



# CITY OF BUELLTON

## CITY COUNCIL AGENDA

**Regular Meeting of October 26, 2017 at 6:00 p.m.  
City Council Chambers, 140 West Highway 246  
Buellton, California**

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

### **CALL TO ORDER**

Mayor Holly Sierra

### **PLEDGE OF ALLEGIANCE**

### **ROLL CALL**

Council Members Dave King, Art Mercado, Foster Reif, Vice Mayor Ed Andrisek, and Mayor Holly Sierra

### **REORDERING OF AGENDA**

### **PUBLIC COMMENTS**

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

### **CONSENT CALENDAR**

**(ACTION)**

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 Any Council Member, the City Attorney, or the City Manager may request that an item be withdrawn from the Consent Agenda to allow for full discussion.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

- 1. Minutes of October 12, 2017 Regular City Council Meeting**
- 2. List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2017-18**

3. **Revenue and Expenditure Reports through September 30, 2017**  
❖ *(Staff Contact: Finance Director Shannel Zamora)*
4. **Monthly Treasurer's Report – September 30, 2017**  
❖ *(Staff Contact: Finance Director Shannel Zamora)*
5. **Monthly Activity Report – Enterprise Funds through September 30, 2017**  
❖ *(Staff Contact: Finance Director Shannel Zamora)*
6. **Filing of an Amended 2017-18 Claim with the Santa Barbara County Association of Governments (SBCAG) for State Transit Assistance (STA) Fund 2016-17 Apportionments**  
❖ *(Staff Contact: Finance Director Shannel Zamora)*

## PRESENTATIONS

## PUBLIC HEARINGS

## COUNCIL MEMBER COMMENTS/ITEMS

## WRITTEN COMMUNICATIONS

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

## COMMITTEE REPORTS

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

## BUSINESS ITEMS

## (POSSIBLE ACTION)

7. **Discussion Regarding the Increases to Monthly Water Meter Service Fees and Monthly Wastewater Service Fees in the City of Buellton**  
❖ *(Staff Contact: Public Works Director Rose Hess)*
8. **Year-End Report for Fiscal Year 2016-17 from the Buellton Chamber of Commerce/Visitors Bureau and Tourism Marketing Action Plan**  
❖ *(Staff Contact: City Manager Marc Bierdzinski)*
9. **Ordinance No. 17-04 – “An Ordinance of the City Council of the City of Buellton, California, Adopting the Avenue of Flags Specific Plan (17-SP-01)” (Second Reading)**  
❖ *(Staff Contact: Contract City Planner Irma Tucker)*
10. **Resolution No. 17-20 – “A Resolution of the City Council of the City of Buellton, California, Approving an Increased Annual Maximum Benefit Per Person for Dental Coverage”**  
❖ *(Staff Contact: H.R. Director Linda Reid)*

## **CITY MANAGER'S REPORT**

### **CLOSED SESSION ITEMS**

### **(POSSIBLE ACTION)**

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

### **ADJOURNMENT**

The next meeting of the City Council will be held on Thursday, November 9, 2017 at 6:00 p.m.

# CITY OF BUELLTON

**CITY COUNCIL MEETING MINUTES**  
**Regular Meeting of October 12, 2017**  
**City Council Chambers, 140 West Highway 246**  
**Buellton, California**

## **CALL TO ORDER**

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

## **PLEDGE OF ALLEGIANCE**

## **ROLL CALL**

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

**Staff:** City Manager Marc Bierzinski, Finance Director Shannel Zamora, Public Works Director Rose Hess, City Attorney Steve McEwen, Contract Planner Irma Tucker, Deputy Rockwell Ellis, and City Clerk Linda Reid

## **PUBLIC COMMENTS**

Judy Pedersen, Buellton, questioned what the Council plans to do with the property the City recently purchased at 480 Central Avenue.

Mark Strobach, Buellton, spoke about the fires in northern California and asked the Council to keep emergency preparedness in mind.

## **CONSENT CALENDAR**

Mayor Sierra requested and the Council agreed by consensus to pull Item 4 for discussion.

- 1. Minutes of September 28, 2017 Regular City Council Meeting**
- 2. List of Claims to be Approved and Ratified for Payment to Date for Fiscal Year 2017-18**
- 3. Monthly Treasurer's Report through August 31, 2017**

### **MOTION:**

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

**VOTE:**

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

Council Member King – Yes

Council Member Mercado – Yes

Council Member Reif – Yes as to Items 2 and 3, abstain as to Item 1

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

**4. Monthly Private Project Balance Report through August 31, 2017**

Mayor Sierra questioned the Private Project Balance Report. Finance Director Zamora responded to the inquiry.

**MOTION:**

Motion by Mayor Sierra, seconded by Council Member Mercado approving Consent Calendar Item 4 as listed.

**VOTE:**

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

Council Member King – Yes

Council Member Mercado – Yes

Council Member Reif – Yes

Vice Mayor Andrisek - Yes

Mayor Sierra – Yes

**PRESENTATIONS**

None

**PUBLIC HEARINGS****5. Resolution No. 17-17 – “A Resolution of the City Council of the City of Buellton, California, Revising the Safety Element of the General Plan (17-GPA-01) by Adding Wording Regarding the 2017 Local Hazard Mitigation Plan”****RECOMMENDATION:**

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

**STAFF REPORT:**

City Manager Bierdzinski presented the staff report.

**DOCUMENTS:**

Staff report with attachments as listed in the staff report.

**DISCUSSION:**

Mayor Sierra opened the public hearing at 6:10 p.m. There being no public comment, Mayor Sierra closed the Public Hearing at 6:11 p.m.

**MOTION:**

Motion by Council Member Mercado, seconded by Vice Mayor Andrisek approving Resolution No. 17-17 – “A Resolution of the City Council of the City of Buellton, California, Revising the Safety Element of the General Plan (17-GPA-01) by Adding Wording Regarding the 2017 Local Hazard Mitigation Plan”

**VOTE:**

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

Council Member King - Yes

Council Member Mercado – Yes

Council Member Reif - Yes

Vice Mayor Andrisek - Yes

Mayor Sierra - Yes

- 6. **Resolution No. 17-19 – “A Resolution of the City Council of the City of Buellton, California, Approving a Mitigated Negative Declaration (17-MND-02) and Mitigation Monitoring and Reporting Program for the Avenue of Flags Specific Plan”**

**Ordinance No. 17-04 – “An Ordinance of the City Council of the City of Buellton, California, Adopting the Avenue of Flags Specific Plan (17-SP-01)” (Introduction and First Reading)**

**RECOMMENDATION:**

That the City Council consider the adoption of Resolution No. 17-19 and Ordinance No. 17-04.

**STAFF REPORT:**

Contract Planner Tucker and Joe Dieguez from Kosmont Companies presented the staff report.

**DOCUMENTS:**

Staff report with attachments as listed in the staff report.

**SPEAKERS/DISCUSSION:**

Mayor Sierra opened the public hearing at 7:26 p.m.

Kathy Vreeland, representing the Buellton Chamber of Commerce and Visitors Bureau spoke in support of the Avenue of Flags Specific Plan and requested the Council support the use of Art Deco architectural design on the Avenue of Flags to create a unique brand for Buellton and she provided a handout for the record.

Don Conner spoke in support of the Avenue of Flags Specific Plan and asked the Council to choose a single design style for the Avenue of Flags.

Peggy Brierton, Buellton, discussed architectural design styles, parallel versus angled parking, adding a cap on the number of residential units, and including a civic center building on a median.

Debbie Oquist, Buellton, spoke about the Avenue of Flags Specific Plan and how it will impact the City of Buellton.

There being no further public comment, Mayor Sierra closed the Public Hearing at 7:47 p.m.

The City Council discussed the following issues:

- The benefits of an Enhanced Infrastructure Financing District (EIFD)
- The removal of large vehicle parking
- Discussion of different architectural styles
- Traffic impacts on the Avenue of Flags and surrounding streets
- Water and sewer impacts based on maximum build out on the Avenue of Flags
- Perform baseline traffic counts on Central Avenue
- Add “quality development” to the plan area design objectives
- Planting trees in the ground as opposed to placing them in containers
- Council participation with Development Opportunity Reserve (DOR)
- Discussion regarding parallel and angled parking on Medians 2 and 3
- Staff to investigate large vehicle parking at Pea Soup Andersen’s
- Using Art Deco as the architectural style on the Avenue of Flags
- Discussion of one lane versus two lanes on the Avenue of Flags

**MOTION:**

Motion by Council Member Reif, seconded by Council Member Mercado approving Resolution No. 17-19 – “A Resolution of the City Council of the City of Buellton, California, Approving a Mitigated Negative Declaration (17-MND-02) and Mitigation Monitoring and Reporting Program for the Avenue of Flags Specific Plan”

**VOTE:**

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

Council Member King - Yes

Council Member Mercado – Yes

Council Member Reif - Yes

Vice Mayor Andrisek - Yes

Mayor Sierra - Yes

**MOTION:**

Motion by Council Member Reif, seconded by Council Member Mercado approving Ordinance No. 17-04 – “An Ordinance of the City Council of the City of Buellton, California, Adopting the Avenue of Flags Specific Plan (17-SP-01)” by title only and waive further reading. Including the following changes: removing large vehicle parking on Median 1, adding “quality development” to plan area design objectives, adding landscape trees in the ground rather than in containers, changing angled parking to

parallel parking on Median 2, adding parking within Median 2, adding parallel parking to Median 3, adding flashing crosswalks as an alternative to stop signs, encouraging local and regional businesses as opposed to national chains, and using Art Deco as the architectural style for the Plan area.

**VOTE:**

Motion passed by a roll call vote of 3-2, with Council Member King and Vice Mayor Andrisek voting no.

Council Member King - No

Council Member Mercado – Yes

Council Member Reif - Yes

Vice Mayor Andrisek - No

Mayor Sierra - Yes

**COUNCIL MEMBER COMMENTS/ITEMS**

Vice Mayor Andrisek announced that he attended the UCSB Sustainability Workshop and the Water Symposium and provided oral reports for the record.

Vice Mayor Andrisek requested and the Council agreed by consensus to agendaize a discussion of parking restrictions on street sweeping days.

Vice Mayor Andrisek announced that Community Emergency Response Team (CERT) classes will be held October 21 and 28 at the Buellton Rec Center.

Mayor Sierra announced that the Friends of the Library group is hosting “The Lincoln’s are Coming” at Oak Valley School on October 13 at 1:00 p.m. Mayor Sierra discussed the upcoming Veteran’s Stand Down on October 21.

Mayor Sierra requested the City Attorney look into the bail amounts used by the Sheriff’s Department

Mayor Sierra requested and the Council agreed by consensus to agendaize discussion of a speed survey on various City streets.

Mayor Sierra announced that the Highway 101 off-ramp sign will finally be changed to read Avenue of Flags rather than Avenue of the Flags.

**WRITTEN COMMUNICATIONS**

None

**COMMITTEE REPORTS**

Vice Mayor Andrisek announced that he attended the California Joint Powers Insurance Authority’s Annual Risk Management Education Forum in Santa Barbara and discussed the Forum.

**BUSINESS ITEMS**

None

**CITY MANAGER’S REPORT**

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

**ADJOURNMENT**

Mayor Sierra adjourned the regular meeting at 8:28 p.m. The next regular meeting of the City Council will be held on Thursday, October 26, 2017 at 6:00 p.m.

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Holly Sierra  
Mayor

ATTEST:

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Linda Reid  
City Clerk

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

The following is a list of claims to be ratified and approved for payment by the City Council at the **October 26, 2017** Council Meeting.

Listed below is a brief summary of the attached claims:

EXHIBIT A *	A/P Packet #APPKT00609	4,877.46
	A/P Packet #APPKT00606	50.00
	A/P Packet #APPKT00600	2,216.25
	A/P Packet #APPKT00592	95,453.19
	A/P Packet #APPKT00588	13,182.29
	Total A/P Packets:	<u>\$115,779.19</u> (7 pages)
	Total Packets:	<u>\$115,779.19</u>
EXHIBIT B		<u>\$11,746.91</u>
Staff Payroll	10/13/2017	42,368.30
	Total Payroll:	<u>\$42,368.30</u>
<b>TOTAL AMOUNT OF CLAIMS:</b>		<u><u>\$169,894.40</u></u>

\* The A/P Packets above will be approved on Council Agenda date of 10/26/2017  
 Checks to be signed on 10/26/17 tie to A/P Packet #APPKT00609  
 Checks previously signed by staff to avoid late fees relate to:  
 A/P Packets # APPKT00588, APPKT00592, APPKT00600 and APPKT00606

*53*  
*10/16/17*

Payments via Electronic Fund Transfer (EFT):  
From 10/04/2017 through 10/17/2017

Hartford	10/4/2017	493.69
Bank Fee	10/6/2017	12.00
Bank Fee	10/12/2017	12.00
Payroll Tax - EDD	10/16/2017	2,290.88
Payroll Tax - IRS	10/16/2017	8,275.89
AFLAC	10/17/2017	662.45

**Total**

**11,746.91**



# Check Report - APPKT#'S 00588, 00592, 00600, 00606 AND 00609

City of Buellton, CA

By Payment Number

Payment Dates 10/05/2017 - 10/18/2017

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
35231	10/5/2017 3624	000005 Sept 2017 WWTP - Chemical Analysis	ABALONE COAST ANALYTICAL, INC.	005-701-61111		1,834.80 1,638.30
	3624	Sept 2017 WWTP - Chemical Analysis		020-601-61111		27.50
	3629	Sept 2017 DWTP Water Analysis		020-601-61111		169.00
35232	10/5/2017 INV0008383	001213 9/27/2017 REFUND RVP Security/Da	AMELIA MARTIN	001-22510		100.00 100.00
35233	10/5/2017 2055	000718 9/5-8/2017 SCADA Calibration/Servici	AUTOSYS, INC.	020-601-60250		1,955.00 1,955.00
35234	10/5/2017 30853831	001214 Sept & Oct 2017 Phone System Lease	AVAYA Financial Services	001-410-60310		768.76 768.76
35235	10/5/2017 INV18-00013	000063 9/26/2017 REC Equipment	BUELLTON UNION SCHOOL DISTRICT	001-511-60252		107.75 107.75
35236	10/5/2017 431018	000077 9/25/2017 Misc Parts/Maint Supplies	CAL-COAST MACHINERY, INC	005-701-60270		34.05 34.05
35237	10/5/2017 INV02485	000101 Apr-June 2017 REC 50/50 Reimburse	CITY OF SOLVANG	001-511-67570		266.13 266.13
35238	10/5/2017 20635769	000112 9/18/2017 PD/LIB Pest Control Servic	CLARK PEST CONTROL	001-558-60800		159.00 159.00
35239	10/5/2017 19544	000655 9/3-14/2017 IT Services	COAST NETWORKX, INC.	001-410-60210		190.00 190.00
35240	10/5/2017 753130	000118 9/1-30/2017 REC - Overage Charges	COASTAL COPY, INC.	001-511-61130		82.42 82.42
35241	10/5/2017 INV0008376	000122 9/25-10/24/2017 REC - Internet/Tele	COMCAST CABLE	001-511-61290		173.84 173.84
35242	10/5/2017 INV0008377	000122 9/26-10/25/2017 CH - Internet Servic	COMCAST CABLE	001-410-61292		266.01 266.01
35243	10/5/2017 INV0008384	000122 9/29-10/28/2017 WW Business WiFi	COMCAST CABLE	005-701-60210		236.01 236.01
35244	10/5/2017 38586	001194 9/21/2017 WWTP Service Rolling ste	CONSOLIDATED OVERHEAD DOOR & GATE	005-701-60250		342.00 342.00
35245	10/5/2017 1328361	000679 10/2017 DW/WWTO Water Sample D	COURIER SYSTEMS	005-701-60800		150.00 75.00
	1328361	10/2017 DW/WWTO Water Sample D		020-601-60800		75.00
35246	10/5/2017 INV0008386	000142 September 2017 Monthly Janitorial S	DANIEL FITZGERALD dba	001-558-60800		1,200.00 1,200.00
35247	10/5/2017 INV0008382	001212 9/28/2017 REFUND C&D Deposit (Pro	DAVID HUMPHREYS	075-22415		1,650.00 1,650.00
35248	10/5/2017 INV0008378	000172 10/2017 Msg Service & 9/2017 Mess	ECHO COMMUNICATIONS	001-558-60800		93.60 31.20
	INV0008378	10/2017 Msg Service & 9/2017 Mess		005-701-60800		31.20
	INV0008378	10/2017 Msg Service & 9/2017 Mess		020-601-60800		31.20

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
35249	10/5/2017 01201	000791 9/29/2017 CH Furnate Repair	FRED H. BELEN JR. dba	001-558-60250		654.50 654.50
35250	10/5/2017 INV0008379 INV0008379	000813 09/2017 - Misc Maint/Repair Supplie 09/2017 - Misc Maint/Repair Supplie	HOME DEPOT CREDIT SERVICES	001-552-61140 005-701-61140		91.56 27.92 63.64
35251	10/5/2017 654-cb 654-cb 654-cb	000545 9/29/2017 Printing Services 9/29/2017 Printing Services 9/29/2017 Printing Services	KROS ANDRADE dba	001-401-60900 001-420-60900 001-565-60900		410.12 97.56 205.06 107.50
35252	10/5/2017 INV0008385 INV0008385 INV0008385 INV0008385	000280 8/29&31/2017 #110600-1 Summer is 9/5&7/2017 #110964-10 Buellton RE 9/12&14/2017 #111493-1 We have 9/19&21/2017 #111977-1 Rec All Ab	LEE CENTRAL COAST NEWSPAPERS	001-511-60510 001-511-60510 001-511-60510 001-511-60510		369.60 79.92 79.92 79.92 129.84
35253	10/5/2017 1801	001215 9/27/2017 Conference Phone-Install	NET CONSTRUCT, LLC	001-410-72100		1,520.00 1,520.00
35254	10/5/2017 116971 116971 116971 116990	000350 10/4/2017 Vehicle Maintenance-199 10/4/2017 Vehicle Maintenance-199 10/4/2017 Vehicle Maintenance-199 10/4/2017 Vehicle Maintenance-201	OLIVERA'S REPAIR, INC	001-558-60270 005-701-60270 020-601-60270 005-701-60270		155.00 30.00 30.00 30.00 65.00
35255	10/5/2017 78999404	000380 8/20-9/20/2017 Cyclinder Rentals	PRAXAIR DISTRIBUTION, INC.	005-701-61111		155.20 155.20
35256	10/5/2017 0710029022365 0710029022381 0710029154614	000032 8/27-9/26/2017 CH - Drinking Water 8/27-9/26/2017 CC/LIB - Drinking Wa 8/27-9/26/2017 Planning - Drinking	READY REFRESH BY NESTLE	001-410-60800 001-410-60800 001-410-60800		116.50 69.11 27.46 19.93
35257	10/5/2017 INV0008374	000439 10/2017-10/2018 CH Subscription Re	SANTA YNEZ VALLEY NEWS	001-410-60650		21.00 21.00
35258	10/5/2017 03008000	000681 10/3/2017 Date & Time Stickers	STATEWIDE SAFETY & SIGNS, INC.	001-558-60560		64.65 64.65
35259	10/5/2017 INV0008375	000507 6/23-9/22/2017 - LIB/CCC - Gas Servi	THE GAS COMPANY	001-510-61230		14.79 14.79
35260	10/12/2017 0511361 0511361 0511361 0511361 0511361 0511361 0511361 0511361 0511361 0511361	000820 October 2017 Dental/Vision & EAP Pr October 2017 Dental/Vision & EAP Pr	ACWA/JPIA	001-401-50400 001-402-50400 001-403-50400 001-420-50400 001-511-50400 001-558-50400 001-565-50400 005-701-50400 020-601-50400		2,489.43 565.66 90.00 54.00 215.47 337.47 441.64 144.63 320.28 320.28
35261	10/12/2017 INV0008413	011105 9/12-10/11/2017 Cycle Training	ADRIENNE WALTER	001-511-67140		36.00 36.00
35262	10/12/2017 23515 23516 23528 23553 23553	000509 9/5/2017 - S-3 Irrigation Repair 9/1-5/2017 - P-1 RVP Irrigation Repai 9/14/2017 - S-6 Tree Trimmer September 2017 Landscape Mainten September 2017 Landscape Mainten	ALAN NEEDHAM dba	001-556-60250 001-552-60258 001-556-60800 001-552-60800 001-556-60800		20,277.22 254.52 2,011.20 870.00 11,200.00 140.00

