,035) - May 2020 issue (pg. 128)
- [Diablo Magazine](#) (value = \$61,240) - June 2020 issue (pg. 42)

A complete recap of all 2020 clippings can be found [here](#).

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Website

From April 1, 2020 - June 30, 2020, VisitSYV.com received **43,426** pageviews from **18,853** unique users. The site has also garnered **2,947** clicks to our members' individual websites, and **627** clicks to book for VisitSYV hotels. The most popular pages on the site are as follows: (1) **Homepage**; (2) **Wine Tasting** (3) **Where to Stay**.

**Clicks to book includes clicks off the lodging page, Jackrabbit booking bar searches, and clicks to the Jackrabbit lodging page from the advertising campaign landing pages.*

Q2 Key Takeaway

Web traffic is down YoY due to COVID-19 (down 17% in June), but clicks-to-book have seen a very strong bounceback. They were only down 1.4% YoY.

Clicks to Book

Clicks to book from the lodging page were up 23.6% YoY in June
Jackrabbit (VisitSYV.com's booking search engine) searches were down 9.6% YoY in June
June clicks-to-book were down 1.4% in June YoY (Down 44.2% in Q2).

Jackrabbit June Booking Events

302 "Book a Room" booking searches
983 Events on booking results page
235 "Book Direct" clicks

VisitSYV Promotions

At Home with Visit the Santa Ynez Valley

Partnering with Global Gardens, VisitSYV produced and distributed messaging from local businesses that were safely working within the parameters of the COVID-19 shutdown to bring a bit of the Santa Ynez Valley into homes. VisitSYV members, including restaurants, retailers, and wineries recorded messages of encouragement and hope, while providing information on what offerings they had for take-out and shipping, which were collected by VisitSYV, edited by Global Gardens, and distributed by VisitSYV via Facebook and IGTV channels.

In June, VisitSYV expanded on the *At Home with Visit the Santa Ynez Valley* video series and created a new Zoom edition. Produced entirely inhouse, the new Zoom series pilot episode featured Alisal Guest Ranch



Executive Chef Anthony Endy, promoting his appearance on Food Network's *Beat Bobby Flay*. The *At Home* episode debuted on Facebook and IGTV, resulting in over 1.2k minutes viewed.

@VisitSYV Social Media Stats

- **Facebook** audience: **17,394** likes (a 3.8% YOY increase)
- **Twitter** audience: **4,198** followers (a 1.2% YOY increase)
- **Instagram** audience: **8,407** followers (a 4.3% YOY increase)

Print Advertising

2020 Santa Ynez Valley Destination Guide

VisitSYV paused physical distribution of the 2020 guide during the months of April and May due to COVID-19, and restarted distribution in early June. June 2020 distribution took place via the Solvang Visitors Center (outdoor rack placement), the Buellton Visitors Center, the Santa Barbara Visitors Center, Santa Ynez Valley and select Santa Barbara area hotels, museums, and popular restaurants and retailers.

Santa Ynez Valley Star

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

Trade Shows

Dallas Travel & Adventure 2020 - POSTPONED

VisitSYV was scheduled to attend the Dallas Travel & Adventure Show, March 28-29, 2020, however due to COVID-19, the show has been rescheduled for 2021.

Staff & Board Development

With developmental and educational workshops and summits canceled for the remainder of 2020, staff (Shelby Sim and Danielle Laudon Ruse) are regularly attending online educational sessions and webinars, hosted by destination marketing expert brands including Crowdriff, Adara, U.S. Travel Association, Civitas, California Hotel & Lodging Association, among many others. Some of these sessions include "Community



Meetups” where staff is able to have meaningful dialogue with other DMO’s from across the U.S. who have come up with creative ways to navigate the pandemic, keeping communities safe while continuing to support local economies.

Grants & Special Projects 2nd Quarter 2020

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

**Due to COVID-19, many fundraisers and events have been cancelled until 2021*

- COVID-19 Food Relief: **\$3,000**

Collaborations with Santa Barbara County DMOs and other organizations

VisitSYV collaborates actively with other county destination marketing organizations, including Solvang IDK, Buellton Visitors Bureau, the Santa Barbara County Vintners Association, Visit Santa Barbara, the Los Olivos, Buellton, Solvang, and Santa Ynez Chambers as well as the Los Alamos Business Association, The Chumash Foundation, and California Hotel & Lodging Association.

Personal Protective Equipment (PPE) Supplies

Through our partnership with California Hotel & Lodging Association, the Governor's Office of Emergency Services (CalOES) worked with us to provide sanitizer and face coverings to all SYVTBID lodging members.