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
	23553	September 2017 Landscape Mainten		001-556-60800		3,820.00
	23638	9/22/2017 - RVP Tree Trimmer		001-552-60258		1,521.50
	23639	9/27-28-2017 S-11 Tree Trimming		001-556-60800		460.00
35263	10/12/2017 0067095-IN	000661 10/3/2017 WWPT - Tools	AQUA-METRIC SALES, CO.	005-701-61127		290.04 290.04
35264	10/12/2017 INV0008420	000943 9/14-15/2017 REFUND - Security/Ser	ARTHRITIS FOUNDATION, INC.	001-22418		1,500.00 1,500.00
35265	10/12/2017 INV0008407	001099 10/3-6/2017 2017 CACEO Seminar	Ben Hernandez	001-565-60710		913.08 913.08
35266	10/12/2017 95211 95211	000058 9/11/2017 Base & Fill Sand 9/11/2017 Base & Fill Sand	BUELLFLAT ROCK CO. Inc.	005-701-60250 020-601-60250		1,313.00 720.68 592.32
35267	10/12/2017 11966255	000090 10/1-15/2017 CalPERS Long Term Car	CalPERS LONG-TERM CARE PROGRAM	001-22166		84.25 84.25
35268	10/12/2017 19572 19577	000655 8/16-30/2017 Misc IT Services 7/13/2017 - Misc IT Services	COAST NETWORKX, INC.	001-410-60210 001-410-60210		522.50 332.50 190.00
35269	10/12/2017 17-703	000138 9/28/2017 - Ave of Flags - Light fixtur	D.L. ELECTRIC, INC.	001-558-60250		168.00 168.00
35270	10/12/2017 44048	000690 9/26/2017 Oak Park Playground Barri	DAVE BANG ASSOCIATES, INC.	001-552-60256		2,695.50 2,695.50
35271	10/12/2017 INV0008416	011169 9/5-10/11/2017 Music Together	DIANE BYINGTON dba	001-511-67140		357.00 357.00
35272	10/12/2017 93354230	000664 12/20/17-12/19/18 ArcGIS Annual M	ESRI	001-565-60210		1,385.25 1,385.25
35273	10/12/2017 W16221	000649 9/30/2017 Equip Maint/Repair	FLUID RESOURCE MANAGEMENT, INC.	005-701-60250		684.85 684.85
35274	10/12/2017 INV0008409	011236 9/11-10/11/2017 Gymnastics	GARY GENE JOHNSON dba	001-511-67140		985.50 985.50
35275	10/12/2017 1241 1241 1241 1241 1241 1241	001216 10/2017-10/2018 Implementation/A 10/2017-10/2018 Implementation/A 10/2017-10/2018 Implementation/A 10/2017-10/2018 Implementation/A 10/2017-10/2018 Implementation/A 10/2017-10/2018 Implementation/A	GovInvest	001-15000 001-410-60210 005-15000 005-701-60210 020-15000 020-601-60210		46,554.82 12,018.28 3,500.00 12,018.27 3,500.00 12,018.27 3,500.00
35276	10/12/2017 INV0008417	000994 9/12-10/11/2017 Robotics	JENNIFER CLINE	001-511-67140		213.43 213.43
35277	10/12/2017 INV0008418	001198 9/1-10/11/2017 Circuit Tiles	Jessica Best	001-511-67140		227.50 227.50
35278	10/12/2017 INV0008408 INV0008408	011300 9/12-10/11/2017 Fun & focus Yoga Y 9/12-10/11/2017 Kundalini Yoga	KAREN PALMER	001-511-67140 001-511-67140		154.00 84.00 70.00
35279	10/12/2017 INV0008415	011336 9/12-10/11/2017 Flamenco Dance	LAURA GARCIA dba	001-511-67140		252.00 252.00
35280	10/12/2017 INV0008410	001132 9/12-10/11/2017 Pilates	MAILE INEMAN	001-511-67140		250.20 250.20

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
35281	10/12/2017 INV0008411	011343 9/12-10/11/2017 Yoga Class	MARIANNE MADSEN	001-511-67140		320.00 320.00
35282	10/12/2017 2017-1005-buel	000835 09/2017 City Planner - Professional S	METRO VENTURES LTD	001-565-60800		1,944.00 1,944.00
35283	10/12/2017 12231 12231 12231	000332 -> 9/30/2017 Audit Services to Date -> 9/30/2017 Audit Services to Date -> 9/30/2017 Audit Services to Date	MOSS LEVY & HARTZHEIM LLP	001-420-60021 005-701-60021 020-601-60021		8,000.00 2,666.67 2,666.67 2,666.66
35284	10/12/2017 102124	000059 Sept-2017 Misc Maint/Repair	MOTOR PRODUCTS INC. dba	001-558-60270		18.92 18.92
35285	10/12/2017 117040 117040 117040	000350 10/6/2017 Vehicle Maint - 2003 Ford 10/6/2017 Vehicle Maint - 2003 Ford 10/6/2017 Vehicle Maint - 2003 Ford	OLIVERA'S REPAIR, INC	001-558-60270 005-701-60270 020-601-60270		88.43 29.47 29.48 29.48
35286	10/12/2017 4372-352312	000801 9/8/2017 Maint/Repair Items	O'REILLY AUTOMOTIVE STORES, INC.	005-701-60250		36.79 36.79
35287	10/12/2017 75976	000763 9/28/2017 Vehicle Maint - 2014 Chev	RIO VISTA CHEVROLET, INC.	001-558-60270		65.05 65.05
35288	10/12/2017 007991	000437 9/30/2017 Remembrance Gift	SANTA YNEZ VALLEY FLORIST, INC.	001-410-60900		123.91 123.91
35289	10/12/2017 A110170054	000706 ->9/30/2017 Satellite SIM Card 88162	SATCOM GLOBAL, INC.	001-410-60014		50.79 50.79
35290	10/12/2017 18-088	000450 Sept 2017 Motorcycle Services	SB CO SHERIFF'S DEPARTMENT	001-501-60800		1,235.77 1,235.77
35291	10/12/2017 03008018	000681 10/5/2017 Safety Equipment	STATEWIDE SAFETY & SIGNS, INC.	001-558-60560		87.99 87.99
35292	10/12/2017 INV0008412	000979 9/12-10/11/2017 Wrestling	THADDEUS JEKELL	001-511-67140		98.00 98.00
35293	10/12/2017 0131965	001168 9/1-30/2017 Shredding Services	The DocuTeam	001-410-60900		27.00 27.00
35294	10/12/2017 INV0008414	011491 9/13-10/09/2017 Archery	THOMAS CHAMBERLAIN	001-511-67140		385.00 385.00
35295	10/12/2017 025-203071 025-203071	000862 7/1-9/30/2017 UB Transaction Fees 7/1-9/30/2017 UB Transaction Fees	TYLER TECHNOLOGIES, INC.	005-701-60210 020-601-60210		15.00 7.50 7.50
35296	10/12/2017 920170071 920170071	000535 10/1/2017 New Ticket Charges/Mnth 10/1/2017 New Ticket Charges/Mnth	UNDERGROUND SERVICE ALERT	005-701-60800 020-601-60800		49.60 24.80 24.80
35297	10/12/2017 35991 35991 35991	000765 10/6/2017 Vehicle Maint - SMOG 10/6/2017 Vehicle Maint - SMOG 10/6/2017 Vehicle Maint - SMOG	VICTOR RODRIGUEZ dba	001-558-60270 005-701-60270 020-601-60270		65.00 21.66 21.67 21.67
35298	10/12/2017 82371	000881 2017-2018 Annual Membership Rene	WESTERN AEROMEDICAL CONSORTIUM	001-410-60650		50.00 50.00
35299	10/12/2017 51453517 51453517	000768 September 2017 Fuel Charges September 2017 Fuel Charges	WEX BANK	001-511-61280 001-558-61280		1,438.37 310.37 376.00

Payment Number	Payment Date Payable Number	Vendor # Description	Vendor Name	Account Number	Project Account Key	Payment Amount Item Amount
	51453517	September 2017 Fuel Charges		005-701-61280		376.00
	51453517	September 2017 Fuel Charges		020-601-61280		376.00
35302	10/13/2017 INV0008421	001218 10/13/2017 Dept of Fish and Game F	County of Santa Barbara	001-565-60900		2,216.25 2,216.25
35303	10/13/2017 INV0008422	001218 10/13/2017 NOD - Ave of Flags Specif	County of Santa Barbara	001-565-60900		50.00 50.00
35304	10/18/2017 1043768068	000847 1/1-12/31/2018 Membership Dues	ASCE/ AMERICAN SOC. OF CIVIL ENG.	001-558-60650		300.00 300.00
35305	10/18/2017 2060	000718 9/22&10/4/2017 Field Tech Services	AUTOSYS, INC.	020-601-60250		1,890.00 1,890.00
35306	10/18/2017 171009-003 171009-003	000258 10/9/2017 Hang Tag - Water Service 10/9/2017 Hang Tag - Water Service	JOHN P. SUREY dba	005-701-61130 020-601-61130		304.71 152.35 152.36
35307	10/18/2017 2017-352	000391 11/1/17-10/31/18 Supplement Srvc-	QUALITY CODE PUBLISHING, LLC	001-403-60012		1,419.71 1,419.71
35308	10/18/2017 IN0050718 IN0050719	000448 7/27/2017 RMP Implementation 7/27/2017 PrgrmD605 P/E2745 RMP-	SB CO FIRE DEPARTMENT	020-601-67575 005-701-67575		145.50 97.00 48.50
35309	10/18/2017 INV0008423	000436 7/1/16-6/30/17 SBRRMDZ PROGRAM	SB CO PUBLIC WORKS DEPARTMENT	001-558-67575		306.00 306.00
35310	10/18/2017 18-100	000450 10/7-8-2017 - Labor Transactions	SB CO SHERIFF'S DEPARTMENT	001-501-60800		366.86 366.86
35311	10/18/2017 20171072112	000131 7/1/17-6/30/18 Basic Property Taxes	SB CO. TREASUER-TAX COLLECTOR	020-601-60900		10.68 10.68
35312	10/18/2017 INV340611 INV340611 INV340611 INV340611 INV340611 INV340611 INV340611 INV340611 INV340611 INV340611	001207 Sept 2017 FSA/AFLAC Administration Sept 2017 FSA/AFLAC Administration	WAGEWORKS INC.	001-401-50400 001-402-50400 001-403-50400 001-420-50400 001-511-50400 001-558-50400 001-565-50400 005-701-50400 020-601-50400		134.00 21.69 10.85 10.85 18.52 12.25 17.35 9.45 16.52 16.52
<b>Payment Total:</b>						<b>115,779.19</b>

## Report Summary

### Fund Summary

Fund	Payment Amount
001 - General Fund	66,533.15
005 - Sewer Fund	23,584.80
020 - Water Fund	24,011.24
075 - Trust & Agency Fund	1,650.00
<b>Grand Total:</b>	<b>115,779.19</b>

### Account Summary

Account Number	Account Name	Payment Amount
001-15000	Pre-Paid Expense	12,018.28
001-22166	Long-Term Care Deducti	84.25
001-22418	Special Event Deposit	1,500.00
001-22510	Park/Damage Charge	100.00
001-401-50400	Medical Benefit	587.35
001-401-60900	Miscellaneous	97.56
001-402-50400	Medical Benefit	100.85
001-403-50400	Medical Benefit	64.85
001-403-60012	Code Updates	1,419.71
001-410-60014	Emergency Operations	50.79
001-410-60210	Computer Maintenance	4,212.50
001-410-60310	Equipment Rental	768.76
001-410-60650	Membership & Publicati	71.00
001-410-60800	Contract Services	116.50
001-410-60900	Miscellaneous/CalPERS	150.91
001-410-61292	Internet Access/ Websit	266.01
001-410-72100	Office Equipment	1,520.00
001-420-50400	Medical Benefit	233.99
001-420-60021	Audit	2,666.67
001-420-60900	Miscellaneous	205.06
001-501-60800	Contract Services	1,602.63
001-510-61230	Utilities - Gas	14.79
001-511-50400	Medical Benefit	349.72
001-511-60252	Maintenance/Repair-Joi	107.75
001-511-60510	Advertising	369.60
001-511-61130	Office Supplies	82.42
001-511-61280	Fuel-Vehicles	310.37
001-511-61290	Telephone/Internet	173.84
001-511-67140	Buellton Recreation Pro	3,278.63
001-511-67570	Recreation Program 50/	266.13
001-552-60256	Maintenance/Repair-Oa	2,695.50
001-552-60258	Maintenance/Repair-Riv	3,532.70
001-552-60800	Contract Services	11,200.00
001-552-61140	Operational Supplies	27.92
001-556-60250	Maintenance/Repair	254.52
001-556-60800	Contract Services	5,290.00
001-558-50400	Medical Benefit	458.99
001-558-60250	Maintenance / Repair	822.50
001-558-60270	Maintenance - Vehicles	165.10
001-558-60560	Signs	152.64
001-558-60650	Membership & Publicati	300.00
001-558-60800	Contract Services	1,390.20
001-558-61280	Fuel - Vehicles	376.00
001-558-67575	Regulatory Compliance	306.00
001-565-50400	Medical Benefit	154.08
001-565-60210	Computer Maintenance	1,385.25
001-565-60710	Travel & Training	913.08
001-565-60800	Contract Services	1,944.00
001-565-60900	Miscellaneous	2,373.75

**Account Summary**

Account Number	Account Name	Payment Amount
005-15000	Pre-Paid Expense	12,018.27
005-701-50400	Medical Benefit	336.80
005-701-60021	Audit	2,666.67
005-701-60210	Computer Maintenance	3,743.51
005-701-60250	Maintenance / Repair	1,784.32
005-701-60270	Maintenance - Vehicles	180.20
005-701-60800	Contract Services	131.00
005-701-61111	Chemicals / Analysis	1,793.50
005-701-61127	Tools	290.04
005-701-61130	Office Supplies	152.35
005-701-61140	Operational Supplies	63.64
005-701-61280	Fuel - Vehicles	376.00
005-701-67575	Regulatory Compliance	48.50
020-15000	Pre-Paid Expense	12,018.27
020-601-50400	Medical Benefit	336.80
020-601-60021	Audit	2,666.66
020-601-60210	Computer Maintenance	3,507.50
020-601-60250	Maintenance / Repair	4,437.32
020-601-60270	Maintenance - Vehicles	81.15
020-601-60800	Contract Services	131.00
020-601-60900	Miscellaneous/CalPers U	10.68
020-601-61111	Chemicals / Analysis	196.50
020-601-61130	Office Supplies	152.36
020-601-61280	Fuel - Vehicles	376.00
020-601-67575	Regulatory Compliance	97.00
075-22415	Const & Demo Material	1,650.00
	<b>Grand Total:</b>	<b>115,779.19</b>

**Project Account Summary**

Project Account Key	Payment Amount
**None**	115,779.19
<b>Grand Total:</b>	<b>115,779.19</b>

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

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

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: October 26, 2017

Subject: Revenue and Expenditure Reports through September 30, 2017

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**BACKGROUND**

The attached reports compare month-to-month data covering the period July 1, 2017 through September 30, 2017. The reports are prepared monthly and submitted to Council on the second meeting of each month. Monthly reports are posted to the City's website. Upon monthly review, adjustments may be necessary and staff will update the website.

The expenditures are slightly over budget and revenue is below target due to timing differences. Both are expected to meet budget by year end.

**FISCAL IMPACT**

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

**RECOMMENDATION**

That the City Council receive and file the attached reports.

**ATTACHMENTS**

Attachment 1 - Revenue and Expenditure Reports through September 30, 2017

# ATTACHMENT 1



City of Buellton, CA

## General Fund Monthly Revenue (Unaudited)

For FY 2017-2018 - July 2017 Through June 2018, as of 9/30/17

	2017			25%	2018										FY 2017-2018
	July 2017-2018	August 2017-2018	September 2017-2018	October 2017-2018	November 2017-2018	December 2017-2018	January 2017-2018	February 2017-2018	March 2017-2018	April 2017-2018	May 2017-2018	June 2017-2018			
<b>Fund: 001 - General Fund</b>															
<b>Revenue</b>															
001-41005	Property Taxes - Secured	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-41010	Property Taxes - Unsecured	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-41015	Homeowners Exemptions	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-41020	Franchise Fees	7,597.86	8,998.38	-	-	-	-	-	-	-	-	-	-	16,596.24	
001-41025	Sales Tax	154,500.00	-	-	-	-	-	-	-	-	-	-	-	154,500.00	
001-41035	Transient Occupancy Tax	311,994.84	280,774.35	-	-	-	-	-	-	-	-	-	-	592,769.19	
001-41040	Property Transfer Tax	3,519.45	1,799.60	-	-	-	-	-	-	-	-	-	-	5,319.05	
001-42010	Zoning Clearance	135.00	135.00	90.00	-	-	-	-	-	-	-	-	-	360.00	
001-42015	Small Permits	25.00	-	4,750.00	-	-	-	-	-	-	-	-	-	4,775.00	
001-43005	Motor Vehicle in Lieu Tax	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-43010	MV License Fee Compensation	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-43015	COPS grant	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-43020	CA Indian Gaming Grant	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-43035	CA Prop 18 Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-43040	Beverage Container Grant	-	5,000.00	-	-	-	-	-	-	-	-	-	-	5,000.00	
001-44005	Buellton Recreation Program	27,356.70	7,053.24	6,239.97	-	-	-	-	-	-	-	-	-	40,649.91	
001-44010	Recreation Program 50/50	-	-	18.85	-	-	-	-	-	-	-	-	-	18.85	
001-44015	Buellton Rec Program Trips	9,649.30	5,389.27	799.00	-	-	-	-	-	-	-	-	-	15,837.57	
001-44020	Park Reservation Fees	320.00	600.00	200.00	-	-	-	-	-	-	-	-	-	1,120.00	
001-44025	Event Application Fee/Temp Use	-	255.00	155.00	-	-	-	-	-	-	-	-	-	410.00	
001-44035	Cost Reimbursement	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-44105	Interest	417.21	451.90	302.37	-	-	-	-	-	-	-	-	-	1,171.48	
001-44250	Miscellaneous	459.97	1,203.28	1,112.37	-	-	-	-	-	-	-	-	-	2,775.62	
001-45005	Criminal Fines & Penalties	59.02	35.77	-	-	-	-	-	-	-	-	-	-	94.79	
001-45010	Fines & Fees	1,903.46	1,844.15	-	-	-	-	-	-	-	-	-	-	3,747.61	
001-49010	Rent	8,385.00	6,950.00	7,705.00	-	-	-	-	-	-	-	-	-	23,040.00	
001-49526	CA Mandated Cost Reimbursement	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-49532	Code Enforcement Fines	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-49536	Conditional Use Permit	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-49548	Document Sales	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-49566	Home Occupation Permit	25.00	25.00	-	-	-	-	-	-	-	-	-	-	50.00	
001-49585	Miscellaneous Permits	-	-	-	-	-	-	-	-	-	-	-	-	-	
001-49609	Sale of Property	-	-	-	-	-	-	-	-	-	-	-	-	-	
	<b>Revenue Total:</b>	<b>526,347.81</b>	<b>320,514.94</b>	<b>21,372.56</b>	-	-	-	-	-	-	-	-	-	<b>868,235.31</b>	

Percentage Received: 11%

Original Budget: \$ 7,641,145.00  
 Budget Amendment No. 17-16 \$ 113,000.00  
 Revised Budget: \$ 7,754,145.00



**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: Shannel Zamora, Finance Director

Meeting Date: October 26, 2017

Subject: Monthly Treasurer’s Report – September 30, 2017

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**BACKGROUND**

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

On June 8, 2017, Council adopted the current Investment Policy per Resolution 17-10 which states the City Finance Director, as the investment officer, must submit monthly reports to City Council to demonstrate that sufficient cash flow liquidity is available to meet the succeeding month’s estimated expenditures.

This Treasurer’s Report is for September 30, 2017. Treasurer’s Reports are presented on a monthly basis.

**FISCAL IMPACT**

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

**RECOMMENDATION**

That the City Council receives and files the Treasurer’s Report for the month ending in September 30, 2017.

**ATTACHMENTS**

Attachment 1 – Monthly Treasurer’s Report – September 30, 2017



# City of Buellton

## **City of Buellton**

*Monthly Treasurer's Report*

**As of September 30, 2017**

October 26, 2017

This report presents the City's cash activity and investment portfolio as of September 30, 2017. The report includes:

- 1) Cash and investments at September 30, 2017 compared to the prior month;
- 2) A reconciliation of cash and investments to City ledger balances;
- 3) All investments managed by the City on its own behalf;
- 4) Beginning of year fund balance, revenues, expenditures and ending fund balance for each fund at September 30, 2017

**The following schedule is a summary of the City's cash and investments based on recorded value as of September 30, 2017 compared with the prior month.**

	September 30, 2017	August 31, 2017
Cash	\$ 1,993,340.33	\$ 2,081,528.41
Investments held by the City	8,813,765.78	8,813,463.41
<b>TOTAL CASH AND INVESTMENTS</b>	<b>\$ 10,807,106.11</b>	<b>\$ 10,894,991.82</b>

**Summary of activity for the Month and Future Liquidity:** The decrease of about \$87,900 in cash in September is mainly due to the lump-sum contract payment for Buellton Library Services for about \$142,000. The portfolio is sufficiently liquid to meet expected expenditures for the coming six months.

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



## Pooled Cash Report

City of Buellton, CA  
For the Period Ending 9/30/2017

ACCOUNT #	ACCOUNT NAME	August 2017 BALANCE	CURRENT ACTIVITY	September 2017 BALANCE
<b>CLAIM ON CASH</b>				
<a href="#">001-10000</a>	Claim On Pooled Cash	6,024,629.87	(315,579.78)	5,709,050.09
<a href="#">005-10000</a>	Claim On Pooled Cash	1,423,877.77	7,753.73	1,431,631.50
<a href="#">006-10000</a>	Claim on Pooled Cash	89,198.79	27,960.00	117,158.79
<a href="#">020-10000</a>	Claim On Pooled Cash	1,652,438.17	179,444.32	1,831,882.49
<a href="#">021-10000</a>	Claim on Pooled Cash	154,544.51	41,370.00	195,914.51
<a href="#">023-10000</a>	Claim On Pooled Cash	476,537.26	-	476,537.26
<a href="#">024-10000</a>	Claim On Pooled Cash	16,262.71	4,080.00	20,342.71
<a href="#">025-10000</a>	Claim On Pooled Cash	434,324.04	(108,684.60)	325,639.44
<a href="#">027-10000</a>	Claim On Pooled Cash	47,479.01	449.38	47,928.39
<a href="#">029-10000</a>	Claim On Pooled Cash	(43,876.00)	41,626.00	(2,250.00)
<a href="#">031-10000</a>	Claim On Pooled Cash	535,137.12	(131,619.96)	403,517.16
<a href="#">072-10000</a>	Claim on Pooled Cash	-	-	-
<a href="#">075-10000</a>	Claim On Pooled Cash	228,918.26	58.00	228,976.26
<a href="#">090-10000</a>	Claim On Pooled Cash	-	-	-
<a href="#">091-10000</a>	Claim On Pooled Cash	-	-	-
<a href="#">092-10000</a>	Claim On Pooled Cash	(144,479.69)	165,257.20	20,777.51
<b>TOTAL CLAIM ON CASH</b>		<b>10,894,991.82</b>	<b>(87,885.71)</b>	<b>10,807,106.11</b>
<b>CASH IN BANK</b>				
<b>Cash in Bank</b>				
<a href="#">999-10001</a>	Pooled Cash - General Checking	2,068,871.93	(88,969.05)	1,979,902.88
<a href="#">999-10002</a>	Pooled Cash - Money Market	205,613.29	32.68	205,645.97
<a href="#">999-10003</a>	Pooled Cash - FSA	12,656.48	780.97	13,437.45
<a href="#">999-10004</a>	Pooled Cash - Brokerage	249,326.19	30.97	249,357.16
<a href="#">999-10005</a>	Pooled Cash - LAIF	8,109,398.08	-	8,109,398.08
<a href="#">999-10006</a>	Pooled Cash - Morgan Stanley	249,125.85	238.72	249,364.57
<b>TOTAL: Cash in Bank</b>		<b>10,894,991.82</b>	<b>(87,885.71)</b>	<b>10,807,106.11</b>

Per Statements:	9/30/2017
Rabobank General Checking	2,528,675.52
Rabobank Money Market	205,645.97
Rabobank FSA	13,437.45
Local Agency Investment Fund	8,109,398.08
First Empire	249,357.16
Morgan Stanley	249,364.57
<b>Total Cash per Statements:</b>	<b>11,355,878.75</b>

Claim on Cash vs. Total Cash Per Statements: (548,772.64)  
 Outstanding items per System Reconciliation (548,772.64)  
 Difference: -

Monthly Treasurer's Report  
As of September 30, 2017

City of Buellton  
Investment Summary  
September 30, 2017

Investment Portfolio	Interest		Market Value	Maturity Term	Maturity Date
	Rate	Type			
Local Agency Investment Fund - LAIF	1.111%	Government - State Pool	\$ 8,109,398.08	NA	NA
Berkshire Bank*	1.35%	Negotiable Certificate of Deposit	249,356.07	5 years	4/30/2018
Rabobank Money Market	0.20%	Public Investment Money Market	205,645.97	NA	NA
Wells Fargo Bank**	2.25%	Certificate of Deposit	248,886.70	5 Years	8/16/2022
<b>Total Invested:</b>			<b>\$ 8,813,286.82</b>		
<i>Cash in Portfolio Holding Account</i>					
Portfolio Holding*		Cash Balance	1.09		
Portfolio Holding**		Cash Balance	477.87		
Total Cash in Investments:			478.96		
<b>Total:</b>			<b>\$ 8,813,765.78</b>		

\*Held by First Empire

\*\*Held by Morgan Stanley

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

The following is a fund balance schedule showing beginning fund balance at August 1, 2017 plus revenues minus expenditures for the period, resulting in ending fund balance at September 30, 2017. Fund balance includes total assets and liabilities of the City.



City of Buellton, CA

## Fund Balance Report

As Of 09/30/2017

Fund	August 2017 Balance	Total Revenues	Total Expenses	September 2017 Balance
001 - General Fund	6,879,205.82	868,235.31	2,091,274.21	5,656,166.92
005 - Sewer Fund	3,442,214.95	264,549.41	212,230.12	3,494,534.24
006 - Wastewater Capital	81,915.55	49,975.50	-	131,891.05
020 - Water Fund	5,623,225.87	687,680.40	449,202.96	5,861,703.31
021 - Water Capital	-	78,420.00	-	78,420.00
023 - Housing Fees	476,537.26	-	3,000.00	473,537.26
024 - Traffic Mitigation Fund	12,648.71	7,694.00	-	20,342.71
025 - Gas Tax Fund	353,635.43	20,373.61	112,462.10	261,546.94
027 - Local Transportation Fund	53,413.33	1,015.04	8,166.64	46,261.73
029 - Transportation Planning	(132,106.10)	-	4,262.50	(136,368.60)
031 - Measure A	210,042.53	88,240.40	165,942.77	132,340.16
072 - Landscape Maintenance Fund	-	-	-	-
075 - Trust & Agency Fund	2,145.00	-	-	2,145.00
090 - Long Term Debt	(1,261,835.00)	-	-	(1,261,835.00)
091 - General Fixed Assets	17,240,627.54	-	-	17,240,627.54
092 - Capital Improvement Proj Fund	-	445,195.23	445,195.23	-
<b>Report Total:</b>	<b>32,981,670.89</b>	<b>2,511,378.90</b>	<b>3,491,736.53</b>	<b>32,001,313.26</b>

As required by Government Code Section 5346 (b) (3), the chief officer for the City declares that there is sufficient funds to meet all obligations for the next six months.

*Shannel Zamora*

Shannel Zamora  
Finance Director

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

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

To: The Honorable Mayor and City Council

From: Shannel Zamora, Finance Director

Meeting Date: October 26, 2017

Subject: Monthly Activity Report - Enterprise Funds through September 30, 2017

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**BACKGROUND**

The attached report compares month-to-month data covering the periods July 1, 2017 through September 30, 2017 for the Water and Sewer Enterprise Funds. A second report with 12-month data from October 1, 2016 through September 30, 2017 is included for reference to trends only.

Sewer revenue and expenditures are both under budget for the 2017-18 Fiscal Year. Water revenue is on target and expenditures are under budget. It should be noted that depreciation expense is estimated each month for reporting purposes. The estimate is based on prior year depreciation amounts. Actual depreciation expense will be calculated at the end of the fiscal year.

Both the Wastewater and Water Capital Funds revenues and expenditures are under budget. The Wastewater and Water Capital Funds received Connection Fees in the month of September 2017. Connection Fee revenues are restricted for Capital Improvement Projects that enhance capacity and cannot be used for operating costs. Upon monthly review, adjustments may be necessary.

**FISCAL IMPACT**

The Monthly Activity Report Enterprise Funds will provide the council with an understanding of the financial activity of the Water and Sewer Departments and how the implemented rate increases have affected the City's funds on a monthly basis.

**RECOMMENDATION**

That the City Council receive and file the attached reports.

**ATTACHMENTS**

Attachment 1 – Monthly Activity Report Enterprise Funds through September 30, 2017  
Attachment 2 – Monthly Activity Report Enterprise Funds 12-months through September 30, 2017





	2017		25%				2018						Fiscal YTD
	July	August	September	October	November	December	January	February	March	April	May	June	2017-2018
<b>Fund: 020 - Water Fund</b>	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018	2017-2018
<b>Revenue</b>													-
<a href="#">020-44105</a> Interest	-	-	-										-
<a href="#">020-44115</a> Connection Fees	-	-	-										-
<a href="#">020-44120</a> Set-Up Fees	170.00	170.00	170.00										510.00
<a href="#">020-44125</a> Late Charges	721.27	2,744.43	1,767.13										5,232.83
<a href="#">020-44210</a> Bulk Water	5,621.72	6,543.50	4,077.25										16,242.47
<a href="#">020-44215</a> Sales	204,747.48	205,018.52	241,799.10										651,565.10
<a href="#">020-44220</a> Meter Service Installation	-	6,690.00	5,740.00										12,430.00
<a href="#">020-44240</a> Service Reinstatement Fee	140.00	160.00	120.00										420.00
<a href="#">020-44245</a> Infrastructure Contributions	-	-	-										-
<a href="#">020-44246</a> Gain (Loss) on Capital Assets	-	-	-										-
<a href="#">020-44250</a> Miscellaneous	20.00	60.00	-										80.00
<a href="#">020-49656</a> Hydrant Permits	450.00	400.00	350.00										1,200.00
<a href="#">020-49657</a> Insurance Refund-Gen Liability	-	-	-										-
<a href="#">020-49658</a> Insurance Reimbursement-WC	-	-	-										-
<a href="#">020-49659</a> Prior Year Adjustment	-	-	-										-
<a href="#">020-49660</a> Transfer from Gen Fund & Sewer	-	-	-										-
<a href="#">020-49661</a> Transfer from Reserves	-	-	-										-
<b>Revenue Total:</b>	<b>211,870.47</b>	<b>221,786.45</b>	<b>254,023.48</b>										687,680.40
													<b>Revenue Budget</b>
													<b>2,497,255.00</b>
													<b>Percent Received</b>
													<b>28%</b>

<b>Expense</b>													
<a href="#">020-601-50000</a> Salaries	7,691.94	17,147.19	23,302.73										48,141.86
<a href="#">020-601-50035</a> Hourly	-	-	-										-
<a href="#">020-601-50120</a> Employer SS/MC	360.60	344.79	490.30										1,195.69
<a href="#">020-601-50130</a> UI & Employee Training Tax	-	-	-										-
<a href="#">020-601-50200</a> PERS Retirement	1,963.97	1,782.54	2,620.00										6,366.51
<a href="#">020-601-50300</a> Workers Compensation	9,428.00	-	-										9,428.00
<a href="#">020-601-50301</a> Workers Compensation	-	-	-										-
<a href="#">020-601-50400</a> Medical Benefit	2,852.37	2,333.48	2,333.49										7,519.34
<a href="#">020-601-50410</a> Employer Paid DCP	587.10	547.35	801.99										1,936.44
<a href="#">020-601-50500</a> Group Life Ins Benefit	22.41	20.80	20.83										64.04
<a href="#">020-601-50600</a> Insurance - Liability	11,647.00	-	-										11,647.00
<a href="#">020-601-50610</a> Insurance - Property	-	6,769.00	-										6,769.00
<a href="#">020-601-50620</a> Insurance - Bond	-	-	-										-
<a href="#">020-601-60021</a> Audit	-	-	2,666.66										2,666.66
<a href="#">020-601-60131</a> Laundry / Uniforms	-	-	-										-
<a href="#">020-601-60210</a> Computer Maintenance & Software	4,131.01	-	5,091.95										9,222.96
<a href="#">020-601-60211</a> Data Processing Contract Maint	-	-	-										-
<a href="#">020-601-60250</a> Maintenance / Repair	4,418.70	6,629.37	6,268.63										17,316.70
<a href="#">020-601-60270</a> Maintenance - Vehicles	921.18	390.18	-										1,311.36
<a href="#">020-601-60310</a> Equipment Rental	-	-	-										-
<a href="#">020-601-60315</a> Rental of Property	-	-	-										-
<a href="#">020-601-60316</a> Rental of Property	-	-	-										-
<a href="#">020-601-60550</a> Printing	-	-	-										-
<a href="#">020-601-60650</a> Membership & Publications	-	1,138.00	-										1,138.00
<a href="#">020-601-60710</a> Travel & Training	19.20	1,210.81	-										1,230.01
<a href="#">020-601-60800</a> Contract Services	34.50	3,975.33	3,022.57										7,032.40
<a href="#">020-601-60830</a> Contract Services-Engineering	-	7,597.50	4,795.00										12,392.50
<a href="#">020-601-60835</a> Contract Services-Fin.Consult.	-	-	-										-
<a href="#">020-601-60840</a> Contract Services-Legal Fees	-	-	-										-
<a href="#">020-601-60900</a> Miscellaneous	14,326.35	57.21	348.98										14,732.54
<a href="#">020-601-61111</a> Chemicals / Analysis	1,890.52	5,625.10	3,121.59										10,637.21
<a href="#">020-601-61127</a> Tools	-	-	38.00										38.00
<a href="#">020-601-61130</a> Office Supplies	-	279.05	-										279.05
<a href="#">020-601-61131</a> Postage	279.83	587.50	560.00										1,427.33
<a href="#">020-601-61140</a> Operational Supplies	87.45	79.09	49.40										215.94
<a href="#">020-601-61240</a> Meter Expense	-	2,421.81	-										2,421.81
<a href="#">020-601-61241</a> Utilities - Electric	-	14,540.03	17,113.51										31,653.54
<a href="#">020-601-61280</a> Fuel - Vehicles	532.55	487.98	376.00										1,396.53
<a href="#">020-601-61410</a> Newsletter	-	-	-										-





City of Buellton, CA

# ATTACHMENT 2

## Monthly Activity Report

### 12-Month Enterprise Funds

For October 2016 Through September 2017

	2016 October 2016-2017	November 2016-2017	December 2016-2017	2017 January 2016-2017	February 2016-2017	March 2016-2017	April 2016-2017	May 2016-2017	June 2016-2017	July 2017-2018	August 2017-2018	September 2017-2018	12-month Totals
<b>Fund: 005 - Sewer Fund</b>													
<b>Revenue</b>													
005-44105	-	-	1,690.66	-	-	1,962.85	-	-	2,426.32	-	-	-	6,079.83
005-44110	60,585.12	74,162.06	71,863.77	71,445.73	60,932.32	81,814.38	79,178.18	80,718.96	86,659.95	86,482.04	87,673.77	87,205.27	928,721.55
005-44115	-	6,241.00	-	-	3,387.00	-	-	(11,548.00)	-	-	-	-	(1,920.00)
005-44120	70.00	50.00	45.00	55.00	60.00	110.00	130.00	235.00	225.00	170.00	170.00	170.00	1,490.00
005-44125	334.21	292.97	265.75	622.86	543.82	509.94	254.20	479.69	549.17	486.34	1,389.08	802.91	6,530.94
005-44126	-	-	-	-	-	-	-	-	-	-	-	-	-
005-44250	-	-	-	-	-	-	-	-	-	-	-	-	-
005-49648	-	-	-	-	-	-	-	-	-	-	-	-	-
005-49649	-	-	-	-	-	-	-	-	-	-	-	-	-
005-49650	-	-	-	-	-	-	-	-	-	-	-	-	-
005-49651	-	-	-	-	-	-	-	-	-	-	-	-	-
005-49652	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Revenue Total:</b>	<b>60,989.33</b>	<b>80,746.03</b>	<b>73,865.18</b>	<b>72,123.59</b>	<b>64,923.14</b>	<b>84,397.17</b>	<b>79,562.38</b>	<b>69,885.65</b>	<b>89,860.44</b>	<b>87,138.38</b>	<b>89,232.85</b>	<b>88,178.18</b>	<b>940,902.32</b>
<b>Expense</b>													
005-701-50000	17,676.64	18,603.31	18,736.41	17,964.04	27,374.20	25,613.22	18,055.02	19,756.63	36,199.89	8,412.79	18,588.90	25,465.29	252,446.34
005-701-50020	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-50035	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-50120	236.95	261.63	255.13	250.78	376.92	363.99	275.95	395.89	388.83	376.62	365.89	521.87	4,070.45
005-701-50130	-	-	-	956.98	260.10	-	21.12	105.60	27.28	-	-	-	1,371.08
005-701-50200	2,166.80	2,266.99	2,238.39	2,241.86	3,374.05	3,277.67	2,264.12	2,272.47	2,269.72	2,056.64	1,882.38	2,769.53	29,080.62
005-701-50300	-	-	-	-	-	-	-	-	-	8,850.00	-	-	8,850.00
005-701-50301	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-50400	2,758.24	2,804.36	2,875.67	2,875.68	4,129.74	2,822.30	2,524.67	2,874.64	2,541.18	2,932.41	2,493.62	2,493.63	34,126.14
005-701-50410	650.29	669.14	668.05	668.04	1,002.07	967.51	669.39	673.53	669.84	645.89	633.94	931.82	8,849.51
005-701-50500	25.19	25.61	25.60	25.61	38.39	12.81	25.63	25.61	25.63	23.41	22.51	22.51	298.51
005-701-50600	-	-	-	-	-	-	-	-	-	11,647.00	-	-	11,647.00
005-701-50610	-	-	-	-	-	-	-	-	-	-	6,769.00	-	6,769.00
005-701-50620	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60021	-	-	2,916.00	-	-	-	-	800.00	2,333.33	-	-	2,666.67	8,716.00
005-701-60131	-	-	207.33	54.91	82.67	-	-	-	531.71	-	300.00	-	1,176.62
005-701-60210	525.72	285.72	291.02	315.56	285.68	241.71	348.61	236.01	912.80	472.02	236.01	5,327.96	9,478.82
005-701-60211	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60250	18,207.15	-	2,360.33	929.49	60.85	93.09	2,307.06	13.06	1,992.12	361.24	552.30	4,950.76	31,827.45
005-701-60270	609.38	288.09	90.60	171.60	3,322.80	145.57	423.05	-	3,184.95	1,015.95	1,187.55	34.05	10,473.59
005-701-60310	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60315	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60316	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60650	-	-	125.00	172.00	-	50.00	230.00	-	508.82	-	-	-	1,085.82
005-701-60710	-	-	-	-	37.80	60.00	311.43	349.75	-	-	960.81	-	1,719.79
005-701-60800	21,659.44	29,182.22	28,487.56	22,933.79	17,001.72	3,034.22	16,828.70	12,589.07	26,266.60	5,644.52	15,001.11	11,972.39	210,601.34
005-701-60830	-	-	-	-	-	-	-	862.50	5,635.00	-	567.50	-	7,065.00
005-701-60835	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60840	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60850	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-60900	41.37	35.43	39.12	41.91	36.24	38.13	30.66	35.34	36.96	14,326.35	57.21	348.98	15,067.70
005-701-61111	2,239.45	7,028.95	3,309.15	-	3,134.70	664.86	3,209.63	1,573.95	3,097.24	3,704.16	4,709.25	1,299.51	33,970.85
005-701-61127	30.94	41.98	-	101.26	23.80	-	-	26.61	-	-	-	-	224.59
005-701-61130	57.10	478.30	-	110.05	102.17	-	311.02	58.16	-	39.30	279.04	161.33	1,596.47
005-701-61131	282.50	381.83	587.50	304.17	585.00	706.79	285.00	400.00	600.00	279.82	587.50	560.00	5,560.11
005-701-61140	77.67	49.48	543.81	45.61	87.17	553.63	352.93	183.92	279.35	418.64	408.41	544.37	3,544.99
005-701-61211	-	-	-	-	-	-	-	-	3,966.48	-	-	1,138.41	5,104.89
005-701-61241	9,156.34	9,476.12	8,304.35	7,732.28	7,338.18	8,576.27	7,902.06	8,553.77	19,492.89	-	8,010.21	9,898.24	104,440.71
005-701-61280	458.24	368.86	402.51	375.54	375.36	443.47	456.04	436.01	412.63	532.55	487.98	376.00	5,125.19
005-701-61410	-	-	-	-	-	-	-	-	-	-	-	-	-
005-701-67500	-	-	-	-	-	-	-	-	-	-	-	-	-