Public comment

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

Organization

The board continues to meet monthly, normally the 2nd Thursday of the month, 9:00 a.m. Due to the COVID-19 pandemic, we have transitioned to virtual board meetings via Zoom. The public may still attend via Zoom. The board consists of nine individuals, seven of which are from the hotel industry and the other two are an at large representation of the membership base.



Staff & Board of Directors

President & CEO - Shelby Sim

Vice President of Marketing - Danielle Laudon Ruse

The board members are:

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

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

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

Treasurer – Jonathan Rosenson, Owner, Mirabelle Inn, Solvang

Budi Kazali, Owner, Ballard Inn, Ballard

Kimberly Walker, Owner, Skyview Motel, Los Alamos

Stormie Strickland, Director of Sales, Hotel Corque, Solvang

Louise Smith, Owner, Louise’s Kitchen, Solvang

Will Henry, Owner, PICO Restaurant, Los Alamos

Respectfully submitted by:

Shelby Sim, President and CEO

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

Shelby@VisitSYV.com

PO Box 633, Solvang, CA 93464

www.visitsyv.com, 805-451-6038

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Scott Wolfe, City Manager

Meeting Date: September 10, 2020

Subject: Discussion Regarding Prohibition of the Sale of Flavored Tobacco Products in Buellton

BACKGROUND

At the August 27 meeting, two public comments were received expressing a desire for the City to consider the regulation of tobacco, particularly flavored tobacco products and e-cigarette (vaping) devices. Subsequent to these public comments, the Mayor requested consensus of the City Council to place an item on an upcoming agenda to discuss the adoption of such regulations. As the City Council was precluded from discussing the matter at it was not on the agenda, the only direction that could be given was to return with an item to discuss the matter.

There are a variety of options that the City Council may want to consider, ranging from no change to the City's current regulations to the complete prohibition of sale of flavored tobacco products and vaping products. This option has been chosen by a number of cities in Santa Barbara County, including Carpinteria, Santa Maria, and Guadalupe, as well as by the County itself.

Given the lack of time for staff to research this topic since the City Council asked for an agenda item to be placed, staff would suggest that the City Council provide some direction that will enable staff to research the options best in keeping with the City Council's desires. Staff will then return on a future agenda with further options and an appropriate instrument to accomplish the goals ultimately requested by the City Council.

FISCAL IMPACT

There is no fiscal impact due to this item, although options going forward could have a minor impact to City revenues and expenditures.

RECOMMENDATION

Staff recommends that the City Council discuss this matter and provide direction to staff.

CITY OF BUELLTON
City Council Agenda Staff Report

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

To: The Honorable Mayor and City Council

From: Scott Wolfe, City Manager

Meeting Date: September 10, 2020

Subject: Appointment of an Ad Hoc Committee for Negotiation of
Development Opportunity Reserve Agreements on Avenue of Flags

BACKGROUND

As part of the Avenue of Flags Specific Plan, a prospective project can negotiate with the City to allow additional density, increase building heights, reduce parking or setback requirements, or obtain other development concessions in exchange for community benefits to be provided by the project applicant or developer. This is known as the Development Opportunity Reserve (DOR) program, and was incorporated into the Avenue of Flags Specific Plan upon adoption. The mechanism for the approval of such concessions is a development agreement, which must be approved by the City Council.

Creekside Village is a proposed development which will be brought before the Planning Commission for hearing on September 17. Should the Planning Commission recommend approval of this project, it will come before the City Council for hearing, likely in October. Given the need for the project to utilize certain concessions in order to make the project economically feasible, the DOR program will be needed.

Given the difficulties of negotiating an agreement during a City Council meeting, staff is suggesting that the City Council appoint an Ad Hoc Committee for the purpose of negotiating the details of the DOR program as it will pertain to this project. While the Ad Hoc Committee would be tasked with the negotiation of the agreement, the negotiation of the agreement will not be deemed final until the City Council considers the agreement in open session of a City Council meeting. The City Council will not be bound to the negotiations of the Committee, but is free to accept the Committee's recommendation, modify it as seen fit by the City Council, or reject the agreement altogether.

Given the significance of this project to the redevelopment of the Avenue of Flags, staff would suggest that the City Council appoint the Mayor and Vice Mayor to this Committee.

FISCAL IMPACT

This item is not expected to have any impact on the City's revenues or expenditures.

RECOMMENDATION

That the City Council discuss the matter and appoint the Mayor and Vice Mayor as an Ad Hoc Committee for the negotiation of a DOR program development agreement for the Creekside Village project.