<a href="#">005-701-67575</a>	Regulatory Compliance	-	-	17,017.00	-	421.17	690.00	8,250.50	-	-	-	-	-	26,378.67
<a href="#">005-701-67600</a>	Safety Equipment	559.98	-	21.59	-	-	-	400.83	-	146.87	-	-	-	1,129.27
<a href="#">005-701-67705</a>	Telephone	749.94	794.07	846.63	706.95	758.10	668.65	732.91	708.62	866.40	544.71	745.92	762.95	8,885.85
<a href="#">005-701-68110</a>	Depreciation	-	-	-	-	-	-	-	-	273,562.86	20,833.34	20,833.33	20,833.33	336,062.86
<a href="#">005-701-69100</a>	Transfer to Other Funds	-	-	-	-	-	31,318.33	-	(31,318.33)	-	-	-	5,000.00	5,000.00
<a href="#">005-701-69400</a>	Transfer to Reserves	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">005-701-71000</a>	Buildings / Remodel	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">005-701-72100</a>	Office Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">005-701-72300</a>	Computer Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">005-701-73100</a>	Vehicles	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">005-701-73500</a>	Equipment	-	-	-	-	902.20	405.70	-	-	(1,939.25)	7,852.79	-	-	7,221.44
<a href="#">005-701-74100</a>	Improvements	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Expense Total:</b>		<b>78,169.33</b>	<b>73,042.09</b>	<b>90,348.75</b>	<b>58,978.11</b>	<b>71,111.08</b>	<b>80,747.92</b>	<b>66,216.33</b>	<b>21,612.81</b>	<b>384,010.13</b>	<b>90,970.15</b>	<b>85,680.37</b>	<b>98,079.60</b>	<b>1,198,966.67</b>

<b>Fund 005 Surplus (Deficit):</b>	<b>(17,180.00)</b>	<b>7,703.94</b>	<b>(16,483.57)</b>	<b>13,145.48</b>	<b>(6,187.94)</b>	<b>3,649.25</b>	<b>13,346.05</b>	<b>48,272.84</b>	<b>(294,149.69)</b>	<b>(3,831.77)</b>	<b>3,552.48</b>	<b>9,901.42</b>	<b>(238,261.51)</b>
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	2016			2017									
	October	November	December	January	February	March	April	May	June	July	August	September	12-month Totals
	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2017-2018	2017-2018	

**Fund: 006 - Wastewater Capital**

Revenue														
<a href="#">006-44105</a>	Interest	-	-	-	-	-	-	-	-	39.35	-	-	-	39.35
<a href="#">006-44115</a>	Connection Fees	-	-	-	-	-	-	63,330.00	18,628.50	-	22,015.50	27,960.00	-	131,934.00
<a href="#">006-49652</a>	Transfer in from Reserves	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Revenue Total:</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>63,330.00</b>	<b>18,667.85</b>	<b>-</b>	<b>22,015.50</b>	<b>27,960.00</b>	<b>-</b>	<b>131,973.35</b>

Expense														
<a href="#">006-700-69100</a>	Wastewater Capital Transfer to Other fun	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">006-701-68110</a>	Depreciation	-	-	-	-	-	-	-	82.30	-	-	-	-	82.30
<a href="#">006-702-69100</a>	Transfer to Other Funds	-	-	-	-	-	-	31,318.33	(31,318.33)	-	-	-	-	-
<b>Expense Total:</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>31,318.33</b>	<b>(31,236.03)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>82.30</b>

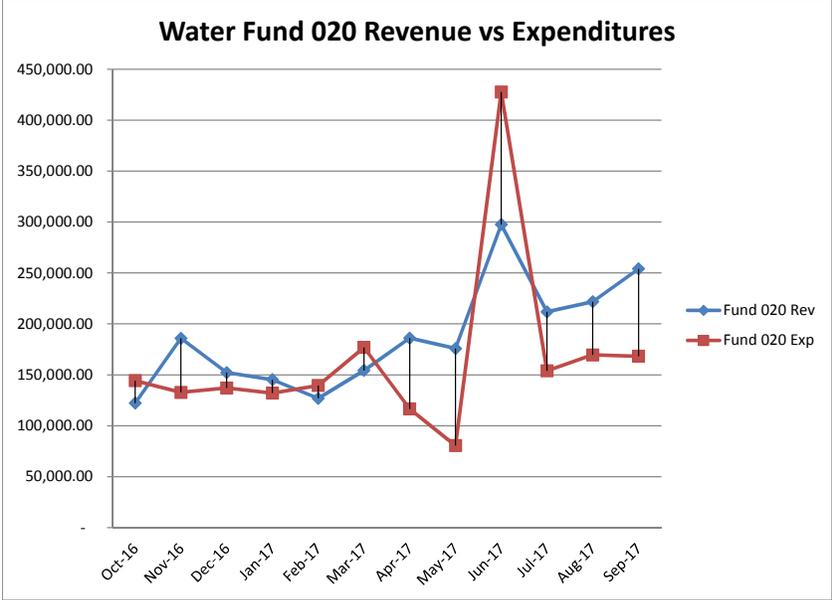
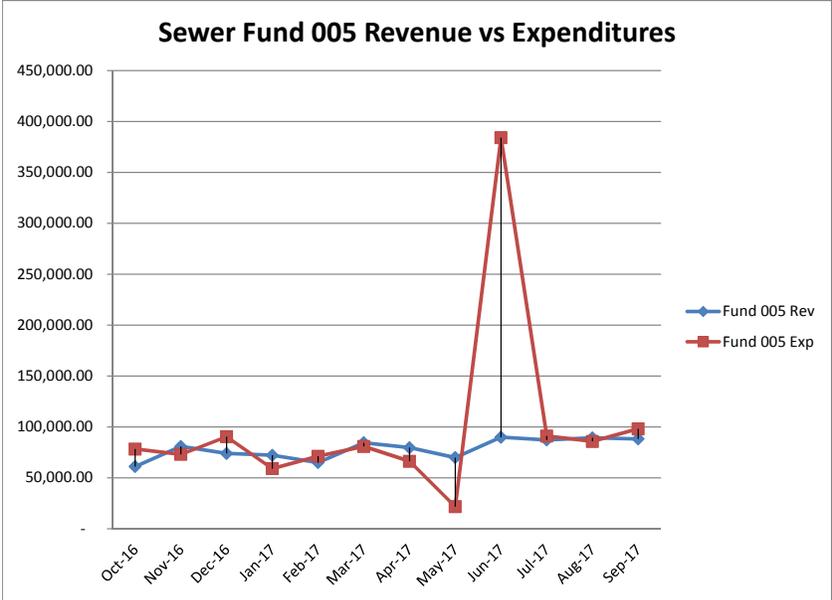
<b>Fund 006 Surplus (Deficit):</b>	<b>-</b>	<b>32,011.67</b>	<b>49,903.88</b>	<b>-</b>	<b>22,015.50</b>	<b>27,960.00</b>	<b>131,891.05</b>						
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	2016			2017									
	October	November	December	January	February	March	April	May	June	July	August	September	12-month Totals
	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2016-2017	2017-2018	2017-2018	

**Fund: 020 - Water Fund**

Revenue														
<a href="#">020-44105</a>	Interest	-	-	2,216.72	-	-	2,544.38	-	-	2,216.63	-	-	-	6,977.73
<a href="#">020-44115</a>	Connection Fees	-	21,528.00	-	-	-	-	-	(18,678.00)	(2,850.00)	-	-	-	-
<a href="#">020-44120</a>	Set-Up Fees	70.00	50.00	45.00	55.00	40.00	100.00	130.00	235.00	225.00	170.00	170.00	170.00	1,460.00
<a href="#">020-44125</a>	Late Charges	669.05	745.97	836.30	1,203.27	992.32	843.34	642.31	822.65	1,032.79	721.27	2,744.43	1,767.13	13,020.83
<a href="#">020-44210</a>	Bulk Water	1,841.40	1,339.20	1,238.76	1,365.60	1,354.22	1,046.96	2,310.14	1,968.74	4,210.60	5,621.72	6,543.50	4,077.25	32,918.09
<a href="#">020-44215</a>	Sales	119,359.49	159,900.97	147,416.53	141,872.28	121,813.44	149,291.62	168,968.05	179,612.48	285,366.86	204,747.48	205,018.52	241,799.10	2,125,166.82
<a href="#">020-44220</a>	Meter Service Installation	-	1,185.00	235.00	60.00	(295.00)	-	13,300.00	11,240.00	6,690.00	-	6,690.00	5,740.00	44,845.00
<a href="#">020-44240</a>	Service Reinstatement Fee	120.00	73.00	153.00	120.00	80.00	60.00	319.00	133.00	100.00	140.00	160.00	120.00	1,578.00
<a href="#">020-44245</a>	Infrastructure Contributions	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-44246</a>	Gain (Loss) on Capital Assets	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-44250</a>	Miscellaneous	60.00	1,017.05	40.00	180.57	2,507.00	20.00	20.00	-	20.00	20.00	60.00	-	3,944.62
<a href="#">020-49656</a>	Hydrant Permits	50.00	-	50.00	350.00	350.00	350.00	400.00	450.00	500.00	450.00	400.00	350.00	3,700.00
<a href="#">020-49657</a>	Insurance Refund-Gen Liability	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-49658</a>	Insurance Reimbursement-WC	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-49659</a>	Prior Year Adjustment	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-49660</a>	Transfer from Gen Fund & Sewer	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-49661</a>	Transfer from Reserves	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>Revenue Total:</b>	<b>122,169.94</b>	<b>185,839.19</b>	<b>152,231.31</b>	<b>145,206.72</b>	<b>126,841.98</b>	<b>154,256.30</b>	<b>186,089.50</b>	<b>175,783.87</b>	<b>297,511.88</b>	<b>211,870.47</b>	<b>221,786.45</b>	<b>254,023.48</b>	<b>2,233,611.09</b>
Expense														
<a href="#">020-601-50000</a>	Salaries	16,306.08	18,603.06	18,736.12	17,963.78	27,373.73	25,612.92	18,054.75	19,756.34	35,474.19	7,691.94	17,147.19	23,302.73	246,022.83
<a href="#">020-601-50020</a>	Council Salaries	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-50035</a>	Hourly	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-50120</a>	Employer SS/MC	216.25	261.53	255.06	250.70	376.81	363.87	275.89	395.76	388.69	360.60	344.79	490.30	3,980.25
<a href="#">020-601-50130</a>	UI & Employee Training Tax	-	-	-	956.71	259.96	-	21.12	105.60	27.28	-	-	-	1,370.67
<a href="#">020-601-50200</a>	PERS Retirement	1,985.74	2,266.94	2,238.25	2,241.76	3,374.02	3,277.60	2,263.95	2,272.26	2,269.44	1,963.97	1,782.54	2,620.00	28,556.47
<a href="#">020-601-50300</a>	Workers Compensation	-	-	-	-	-	-	-	-	-	9,428.00	-	-	9,428.00
<a href="#">020-601-50301</a>	Workers Compensation	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-50400</a>	Medical Benefit	2,598.15	2,804.24	2,875.61	2,875.60	4,129.72	2,822.32	2,524.69	2,874.65	2,541.20	2,852.37	2,333.48	2,333.49	33,565.52
<a href="#">020-601-50410</a>	Employer Paid DCP	596.62	669.02	667.94	667.96	1,001.88	967.42	669.30	673.45	669.74	587.10	547.35	801.99	8,519.77
<a href="#">020-601-50500</a>	Group Life Ins Benefit	23.51	25.34	25.38	25.37	38.09	12.69	25.36	25.41	25.35	22.41	20.80	20.83	290.54
<a href="#">020-601-50600</a>	Insurance - Liability	-	-	-	-	-	-	-	-	-	11,647.00	-	-	11,647.00
<a href="#">020-601-50610</a>	Insurance - Property	-	-	-	-	-	-	-	-	-	-	6,769.00	-	6,769.00
<a href="#">020-601-50620</a>	Insurance - Bond	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60021</a>	Audit	-	-	2,917.00	-	-	-	-	800.00	2,333.33	-	-	2,666.66	8,716.99
<a href="#">020-601-60131</a>	Laundry / Uniforms	-	-	-	54.91	82.67	146.86	-	-	230.35	-	-	-	514.79
<a href="#">020-601-60210</a>	Computer Maintenance & Software	289.67	49.67	54.97	829.55	49.67	5.70	112.60	342.00	6.45	4,131.01	-	5,091.95	10,963.24
<a href="#">020-601-60211</a>	Data Processing Contract Maint	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60250</a>	Maintenance / Repair	849.88	4,954.05	5,203.34	3,746.55	2,549.50	7,782.13	250.65	1,712.42	1,879.60	4,418.70	6,629.37	6,268.63	46,244.82
<a href="#">020-601-60270</a>	Maintenance - Vehicles	609.42	288.09	97.61	101.11	3,012.25	194.28	406.86	-	170.50	921.18	390.18	-	6,191.48
<a href="#">020-601-60310</a>	Equipment Rental	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60315</a>	Rental of Property	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60316</a>	Rental of Property	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60550</a>	Printing	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60650</a>	Membership & Publications	-	-	-	-	-	-	-	-	316.82	-	1,138.00	-	1,454.82
<a href="#">020-601-60710</a>	Travel & Training	371.61	25.92	-	-	-	-	332.54	-	708.05	19.20	1,210.81	-	2,668.13
<a href="#">020-601-60800</a>	Contract Services	7,567.13	5,491.75	10,869.50	9,489.00	15,164.97	1,410.55	120.77	5,679.58	1,114.00	34.50	3,975.33	3,022.57	63,939.65
<a href="#">020-601-60830</a>	Contract Services-Engineering	3,050.00	1,000.00	-	1,200.00	1,265.00	-	-	9,465.00	17,842.50	-	7,597.50	4,795.00	46,215.00
<a href="#">020-601-60835</a>	Contract Services-Fin.Consult.	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60840</a>	Contract Services-Legal Fees	-	-	-	-	-	-	-	-	-	-	-	-	-
<a href="#">020-601-60900</a>	Miscellaneous/CalPers Unfunded Liability	51.65	35.43	39.12	41.91	36.24	38.13	30.66	35.34	36.96	14,326.35	57.21	348.98	15,077.98
<a href="#">020-601-61111</a>	Chemicals / Analysis	3,673.42	4,653.56	2,605.53	3,799.79	912.70	590.94	3,311.31	384.30	4,486.03	1,890.52	5,625.10	3,121.59	35,054.79
<a href="#">020-601-61127</a>	Tools	-	-	-	20.82	-	-	-	-	410.39	-	-	38.00	469.21
<a href="#">020-601-61130</a>	Office Supplies	14.56	441.13	-	-	-	-	311.02	15.91	-	-	279.05	-	1,061.67
<a href="#">020-601-61131</a>	Postage	282.50	381.83	587.50	304.17	585.00	734.82	285.00	400.00	600.00	279.83	587.50	560.00	5,588.15
<a href="#">020-601-61140</a>	Operational Supplies	13.64	10.38	-	58.70	88.16	389.60	137.56	50.11	115.47	87.45	79.09	49.40	1,079.56
<a href="#">020-601-61240</a>	Meter Expense	1,743.59	-	-	-	-	833.33	8,223.48	6,955.73	(29,253.15)	-	2,421.81	-	(9,075.21)
<a href="#">020-601-61241</a>	Utilities - Electric	24,365.66	12,685.39	10,023.69	7,614.41	5,344.66	2,188.64	5,185.13	7,802.34	24,760.16	-	14,540.03	17,113.51	131,623.62
<a href="#">020-601-61280</a>	Fuel - Vehicles	458.24	368.86	402.51	375.54	375.36	443.47	456.04	436.01	412.63	532.55	487.98	376.00	5,125.19





**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: Shannel Zamora, Finance Director

Meeting Date: October 26, 2017

Subject: Filing of an Amended 2017-18 Claim with the Santa Barbara County Association of Governments (SBCAG) for State Transit Assistance (STA) Fund 2016-17 Apportionments

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**BACKGROUND**

Attached is the staff report from SBCAG recommending local agencies amend their 2017-18 claim forms in order to claim 2016-17 STA apportionments. STA funds may be used by local agencies for public transit and transportation planning purposes with priority given to public transit. The amended 2017-18 claim is attached.

**FISCAL IMPACT**

The amount apportioned to the City of Buellton is \$17,944 for Fiscal Year 2016-17.

**RECOMMENDATION**

That the City Council authorize the amended 2017-18 claim to be filed with SBCAG for the purpose of claiming Fiscal Year 2016-17 STA funding.

**ATTACHMENTS**

Attachment 1 – Staff report from SBCAG showing STA apportionment  
Attachment 2 – 2017-18 amended claim



■ 260 North San Antonio Road., Suite B ■ Santa Barbara, CA ■ 93110  
■ Phone: 805/961-8900 ■ Fax: 805/961-8901 ■ www.sbcag.org

## TTAC STAFF REPORT

**SUBJECT:** FY 2016/17 STA Apportionments / FY 17/18 TDA Claim Amendments

**MEETING DATE:** October 5, 2017

**AGENDA ITEM:** 6

**STAFF CONTACT:** Anne Jensen

**RECOMMENDATION:**

Recommend approval of FY 16/17 State Transit Assistance (STA) Fund Apportionments to be claimed in Fiscal Year 17/18 by amending FY 2017/18 TDA Claims.

**DISCUSSION:**

Statewide STA funding is based on revenues from sales tax on diesel fuel. STA uses actual revenue received versus an estimate, and payments are received quarterly as funds are received. As SBCAG does not know how much STA funding will be available until all four quarters of tax revenue are received, this program runs one year in arrears (after all of the fiscal year's revenue has come in). With this staff report, SBCAG presents the available apportionments for Fiscal Year 2016/17 for development of claims by operators.

The process for STA funds in the SBCAG region is as follows:

- State Controller provides an estimate of STA sales tax revenue to SBCAG for next fiscal year (January/February).
- State Controller collects taxes and appropriates quarterly based on actual sales tax revenue on diesel fuel.
- SBCAG apportions funds to local claimants after all four quarters are received (September/October), thereby apportioning funds one year in arrears. Local claimants submit STA claims by revising current year Transportation Development Act claims (October/November).
- SBCAG allocates funds to local claimants (October/November).
- Reimbursement requests submitted to SBCAG for payment (at convenience of local claimants).

Attached for TTAC review are the State Transit Assistance (STA) apportionments for FY 16/17. The total amount estimated to be available for FY 16/17 (including interest earnings) is \$2,184,049. This is split into \$1,616,520 in PUC Section 99313 funds (an apportionment based on population) and \$567,529 in PUC Section 99314 funds (an apportionment based on fare revenues received). STA funds may be used by local agencies for public transit and transportation planning purposes with priority given to public transit. Transit operators can use STA monies for transit operations, transit capital, and planning purposes.

Local agencies are required to amend their FY 17/18 TDA claim forms if they choose to claim FY 16/17 STA funds. Claimants are asked to work cooperatively when developing their individual claims so that the total claims filed for each apportionment area do not exceed the apportionment reported for that area. To assist claimants with the preparation of claims, SBCAG has provided an STA Claim Manual (available in the link below).

#### Documentation when Submitting Claims

When submitting an STA fund claim, the claimant must submit the following to SBCAG:

- Revised Document A (current fiscal year TDA claim form)
- New Document B (Resolution) *is only required if LTF amendments are not authorized in the original LTF resolution*
- Revised Document D, Parts A and B (Capital and Operating budgets for the coming fiscal year for each project)
- New Document I (only applies to STA claim)
- STA checklist

As a reminder, when submitting an STA claim for operating expenses, operators are asked to provide validation of meeting the requirements as detailed in the STA claim manual – pages 6 and 7. Because funds are allocated a year in arrears, claims for operating expenses should be submitted against the funding year (FY 16/17), not the claim year.

The STA Manual and Claim Forms are available at: <http://www.sbcag.org/documents.html> .

Claims for STA funds are due to Anne Jensen no later than November 1, 2017. The Apportionments shown in Attachment A will go to the SBCAG Board for approval on October 19, 2017.

#### **ATTACHMENTS:**

- A. Apportionments of STA Funds (FY 2016-17)

## APPORTIONMENT OF STA FUNDS (FY 2016-17)

<b>PUC SECTION 99313 (Population Based Apportionments)</b>				
Apportionment Area	Eligible Claimants	Population	% of Total Population	FY 2016-17 Apportionments
<i>South Coast</i>	Easy Lift			\$38,680
	SBMTD			\$734,927
	Santa Barbara	93,092		
	Carpinteria	13,950		
	Goleta	31,430		
	County	75,588		
	<i>Subtotal:</i>	214,060	47.8568%	<b>\$773,607</b>
<i>Santa Maria Valley</i>	SMOOTH			\$26,673
	Santa Maria	104,567		\$481,523
	Guadalupe	7,358		\$25,262
	County	35,684		
	<i>Subtotal:</i>	147,609	33.0004%	<b>\$533,458</b>
<i>Lompoc Valley</i>	Lompoc	44,180		\$218,703
	County	16,336		
	<i>Subtotal:</i>	60,516	13.5293%	<b>\$218,703</b>
<i>Santa Ynez &amp; Cuyama Valleys</i>	Buellton	4,965		\$17,944
	Solvang	5,457		\$68,308
	County:			\$4,500
	S.Y.Valley Uninc.	13,443		
	Cuyama Valley	1,245		
	<i>Subtotal:</i>	25,110	5.6137%	<b>\$90,752</b>
<b>Total to Claimants</b>		447,295	100.0000%	<b>\$1,616,520</b>

<b>PUC SECTION 99314 (Revenue Based Apportionments)</b>	
Claimant	FY 2016-17 Apportionments
County	\$4,723
Guadalupe	\$3,872
Lompoc	\$51,473
Santa Maria	\$37,605
Solvang	\$4,174
SBMTD	\$465,682
<b>T o t a l</b>	<b>\$567,529</b>

Population figures from DOF (Jan 2016)

Funds are from FY 16-17 but received fully in FY 17-18

DOCUMENT A (Instructions on pages 4-3 and 4-4)

**TRANSPORTATION DEVELOPMENT ACT CLAIM FORM**  
(All claimants must complete this document)

AMENDED

Line

1 Project Year (FY) 2017-18

2 Claimant City of Buellton

3 Address P.O. Box 1819

4 Contact Person Marc Bierdzinski Title City Manager

5 Telephone Number 805-686-7429

6 The above named claimant hereby applies for allocations of Transportation Development Act funds for FY 2017-18 for the purposes and in the amount(s) specified below:

Purpose	Apportionment	Claimed
<b>Local Transportation Fund</b>		
7 Regional Transportation Planning (PUC 99262 & 99402)	\$ 5,847.00	\$ 5,847.00
<i>less amount released to SBCAG</i>	<i>minus</i>	\$ 5,847.00
8 Pedestrian & Bikeway Facilities (PUC 99234)	\$ 3,977.00	\$ 3,977.00
9 Articles 4 & 8:	\$ 189,047.00	
<i>less amounts released to:</i>		
10 <u>City of Solvang</u>	<i>minus</i>	\$ 189,047.00
11	<i>minus</i>	
12	<i>minus</i>	
<i>plus amounts released from:</i>		
13	<i>plus</i>	
14	<i>plus</i>	
15	<i>plus</i>	
16 Article 4 Transit (PUC 99260)		\$ -
17 Article 4.5 Community Transit (PUC 99275)		\$ -
18 Article 8a Streets & Roads (PUC 99400a)		
19 Article 8c Transit Contracts (PUC 99400c)		
20 TOTAL LTF	\$ 198,871.00	\$ 3,977.00
21 Amount to be held in reserve by claimant (CCR 6648)		
<b>State Transit Assistance</b>		
22 Transportation Planning		\$ 17,944.00
23 Mass Transportation		
24 TOTAL STA		\$ 17,944.00
25 TOTAL TRANSPORTATION DEVELOPMENT ACT CLAIM <i>(add lines 20 and 24)</i>		\$ 21,921.00

**DOCUMENT A (Continued)**

Claimant acknowledges that payment by the County Auditor of an allocation made by the Association of Governments is subject to such monies being on hand and available for distribution and to the provision that such moneys be used only in accordance with the terms of the allocation instruction issued by the Association of Governments

26 By: \_\_\_\_\_  
27 Title: City Manager  
28 Date: 10/26/2017

I hereby attest to the reasonableness and accuracy of the financial statements included in Documents C, D, F, and G. (Sec. 6632)

29 Signed: \_\_\_\_\_  
Chief Financial Officer  
30 Name: Shannel Zamora  
31 Title: Finance Director

*Reference: CCR Section 6630*

**DOCUMENT D, PART A (Instructions on pages 4-7 and 4-8)**

**PROPOSED OPERATING BUDGET  
(All transit claimants must complete this document)**

<u>Line</u>	<u>Prior Year (FY)</u>	<u>Project Year (FY)</u>
1 Budget Year	2016-17	2017-18
2 Total Eligible Operating Cost		
3 Estimated Fares		
4 Operating Deficit (subtract Line 3 from Line 2)	\$ -	\$ -
 <b><u>Other Operating Revenues</u></b>		
5 Property Taxes		
6 Local Transportation Fund	\$ 3,931.40	\$ 3,977.00
7 LTF Balance from Prior Year		
8 State Transit Assistance Fund	\$ 18,997.00	\$ 17,944.00
9 Federal Operating Assistance		
10a Measure D/A - Local		
10b Measure D/A - Regional		
11 Other (specify): _____		
12 Other (specify): _____		
13 Other (specify): _____		
14 Net Surplus/(Deficit) (add Lines 5-13 to Line 4)	\$ 22,928.40	\$ 21,921.00

Footnotes

Reference: CCR Section 6632

**DOCUMENT D, PART B (Instructions on pages 4-7 and 4-8)**

**PROPOSED CAPITAL BUDGET  
(All transit claimants must complete this document)**

<u>Line</u>	<u>Prior Year (FY)</u>	<u>Project Year (FY)</u>
15 Budget Year	0	2017-18
<b><u>Capital Expenditures</u></b> (Itemize by Project)		
16		
17		
18		
19		
20		
21		
22		
23		
24 <b>Total Capital Expenditures</b> (Add Lines 16-23)	\$ -	\$ -
<b><u>Capital Revenues</u></b>		
25 Property Taxes		
26 Local Transportation Fund (LTF)		
27 LTF Reserve Account		
28 LTF Balance from Prior Year		
29 State Transit Assistance Fund (STAF)		
30 STAF Balance from Prior Year		
31 Federal Capital Assistance		
32 Other (specify):		
33 Other (specify):		
34 Other (specify):		
35 Other (specify):		
36 <b>Total Capital Revenues</b> (add Lines 25-35)	\$ -	\$ -
37 <b>Net Surplus/(Deficit)</b> (subtract Line 36 from Line 24)	\$ -	\$ -

**DOCUMENT I**

**STATE TRANSIT ASSISTANCE ALLOCATION AREAS**

Select the claim category or categories by checking appropriate box and indicating the amount of STA funding

**6730 - Claims of Operators**  
**SBMTD, SMAT, COLT, SYVT, Guadalupe Flyer**

Claims may be filed for allocations from the State Transit Assistance fund by an operator for the following purposes.

		Claimed
<input type="checkbox"/>	<b>6730 (a)</b> The operating cost of the operator's public transportation system.	\$ -
<input type="checkbox"/>	<b>6730 (b)</b> The capital requirements of the operator's public transportation system.	\$ -
<input type="checkbox"/>	<b>6730 (b)</b> Subsidy of passenger rail services, either by bulk purchases of passenger tickets or by direct payments to a railroad corporation, pursuant to Public Utilities Code sections 99260.2(b) and 99260.5, or for rail passenger service operation and capital improvement expenditures pursuant to Public Utilities Code section 99260.6 and construction and maintenance of intermodal transportation facilities pursuant to Public Utilities Code section 99234.9.	\$ -
<input type="checkbox"/>	<b>6730 (d)</b> Community transit service purposes pursuant to Public Utilities Code section 99275.	\$ -

**6731 - Claims of Cities, Counties or Transit Districts**  
**City of Buellton, City of Guadalupe, City of Lompoc, City of Santa Maria, City of Solvang, County of Santa Barbara and Santa Barbara Metropolitan Transit District**

Claims may be filed for allocations from the State Transit Assistance fund by a city or county, or transit district for the following purposes, if it is eligible for allocations from the local transportation fund for such purposes:

		Claimed
<input type="checkbox"/>	<b>6731(a)</b> Payments for passenger rail service operations and capital improvements pursuant to Public Utilities Code section 99400(b) and construction and maintenance of intermodal transportation facilities pursuant to Public Utilities Code section 99234.9.	\$ -
<input checked="" type="checkbox"/>	<b>6731(b)</b> Payment to an entity under contract with the city, county or transit district, for transportation services or payment for the claimant's related administrative and planning cost, pursuant to Public Utilities Code sections 99400(c) and 99400(d).	\$ 17,944.00

**6731 - Claims of Cities, Counties or Transit Districts [ CONTINUED ]**

**City of Buellton, City of Guadalupe, City of Lompoc, City of Santa Maria, City of Solvang, County of Santa Barbara and Santa Barbara Metropolitan Transit District**

**Claimed**

<input type="checkbox"/> <b>6731(c)</b>	To provide or contract for transportation services to elderly and handicapped persons, if the city, county, or transit district is a member of a joint powers entity operating a public transportation system, pursuant to Public Utilities Code section 99260.7	\$ -
<input type="checkbox"/> <b>6731(d)</b>	Community transit service purposes pursuant to Public Utilities Code section 99275.	\$ -
<input type="checkbox"/> <b>6731(e)</b>	Transportation services provided by cities or counties with populations of less than 5,000 pursuant to Public Utilities Code section 99405(d).	\$ -

**6731.1 Claims of Consolidated Transportation Service Agencies**

**Easy Lift and SMOOTH**

<input type="checkbox"/>	Claims may be filed for allocations from the state transit assistance fund by consolidated transportation service agencies for purposes specified in Public Utilities Code section 99275.	\$ -
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**Total Amount Claimed \$ 17,944.00**

**REFERENCED PUBLIC UTILITIES CODE SECTIONS**

**99234.9 Rail Passenger Service Projects**

Any county, city, county transportation commission, or operator may file claims with the transportation-planning agency for rail passenger service operation expenditures and capital improvement expenditures, including construction and maintenance of intermodal transportation facilities. These funds may be used as the entity's required contribution toward the cost of providing these services or capital improvements.

**99260.2 Claims for Peak-Hour Service; Rail Ticket Purchases**

99260.2 (b) Claims may be filed with the transportation-planning agency by a transit district to make bulk purchases of passenger tickets for passenger rail services, if it is authorized to make such purchases by its enabling legislation.

**99260.5 Claims for Railroad Corporation**

99260.5(a) Claims may also be filed with the transportation planning agency by a city and county or a transit district under this article for payments to be made to a railroad corporation subject to the jurisdiction of the Public Utilities Commission and engaged in the transportation of persons, as defined in Section 208, for operating losses incurred in such transportation of persons between points within the city and county or the district, as the case may be, and for that portion of the operating losses incurred in such transportation of persons in the city and county or the district, as the case may be, whose origin or destination, or both, are outside the city and county or district.

99260.5(b) A city and county or a transit district receiving funds under a claim filed pursuant to subdivision (a) shall use those funds for the purposes specified in that subdivision.

## **99260.6 Claims for Rail Passenger Service**

Public agencies authorized to file claims pursuant to Section 99234.9 may file claims under this article.

## **99260.7 Claims for Separate Service to Elderly and Disabled Persons by Joint Powers Agency Members**

In order to provide, or to contract to provide, transportation services using vehicles for the exclusive use of elderly or disabled persons, a city or a county, which is contributing funds it is eligible to receive under this article to a joint powers agency of which it is a member to operate a public transportation system, may also file a claim under this article and may also file a claim for funds made available pursuant to Section 99313.

## **99275 - Community Transit Services Definition**

99275 (a) Claims may be filed with the transportation planning agency by claimants for community transit services, including such services for those, such as the disabled, who cannot use conventional transit services.

99275 (b) For purposes of this article, "community transit services" means transportation services which link intra-community origins and destinations.

## **99313 - State Transit Assistance; Population Formula Allocations**

From the funds made available pursuant to subdivision (c) of Section 99312, an amount shall be allocated by the Controller to each transportation planning agency and county transportation commission, and the San Diego Metropolitan Transit Development Board, based on the ratio of the population of the area under its jurisdiction to the total population of the state.

## **99400 - Article 8**

Claims may be filed under this article with the transportation-planning agency by counties and cities for the following purposes and by transit districts for the purposes specified in subdivisions

99400 (b) Passenger rail service operations and capital improvements.

99400 (c) Payment to any entity which is under contract with a county, city, or transit district for public transportation or for transportation services for any group, as determined by the transportation planning agency, requiring special transportation assistance. If the county, city, or transit district is being served by an operator, the contract entered into by the county, city, or transit district shall specify the level of service to be provided, the operating plan to implement that service, and how that service is to be coordinated with the public transportation service provided by the operator. Prior to approving any claim filed under this section, the transportation planning agency, or the county transportation commission in a county with such a commission, shall make a finding that the transportation services contracted for under subdivision (c) are responding to a transportation need not otherwise being met within the community or jurisdiction of the claimant and that, where appropriate, the services are coordinated with the existing transportation service.

99400 (d) Payments to counties, cities, and transit districts for their administrative and planning cost with respect to transportation services under subdivision (c).

## **99405 50-Percent Allocation Limitation**

99405 (d) The 50-percent limitation shall not apply to funds allocated under this article to a city or county with a population of less than 5,000, and, notwithstanding Section 99400, the city or county may claim funds under this article for transportation services, including associated capital, planning, and administrative

costs, without contracting with another entity.

# Required STA Forms Checklist

See eligibility requirements on page 6 of the STA Manual.

REQUIRED FORMS CHECKLIST	
CLAIMANT:	CITY OF BUELLTON
Document Name <sup>(1)</sup>	
Revised Document A:	Claim Form
New Document B: Resolution (Only if amendments not included in original LTF Claim)	
Revised Document D: Fiscal Reporting	
<u>Part A</u>	Proposed Operating Budget
<u>Part B</u>	Proposed Capital Budget
New Document I : STA Claim Category(ies)	

<i>I hereby certify that I have completed all forms necessary to comply with the requirements of the Transportation Development Act.</i>	
Signature:	Submitted by:
	Name: Marc Bierdzinski
	Title: City Manager
	E-mail: <a href="mailto:marcb@cityofbuellton.com">marcb@cityofbuellton.com</a>
Date:	Phone: 805-686-0137
	10/26/2017

**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: AD Hoc Rate Committee  
by: Rose Hess, Public Works Director

Meeting Date: October 26, 2017

Subject: Discussion Regarding the Increases to Monthly Water Meter Service Fees and Monthly Wastewater Service Fess in the City of Buellton

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**BACKGROUND**

On June 22, 2017, the City Council deferred the additional implementation of the monthly water and wastewater rate increases from July 1, 2017 to November 1, 2017. This was to re-establish a Rates Ad-Hoc Committee to discuss the rate increases with industrial and commercial users. The Rates Ad-Hoc Committee consisted of City Staff, Council Members Reif and Mercado, and a representative from the Residential Classification (Dan Heedy), Industrial Classification (John Petersen), and Commercial Classification (Steve Lykken and Dan Nielsen). The City’s Rate Study Consultant Lynn Takaichi of Water Consultancy also participated.

A total of four meetings were held. A copy of the presentation used during these meetings is provided as Attachment 1. Trends on historical shortfalls within the Water Fund and the Wastewater Fund are shown on Pages 6 and 7, respectively, of Attachment 1. Page 8 of Attachment 1 shows the usage rate history which has not increased in two decades. It is also important to note that prior to the rate increases, the City of Buellton had the LOWEST water usage rate in the State. In discussion with staff from the Association of California Water Agencies (ACWA), Buellton was the only city they were aware of with a water usage rate of less than \$2.00/hcf. Currently with the implementation of the first rate increase, Buellton’s usage rate of \$2.68/hcf is still well below other local agencies which range from \$3.45 – 18.59/hcf.

The following items include the conclusions and consensus from stakeholders:

- It was consensus at these meetings that the City has no other option than to implement the previously adopted rate increases. When timelines were discussed, it was also consensus that it was better to “bite the bullet” now and increases the rates than to prolong the implementation of the increases.

- Questions regarding measures to ensure good stewardship of Operating and Maintenance Expenses (O&M). Due to lack of long-term Preventive Maintenance (PM) and upgrades, repairs have to be made and equipment/parts replaced. We agreed to be more transparent and share costs with the stakeholders. Some stakeholders who are also landowners were very accepting of the rate increase and desired that any additional revenues that prove positive be put toward PM and/or upgrades to effectively make their own land more valuable.
- Much conversation centered on why there were no prior rate increases as it would have been better to spread this over a longer period of time. This was something difficult to address as past City Councils did not want to raise rates. The focus of this committee was to rectify and reconcile rate increases with key stakeholders and explain the Rate Study and justification behind the increases.
- Concern over perceived greater impact from rate increases to Commercial/Industrial users vs. Residential users. This was an understandable misperception, due to the type of discharge commercial and industrial customers were not paying equitable rates prior to the study. The study included all classifications and no favor was given to one over another.

One of the options that the Committee would like the City Council to consider to aid in the impacts due to the rate increases would be waiving of water meter change fees. One of the direct impacts to Commercial/Industrial users is the fixed water meter charge. Some users have larger meters than necessary for their business. Currently, any property owner may change their meter, at their expense, paying the City the cost of the new meter plus the labor to replace the meter itself (in addition to their own plumbing expenses). The City may want to consider waiving some or portion of these costs. There was consensus amongst the Committee to suggest to the City Council a finite fund that would be executed on a first come-first serve basis that allows land-owners to make meter adjustments more fitting for their properties.

### **FISCAL IMPACT**

Without the upcoming rate increases, the Wastewater and Water Enterprise Funds will continue to decline through the use of Reserves.

### **RECOMMENDATION**

That the City Council approve implementation of future scheduled rate increases, starting November 1, 2017 and July 1, 2018.

### **ATTACHMENTS**

Attachment 1 – Rate Committee Presentation



**Rate Ad-hoc Committee**

**Water and Wastewater:**

**Courses of Action and Way Forward**

*Foster Reif, Councilmember  
City Staff*



# Items

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- **Goals**
- **Background**
- **Charts/Data**
- **Course of Action**
- **Discussion**



# Ad-Hoc Committe

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## Committee Members:

**Foster Reif (Council)**

**Art Mercado (Council)**

**Marc Bierdzinski (Staff)**

**Shannel Zamora (Staff)**

**Rose Hess (Staff)**

**Lynn Takaichi (Rate Consultant)**

**Dan Heedy (Residential Classification Rep)**

**Ron Anderson (Commercial Classification Rep)**

**John Peterson (Industrial Classification Rep)**



# Goals

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- **Review, with open mind, all of the concerns from the respective parties, including the city**
- **Determine way forward that provides compromise between the city, residents, and commercial/industrial constituents**



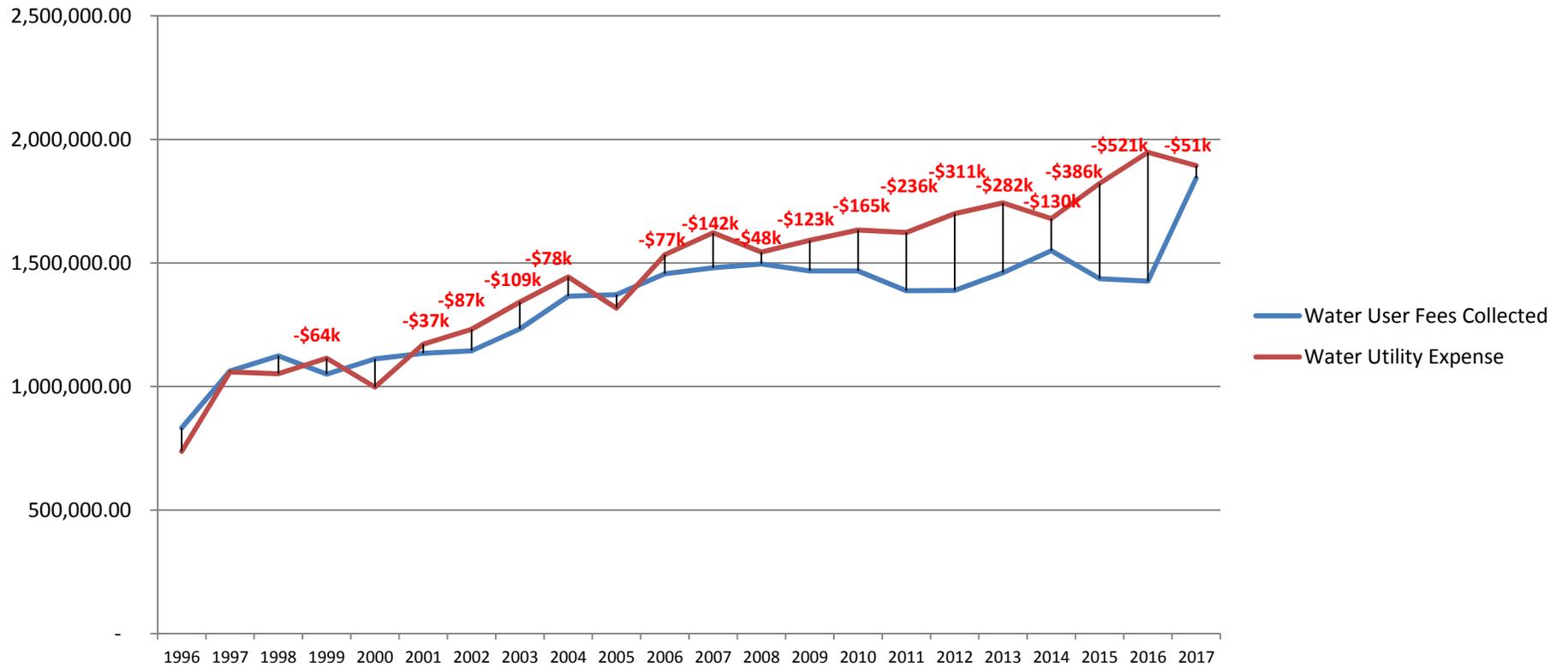
# Background

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- **Prop 218 defines complete process and update options**
  - Solutions must be in compliance or entire process must re-started
  - Law significantly limits options once a Prop 218 process has been approved and implemented, applies to all municipalities
- **Water and wastewater usage rates have not been increased since 1996**
- **Water and wastewater sites have received zero upgrades or major fix actions over the last twenty years**
  - Sites are in serious states of disrepair and require maintenance
- **Enterprise Fund Reserves have been making up for zero cost increases compounded with rising maintenance– de-facto subsidy**
- **Water rate study was conducted in fashion to normalize cost vs revenue and stabilize budget, not increase profit**
  - 1<sup>st</sup> rate increases appears to not have stabilized budget
  - Estimating ~\$300k Loss in FY18

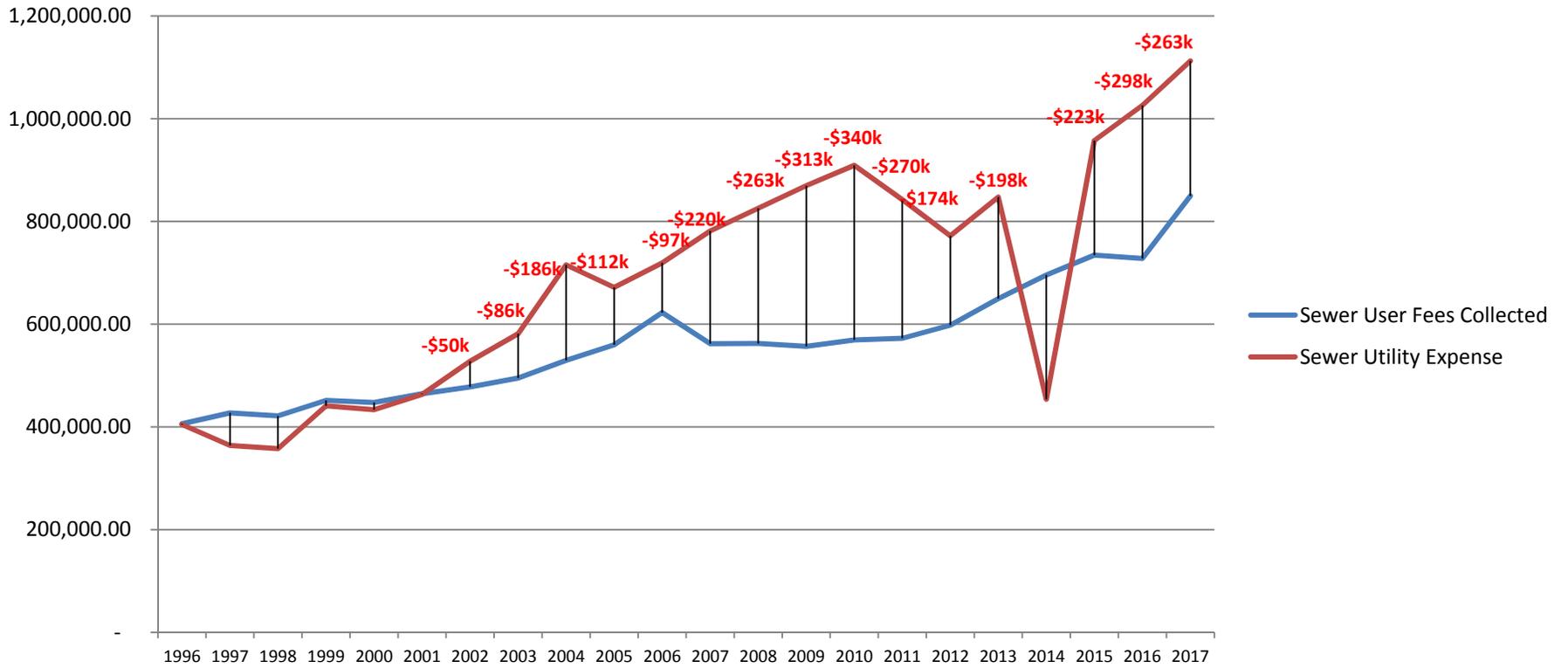


# Water Fund





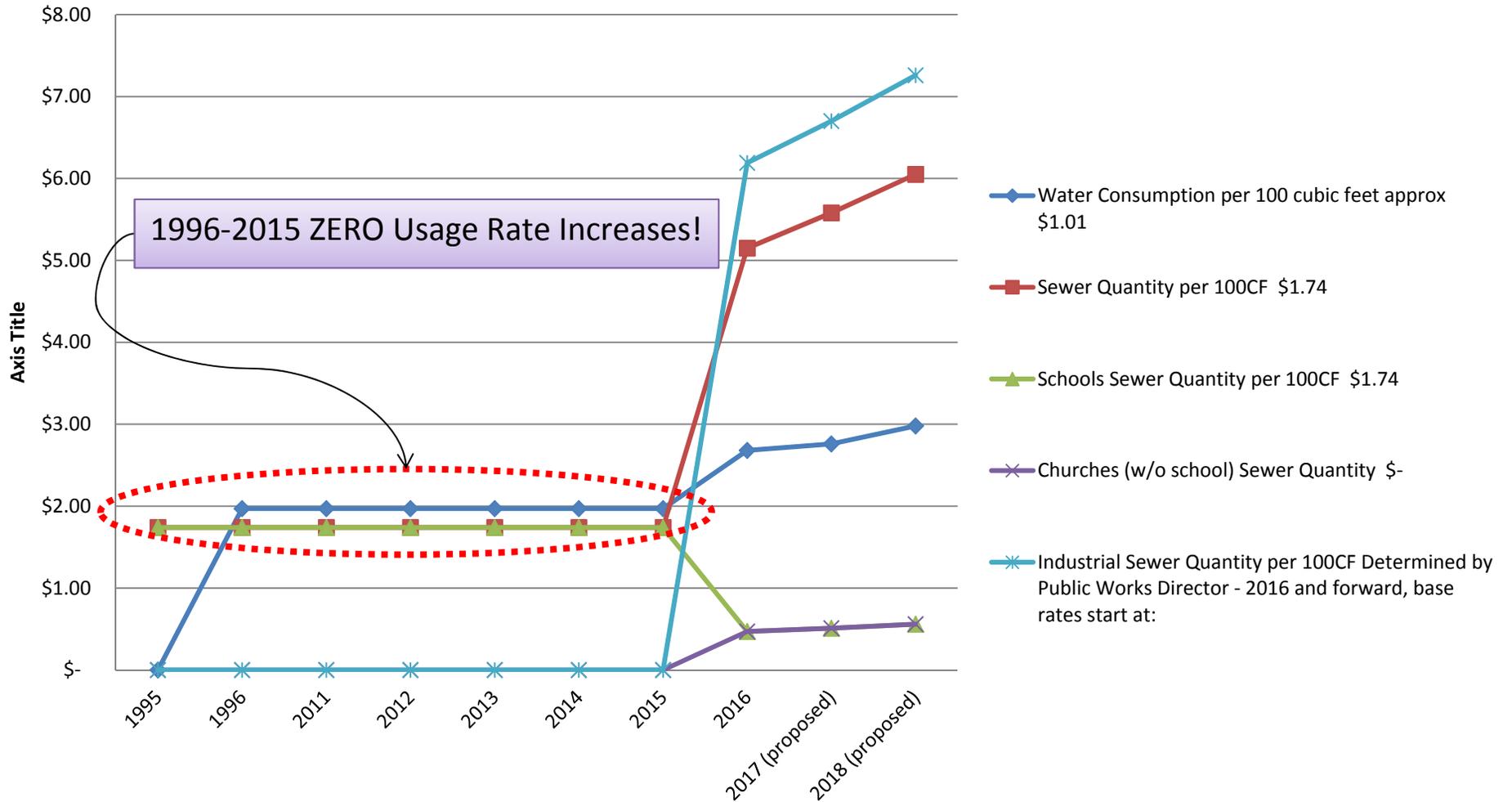
# Wastewater Fund





# Rate History

## Charge per unit of Consumption





# Courses of Action

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- 1. Repeal and Re-Do: repeal entire process, revert back to old rates, and re-conduct entire process from ground up**  
**PROs: Allows for customizing rates from starting point; provide most flexibility**  
**CONs: Significant time/costs of re-do; >\$1million dollar loss for FY18; continued use of enterprise fund reserves that will eventually be depleted at a faster rate**
- 2. Freeze Rates at current level: Freeze rates at current level (1<sup>st</sup> rate increase)**  
**PROs: Eliminates implementation of future cost increases from study**  
**CONs: Potential large budget losses worsening over time; enterprise fund reserves will be eventually depleted**
- 3. Extend Period of Rate Increases: Take approved rate increases and extend time period(s) to enact them**  
**PROs: Provides flexibility and eases rate effect on concerned groups**  
**CONs: Potential large budget losses in interim periods (projected \$300k loss in FY18); threatens to erase budget reserves albeit over a longer time period than options 1 and 2**

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

City Manager Review: MPB  
Council Agenda Item No.: 8

To: The Honorable Mayor and City Council

From: Marc Bierdzinski, City Manager

Meeting Date: October 26, 2017

Subject: Year-End Report for Fiscal Year 2016-17 from the Buellton Chamber of Commerce/Visitors Bureau and Tourism Marketing Action Plan

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**BACKGROUND**

Attachment 1 is the required year-end report for Fiscal Year 2016-17 from the Visitors Bureau, as required by the City's contract with the Chamber of Commerce for operation of the Visitors Bureau. Attachment 2 is the required Tourism Marketing Action Plan.

The year-end report was posted on the City's website. The Visitors Bureau will make a presentation and will be available to answer questions from the City Council.

**RECOMMENDATION**

That the City Council receive the year-end report and the Tourism Marketing Action Plan from the Buellton Visitors Bureau.

**ATTACHMENTS**

Attachment 1 – July 2016 through June 30, 2017, Year-End Report  
Attachment 2 – Tourism Marketing Action Plan

# BUELLTON VISITORS BUREAU

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July 1, 2016-June 30, 2017 Year End Report

# History

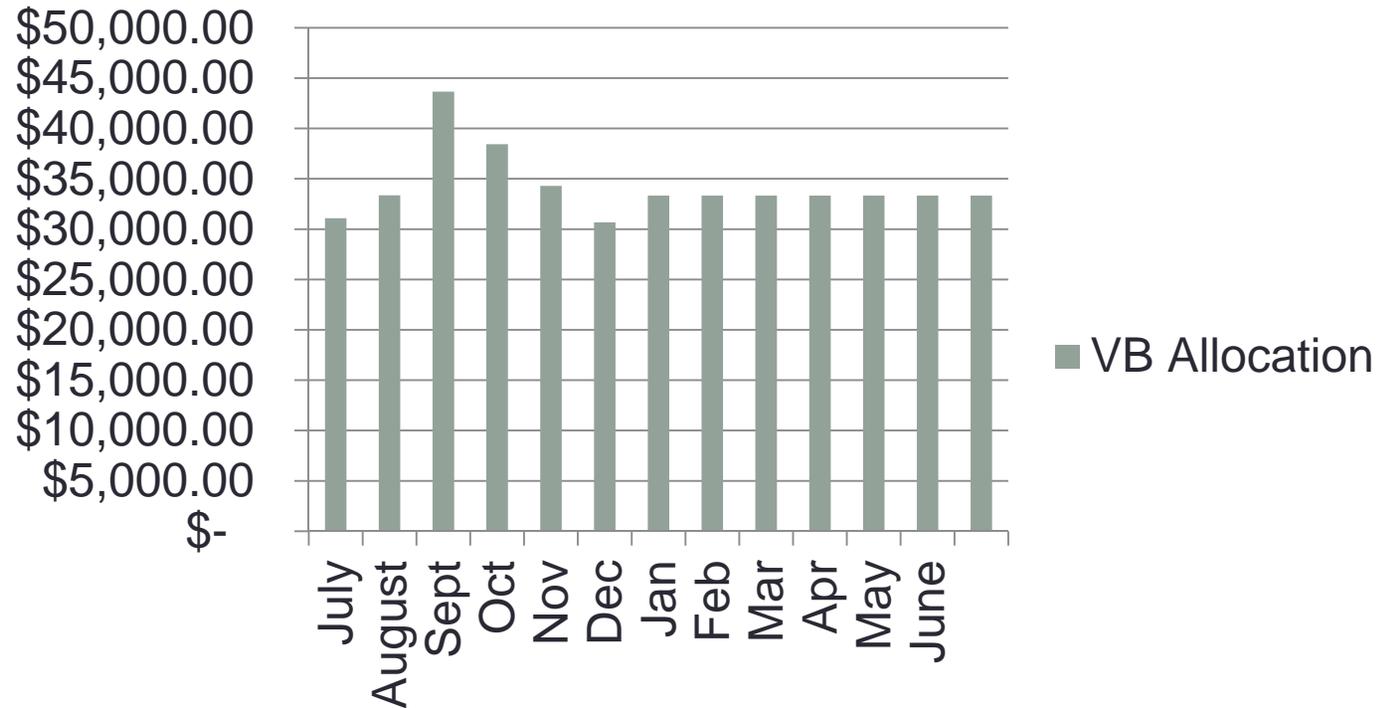
- The City of Buellton contracts with the Chamber of Commerce to operate a Visitors Bureau for the promotion of tourism and economic development.
- The Visitors Bureau was funded at the rate of (20.83%) of Transient Occupancy Tax (TOT) July, 2016 – December, 2016. A new contract was approved in November which activated a new allocation of \$400k/annually. The first allocation began in January, 2017.
- The new contract breaks down the budget into 4 categories:
  - 1) T-1 Operation of Visitor Center
  - 2) T-2 Grants/Specific Projects
  - 3) T-3 Economic Development
  - 4) T-4 Promo/Advertising

# Overview

- The Buellton Visitors Bureau (VB) continues to promote Buellton on a domestic and international level. Through print, digital, social media, Public Relations and trade shows the VB has been able to engage with visitors from around the globe.
- The VB has been working hard this past year to develop a strategic plan and develop content as we work with a PR firm to reach the media and travel writers.
  - We continued to expand our digital footprint through marketing campaigns
  - We've hired 360 View PR a Public Relations firm to assist with our media outreach and work closely with travel writers and bloggers as well as setting up familiarization tours (FAM).
  - We've worked with SMG Consulting to develop a Marketing Strategic Plan which is currently being implemented and will continue to be our focus in the upcoming years. The plan is included with this report in a separate attachment.

# Visitors Bureau Allocation

## VB Allocation



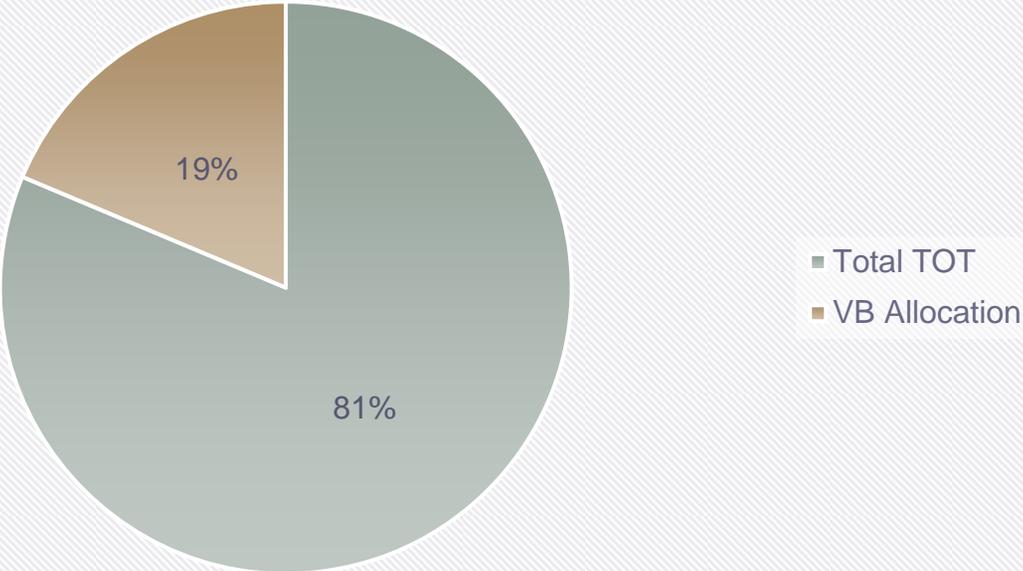
The Visitors Bureau collected 20.83% of the TOT from July – December. Starting January, the Visitors Bureau collected a monthly allocation of \$33,333.33.

**VB allocation for July 2016 – June 2017 = \$444,847.72**

# Comparison of TOT to VB allocation

Percentage of VB Allocation compared to TOT collected by the City

Over \$1.9 million was collected in TOT for the fiscal year 16/17



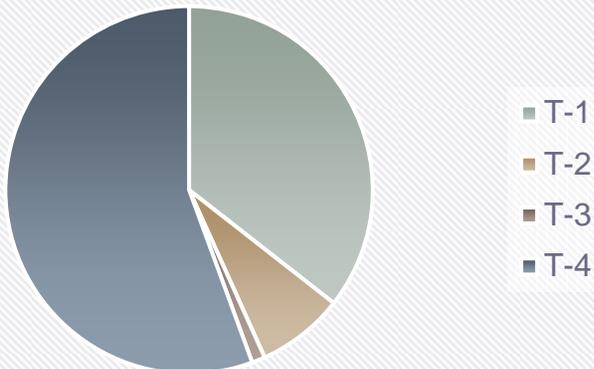
# Buellton Visitors Bureau Budget

## Income

- 20.83% of the TOT for the City of Buellton (July – December)
- \$33,333.00/monthly (January – June)

7/1/16 – 6/30/17	
City of Buellton	444,847.72

## Expenses



## Expenses

7/1/16 – 6/30/17	Spent	Budget
T-1 Operation of VB	136,756.30	151,237.00
T-2 Grants/ Specific Projects	29,593.00	29,858.00
T-3 Economic Dev.	4,457.44	5,500.00
T-4 Promo/ Advertising	213,795.60	213,405.00
<b>Total Expenses</b>	<b>384,602.34</b>	<b>400,000.00</b>

# Travel Spending in SB County



Travel Related  
Spending  
Over \$2.1 Billion



Over 20 thousand  
jobs are travel related  
in SB County

Top 3 Areas people  
are spending

- 1) Accommodations-  
Over \$550 million
- 2) Food – Over  
\$560million
- 3) Retail – Close to  
\$350 million

Close to \$183.7  
Million  
In Tax Revenue  
in  
SB County



## Sponsorships & Donations

The Buellton Visitors Bureau continues to support local events with potential for overnight stays.

In addition to sponsorships, the Visitors Bureau also made contributions the Buellton Historical Society for the historical land markers they are installing in the community, creating a historical trail.

We have had the opportunity to sponsor such events as the World of Pinot which due to the rain storms, moved their location to Buellton this past year. The VB also sponsored the Visit CA Outlook Forum which welcomes tourism industry professionals from around the state of California.

We also partnered with Solvang and Visit the SYV to sponsor an ad in the Wine Spectator. One of the largest publications in the wine industry.

We are grateful for the businesses and organizations who choose to host events in Buellton and realize the importance of supporting these events. It is our duty to promote our city and the activities that take place and influence the traveler to come stay with us.

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 \$29,000.00 to local events and organizations this year.

- Wheels N Windmills Car Show
- Solvang Century Bike Ride
- Blind Golf Tournament
- SYV Earth Day
- Gold Coast Roadster Gas Up
- SB Vintners Spring Weekend
- World of Pinot
- Buellton Historical Society
- SYV Arts Quick Draw
- SYV Scarecrow Fest
- 4<sup>th</sup> of July Fireworks
- Wine Spectator
- Visit California Outlook Forum

## 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.

2016-2017	Walk-Ins & Calls	Mailings	Total Contacts
July	491	198	689
August	404	226	630
September	347	192	539
October	333	86	419
November	257	130	387
December	171	78	249
January	220	209	429
February	176	231	407
March	296	245	541
April	267	282	549
May	271	218	489
June	341	205	546
Totals	3574	2300	5874

## Visitor Bags

Q1	256
Q2	184
Q3	282
Q4	82
Totals	804

## Who's looking at Buellton? VisitBuellton.com

VisitBuellton.com sees significant traffic from around the world.

On an international level, we have seen steady growth in the Canadian market which extends to eastern Canada as well. We feel this is a strong market to reach out to given our climate and proximity to Canada. They like to drive and our destination along the Central Coast is attractive for this market. The UK continues to be strong market for our area and California in general. Many factors drive the international market including exchange rates and ease of getting a visa.

On a domestic level, Southern California continues to be a prime market for our destination. Texas remains in the top 5 and we are seeing more east coast destinations having interest in our area as well.

### Top countries visiting our website are:

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

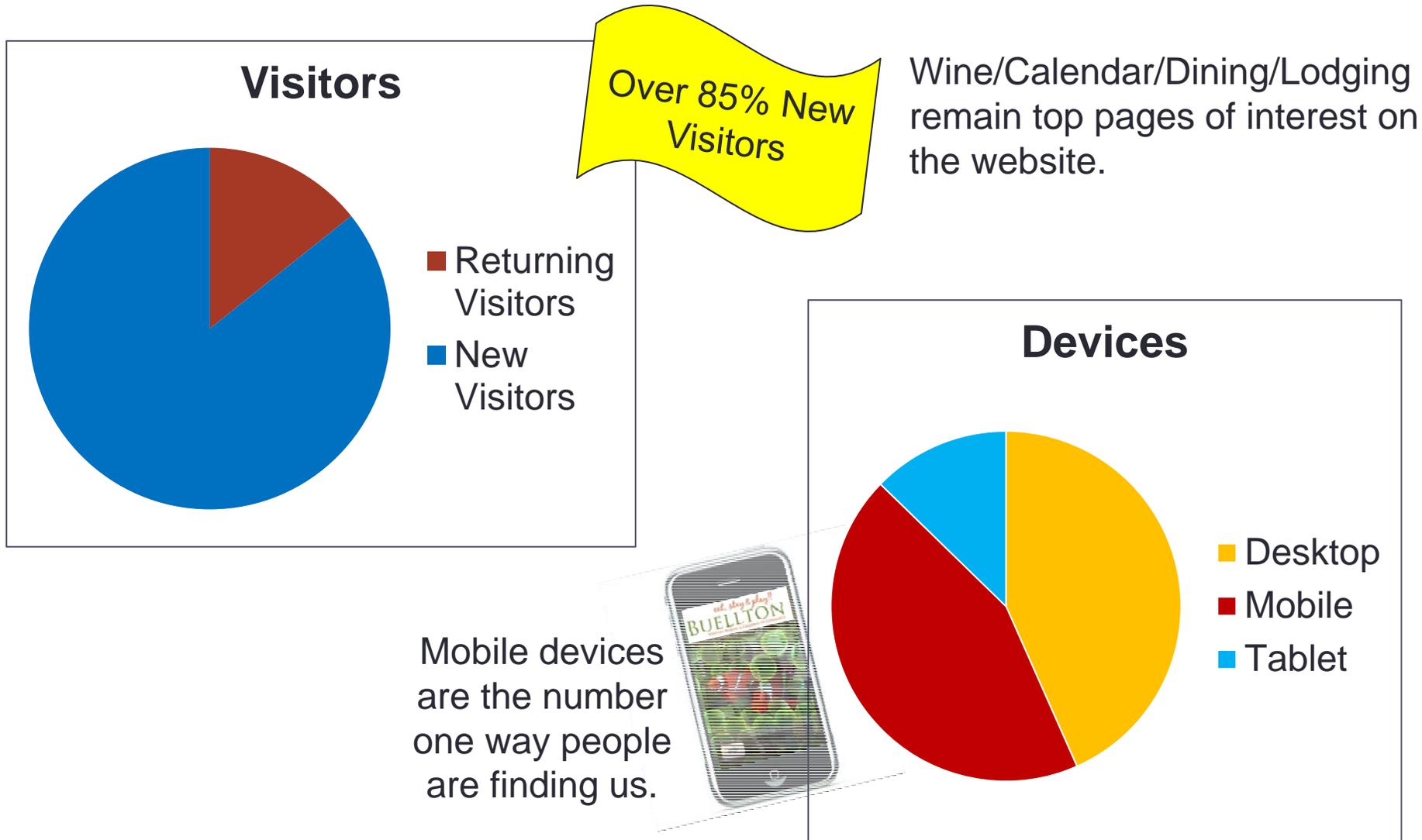


### Top states in the USA

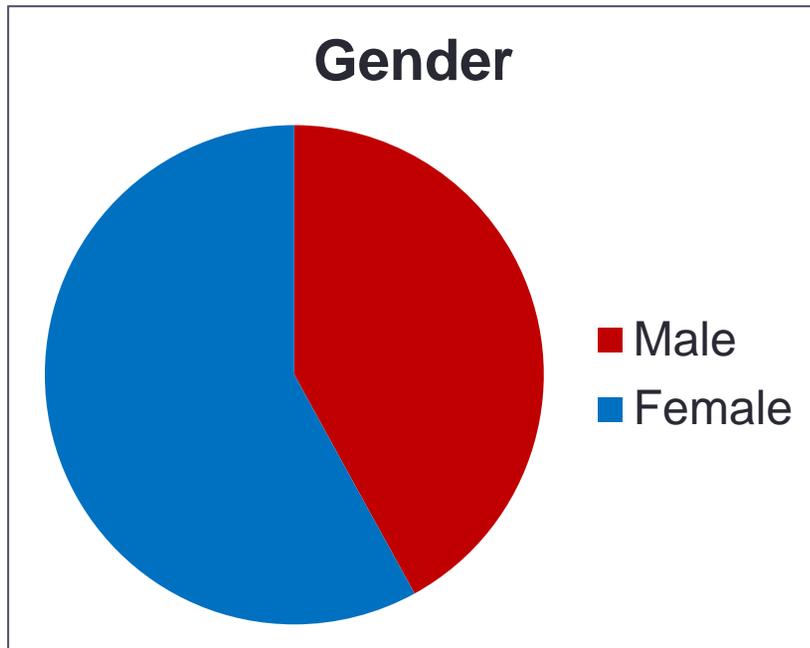
- California
- Texas
- Arizona
- Florida
- New York
- Washington
- Illinois
- Nevada
- Oregon
- Pennsylvania



# A little information about our visitors

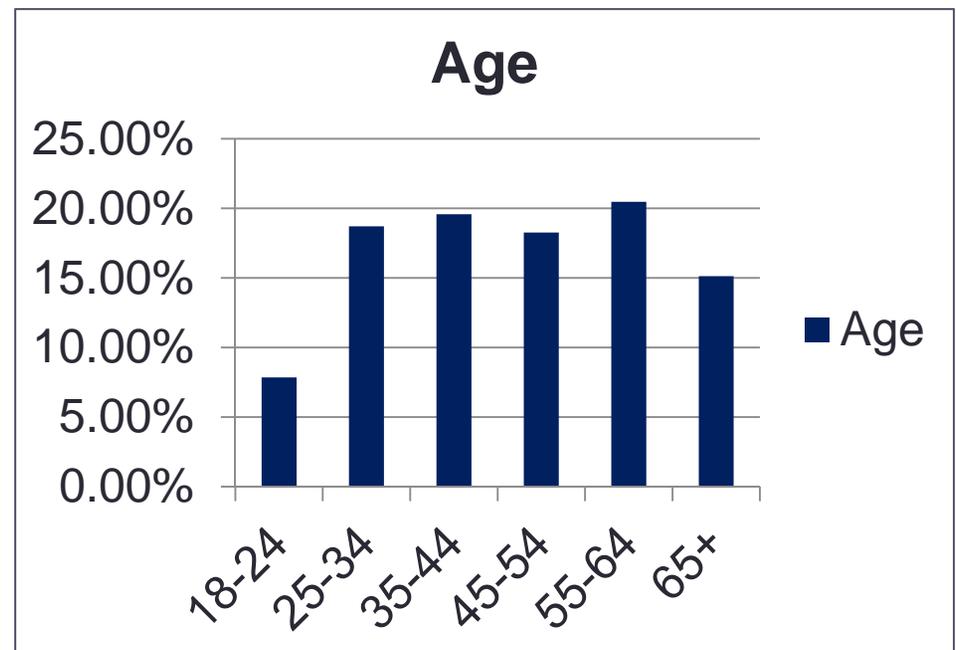


# Who are these Visitors?



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

We continue to engage with all ages from Millennials to Baby Boomers.



# Social Media



Over 1600  
likes/followers

Facebook: We continue to build a following through our posts and cross promote by tagging other organizations and businesses. We also worked with Madden Media on facebook lead generation, story content and facebook advertising.



Close to 800  
Followers and  
growing!  
@VisitBuellton

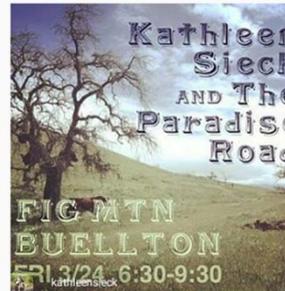
Twitter: We have close to 800 followers on Twitter and that continues to grow. Using @visitbuellton we are able to continue branding and engaging tourists, writers, people in the industry, amongst others who may have more reasons to come visit our area.



Over 2000  
Followers and  
over 800 posts.  
#VisitBuellton

Instagram: We have over 2000 followers and over 800 posts promoting Buellton businesses and events. This has by far been our largest growth in the social media arena this year.

# Instagram sample postings #VisitBuellton



Our posts feature food, scenery, events, wine, beer, etc.



# Facebook page - VisitBuellton



We feature stories, images, promote events, music, food, wine, etc

*eat, stay, play!*  
**BUELLTON**

VisitBuellton  
@VisitBuellton

Home  
About  
Events  
Photos  
Posts  
Videos  
Reviews  
Join My List  
Community  
Promote  
Manage Promotions

**Review Branded Content Posts That Tag Your Page**  
You can control who can tag your Page on branded content posts. [Learn More](#)  
[Review Posts](#)

**VisitBuellton.com**  
EAT, STAY & PLAY IN SANTA YNEZ VALLEY

Sign Up

Write something...

Share a photo or video  
Advertise your business  
Create an offer  
Start a Live Video  
Get phone calls  
Get messages  
Publish a job post  
Help people find your business

**Tourist Information Center in Buellton, California**  
4.7 ★★★★★ · Closed Now

**Page Tips** See All

- Know Friends Who Might Like Your Page?  
Invite friends to like VisitBuellton and help you connect with more people.
- Try Posting a Short Video  
Videos help engage people in News Feed and on your Page.

See All Page Tips 1

# Twitter - @VisitBuellton



#visitbuellton

Top Latest People Photos Videos News Broadcasts

Search filters · Show

Who to follow · Refresh · View all

- Followed by LA, CHEFs Column and others
- Restaurant Advocates** @F · Promoted
- Nellie Huang** @WildJunket
- The Wine Syndicate** @win...

Find people you know

Trends for you · Change

- Tom Petty** 706K Tweets
- #VegasStrong** 50.4K Tweets
- Bill O'Reilly** 27.6K Tweets
- #Equifax** 1,744 Tweets
- #diabetes** 2,924 Tweets
- #BigIdeas4Cities**
- Manhattan Beach** 3,038 Tweets
- Facebook and Google** 8,627 Tweets

People

View all

**VisitBuellton** @visitbuellton

Buellton, CA. is the gateway to the Santa Ynez Valley in gorgeous Santa Barbara Wine Country. Come visit us all year long!

Buellton, CA. · visitbuellton.com

Followed by Josh McClurg and 199 others

Tweets 1,279 Following 852 Followers 780

Lerato B @LeratoLB\_ · Aug 6

Morning well spent feeding #African Ostrich and #Australian Emu's at @OstrichLand #VisitBuellton @VisitBuellton

Through Twitter, we share stories, articles, and engage with our travel media and followers.

# Motionloft Traffic Sensors



The VB entered a 4 year contract with a company called Motionloft. They specialize in traffic sensors that count traffic in areas where sensors are placed. The VB worked with Motionloft to install 8 sensors throughout Buellton to track traffic before, during, and after construction. Also, data collected through these sensors may be used to attract and retain businesses as well as help existing businesses understand the flow of traffic in their respective locations.

Locations of the existing sensors are:

- Avenue of Flags Southbound
- Avenue of Flags Northbound
- Avenue of Flags at Southbound offramp
- Hwy 246 Eastbound near Coast Auto Sales
- Hwy 246 Westbound near Pea Soup Andersen's
- McMurray Road by Marriott
- Hwy 246 Eastbound by Tom's Gas Station
- Hwy 246 Westbound by Crossroads



# Madden Media Campaign

## Facebook Lead Generation Campaign Summary

- Total Clicks: 33,729
- Total Impressions: 5,678,912
- Total email opt ins: 1,191
- Added Value Clicks from Vacationfun.com 4,873

## Content Distribution

- Total Clicks: 5,038
- Total Impressions: 4,243,560

## Top performing Headline

*A Weekend Escape to California's Central Coast with Wine, Beer & Glamping*

We worked with Madden Media for digital marketing campaigns. The campaigns ended in October 2016 while the VB Contract was being decided with Council. A new contract hasn't been renewed with Madden Media as the VB began its efforts working on a specific plan.



## Economic Development

- We continued our outreach at the ICSC retail shows and conventions. We have worked with Kosmont Companies and local leasing agents to identify potential tenants and businesses to located to Buellton.
- ICSC offers various breakout sessions and panel discussions which are focused on the future of retail, trends in the industry as well as a Retail Runway which allows businesses to get in front of attendees and go over what their requirements are and where they are looking to locate.

## • Attended ICSC in Monterey



**International Council  
of Shopping Centers**



## LOS ANGELES TRAVEL & ADVENTURE SHOW®



### In Los Angeles:

- Total Attendance was 35,621
- Over 4900 were in trade/press
- 52% women attendees
- 75% range in age from 35-65+
- 67% earn over \$100,000
- 68% spend over \$5,000 on travel

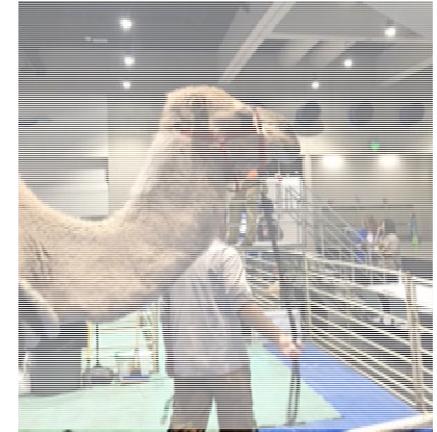
## Trade Shows

- The Visitors Bureau had a 10x10 booth at the Travel & Adventure Show in Los Angeles as well as the Travel & Adventure Show in San Diego . These are consumer based shows 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.



# San Diego TRAVEL & ADVENTURE SHOW®

## Trade Shows



### In San Diego:

- Total Attendance was 15,302
- Over 2,000 in trade/press
- 55% women attendees
- 85% range in age from 35-65+
- 62% earn over \$100,000
- 68% spend over \$5,000 on travel



## Trade Shows



The VB continued to partner with Flying Flags RV Resort and Highway West Vacations at the California RV Show in Pomona. This has been a great show for us and continues to put Flying Flags on the map.



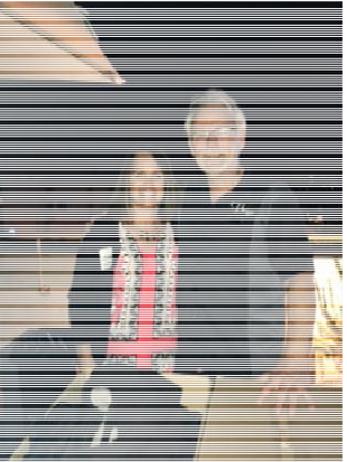
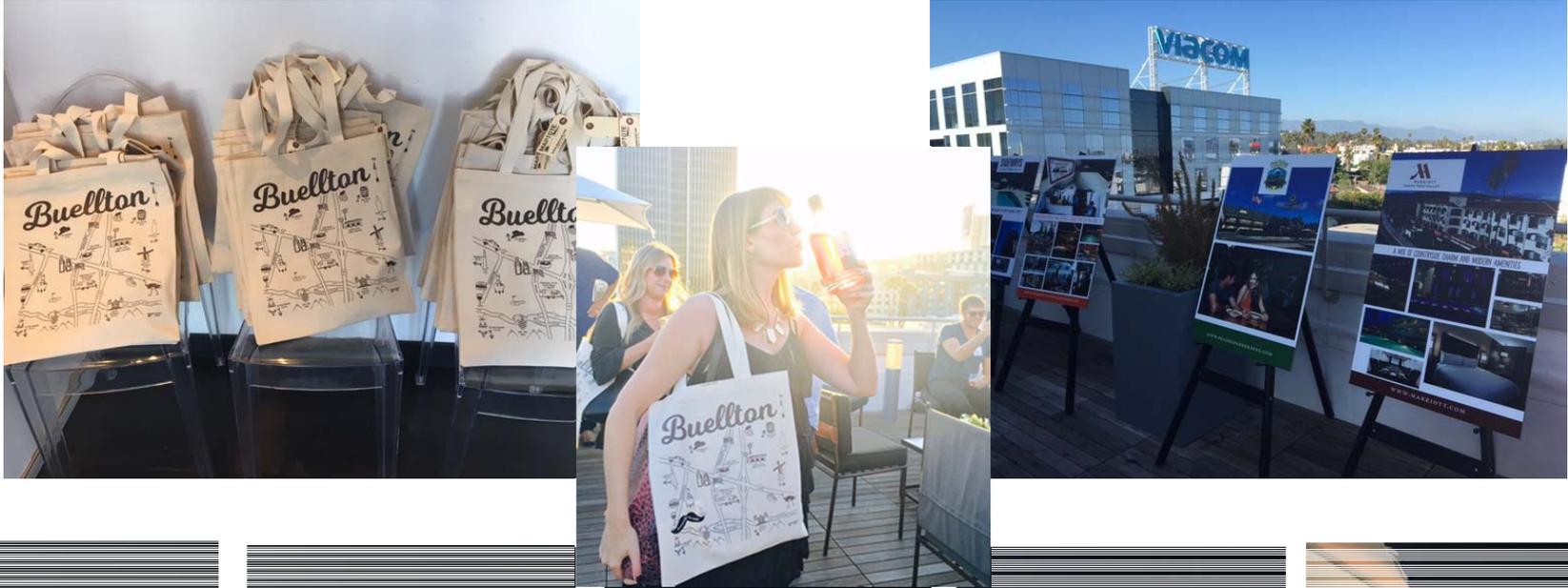


# Trade Shows

The IPW is an international trade show hosting more than 1,300 international and domestic buyers from more than 70 countries, along with 500 international media professionals. Our booth represented three partners: Buellton, Solvang, and Visit the SYV. In addition to working together as a county, we also worked cohesively with the Central Coast Tourism partners to brand the Central Coast as the “Original Road Trip”. All of these efforts work to brand our area as a destination and one within reach of the gateway cities of Los Angeles and San Francisco.



# Travel Massive Media event - Buellton Takes the show to LA



# California Outlook Forum



Buellton co-sponsored this event as well as the Networking reception in the evening, meeting Visit CA international representatives from around the globe.



# FAM Tours and Travel Writers

We entertained a group of Travel Agents from France in co-op with Visit CA



# Travel Writer Chris Elliott



Chris Elliott writes for Washington Post, USA Today, National Geographic to name a few. Chris and his family paid us a visit in June. They stayed at Sideways Inn and enjoyed a variety of activities and sightseeing.



# McMurray Rd Billboard



*eat, stay & play!!*  
**Welcome to Buellton**  
LEFT THIS EXIT



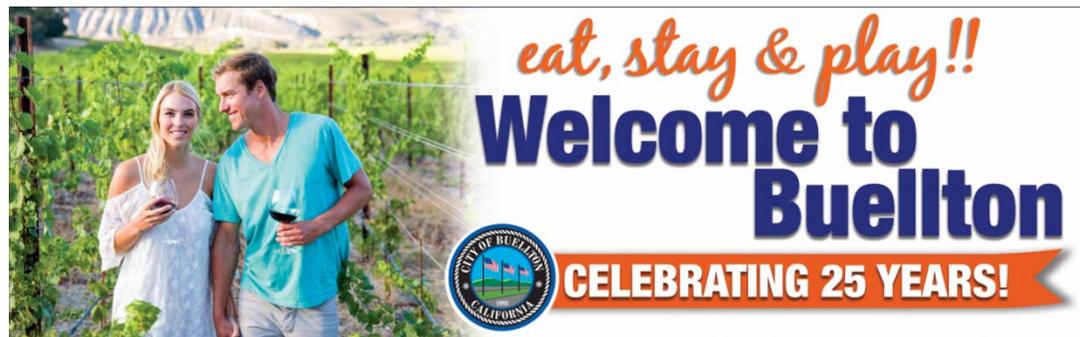
**WELCOME TO BUELLTON**  
**SCARECROW FESTIVAL**  
OCT. 7<sup>TH</sup> - NOV. 7<sup>TH</sup>  
**WINTER FESTIVAL**  
DECEMBER 4<sup>TH</sup>



*eat, stay & play!!*  
**WELCOME TO BUELLTON**  
RESTAURANT WEEK JAN. 22-28



**WELCOME TO BUELLTON**  
**WINE & CHILI FESTIVAL** MARCH 19<sup>TH</sup>  
**BUELLTON BREW FESTIVAL** MAY 6<sup>TH</sup>  
VINTNERS FEST APRIL 22<sup>ND</sup> SYU earth day MAY 21<sup>ST</sup>



*eat, stay & play!!*  
**Welcome to Buellton**  
CELEBRATING 25 YEARS!

# Updated Billboard 8 miles north of town



## Advertising

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

Our advertising efforts may be seen in print and digital. We work on an individual, as well as, a cooperative level in our advertising. Making our dollar go further when possible and reaching the appropriate audience with our message.

In some of these publications, we are able to generate leads which are added to our email list or mailed to directly depending on the level they opt in.

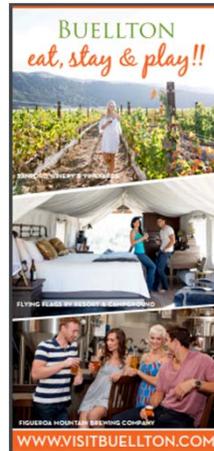
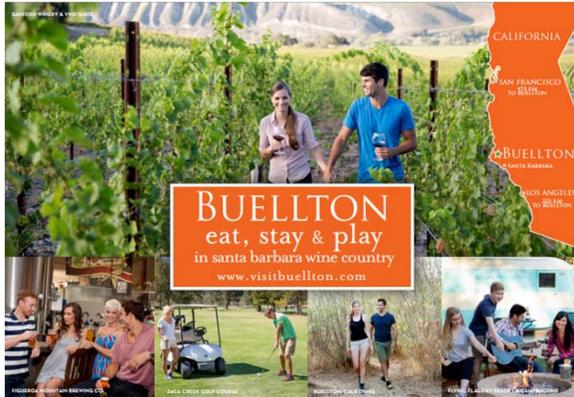
We may be seen in these various publications promoting Buellton as a destination.

- Wine Country This Month
- Central Coast Map
- Horizon Magazine
- PCPA Solvang Festival Theater
- Santa Ynez/Solvang Visitors Guide
- California Welcome Center in Oxnard
- Yosemite Journal
- California Visitor Guide
- Westways
- Santa Barbara Visitor Guide
- Certified Folder Display
- California Travel Guide
- California RV Show Program
- Canadian Traveler Explore Magazine
- CA Road Trips
- Santa Barbara Map
- Santa Barbara County Vintners Guide
- Vintners Festival program
- Buellton Map Revisions

# The Buellton VB is present on many levels



# Ad layout samples



**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*, Figuerosa Brewing, Ascendant Spirits, Hitching Post II, Mandelhall'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!!



WWW.VISITBUELLTON.COM / 800.324.3800

Featured in Toronto  
on the PATH Screen



Path screen mock up-Buellton CVB-Jan 2017.mp4

# Winterfest



This event continues to grow and has become both a community event as well as drawing people from neighboring cities.



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

*eat, stay & play!!*  
**BUELLTON**  
VISITORS BUREAU

**Buellton Visitors Bureau**  
**Tourism Marketing Action Plan**

Final



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## Overview

Buellton is located on the Santa Ynez River on US Highway 101 in the Santa Ynez Valley of Santa Barbara County. The destination offers visitors a variety of activities, special events lodging and dining options. The destination also serves as a hub for visiting the Santa Ynez Valley and serves as a gateway to the Santa Ynez wine region.

The Central Coast region is one of the most competitive regions in California with a wide variety of choices for travelers. The area is dominated by major destinations as well as mid-size and smaller locations all vying for overnight visitors and their expenditures. Buellton is a niche destination and as such it is important to identify and maximize their competitive advantages. At a fundamental level the destination must create awareness and differentiate themselves and appeal to visitors as an interesting must visit destination.

The task of marketing Buellton falls to the Buellton Visitors Bureau which is funded by the City of Buellton. The organization is charged with creating awareness for the destination and influencing potential overnight visitors to stay. These efforts are necessary to make potential visitors aware of the destination, but to also improve its competitive position within the Central Coast marketplace, and to increase revenues, employment and local taxes.

To that end, the Buellton Visitors Bureau would like to develop a new Marketing Action Plan to guide those efforts. The purpose of this effort is twofold: (1) **to bring together the ideas and thoughts and insights** of the stakeholders and (2) **use those ideas to develop a cohesive approach** to promoting the region.

### The Tourism Marketing Process

The development of a tourism marketing action plan is based on a clear understanding of the current tourism marketing environment and the existing visitor product/experience. From that situational analysis marketing goals and objectives are developed, which in turn are realized through the implementation of specific strategies and action steps. The process is completed with the implementation of a comprehensive measurement program designed to assess the organization's marketing programs for it to continue to improve and become more efficient and effective.

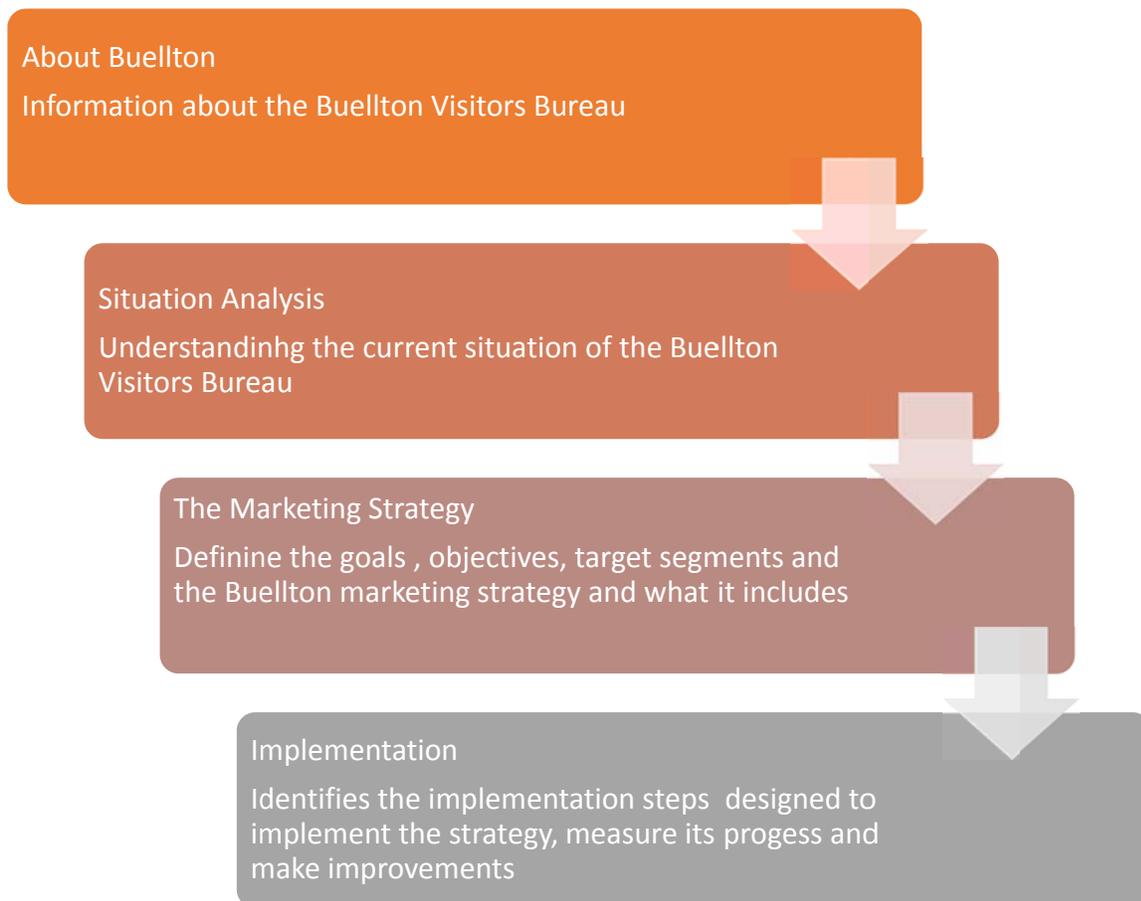
This process of continuous improvement of the marketing program is a focus on the ability of the industry and organization to always be looking **to adapt and change to marketplace opportunities** while at the same time **staying focused the key metrics of success**.



## The Marketing Action Plan

The Marketing Action Plan has an emphasis on implementation the is developed by understanding the current operating environment the bureau is in. Each step in the plan develops from the previous one and is designed to get to measurable results.

### Buellton Marketing Action Plan Process



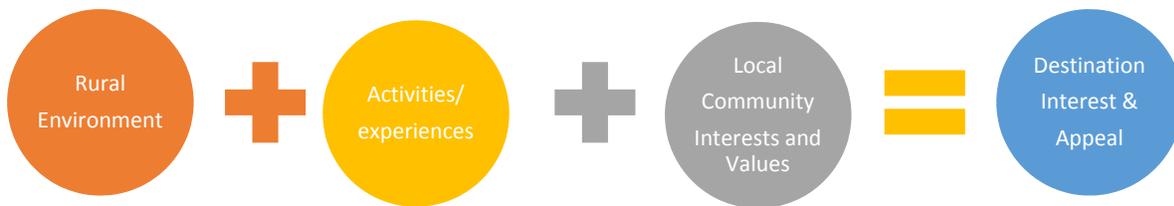
Each of these steps is designed to assist the organization to reach its tourism marketing goals.

## Part 1: About Buellton

### I. The Buellton Experience

As a tourism area, Buellton is diverse in its tourism assets. It is located in the Santa Ynez Valley and is a gateway to the area's wine region. One of Buellton's key strengths is its location relative to core Southern California markets.

The Buellton Experience exists in three dimensions; place (rural environment, local resident interest and passions) and activities. It is the combination of these elements and the understanding by visitors that creates the interest and appeal of the destination to its target segments<sup>1</sup>.



#### Rural Environment

Buellton natural beauty with a variety of opportunities for recreation, dining, wine tasting in a rural environment.

From Buellton, there are several areas that, when combined, provide a rich and varied visitor experience.

- **Downtown Buellton-** A variety of lodging dining options in a relaxed and friendly environment.
- **Santa Barbara County-** With Buellton as a lodging hub, visitors can not only enjoy what the destination has to offer but also other areas and activities throughout Santa Barbara County.

### **Activities**

Complementing the rural environment is a range of activities that help define the Buellton experience and its unique feel and appeal. Table 6 on the following page outlines a variety of experiences including:

- **Food and drink** - The region offers a variety of dining opportunities from casual to upscale with a variety of price points for consumers.
- **Art & Culture**- Buellton and Santa Barbara County is rich in local culture that reflects everything from its heritage to contemporary art and events.
- **Recreation (Land based)** - Buellton offers access to a wide variety of land based recreation activities.
- **Natural Wonders** - The region offers extensive access to the natural environment.
- **Agriculture/Ag tourism** - Buellton offers visitors a connection to agriculture in both farm to table and on farm experiences.
- **Downtown** - Buellton offers a variety of downtown experiences that reflect the greater local community.
- **Special events** - Buellton offers a variety of signature special events to attract visitors.

### **Local Community**

**Table 6: Buellton Experience Profile**

Food & Drink	Arts & Culture	Recreation	Natural Wonders	Agriculture/ Agritourism	In town	Special Events
Fine Dining	Special Events	Hiking	State Parks County Parks City Parks	Farmers Markets	Entertainment	Major events
Casual Dining	Visual Arts Dance Theater Music	RV Resort	Lake Cachuma	Organic Farm stands	Food Shopping	Mid-Size events
Wineries	Heritage	Fishing & Boating		Agricultural Events	Events	
Brewery	Preservation	Gas & Oil Motorcycle Auto		Orchards		
Farm to Table	Architecture	Road biking				
Wine Tours	Old Mission	Bird watching				
		Glider Rides/Ballooning				
	Wilding Museum Buellton Historical Society HCA Museum Mendenhall	Mountain Biking				
		Swimming				
		Golf				

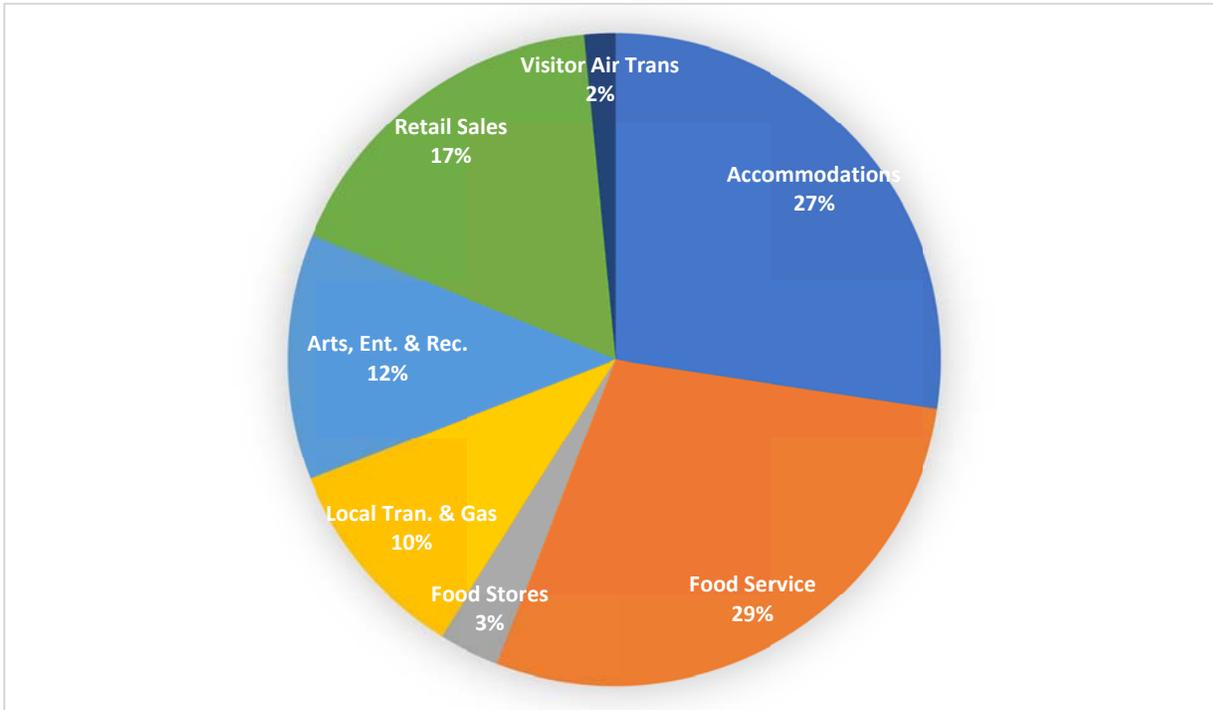
As can be seen above Buellton provides a variety of natural assets and activities that visitors can actively engage in.

## Part 2: Situation Analysis

### The Size and Scope of the Buellton Tourism Economy

The tourism industry in Buellton is estimated to be approximately \$60 million dollars. The two largest visitor spending segments include food service and accommodations

Figure: Travel Spending by Percentage



Source: California Travel Impacts by County 1992-2016

Table: Travel Spending by Dollar Volume

	Amount
Accommodations	\$17,239,156.14
Food Service	\$17,833,609.80
Food Stores	\$1,783,360.98
Local Trans. & Gas	\$5,944,536.60
Arts, Ent. & Recreation	\$7,133,443.92
Retail Sales	\$10,105,712.22
Visitor Air Transfers	\$1,188,907.32
<b>Total</b>	<b>\$59,445,366</b>

Source: SMG Consulting Estimates

### Lodging Industry Supply

The table below outlines the size of the Buellton lodging industry. (It should be noted that the impact of Airbnb on travel and lodging trends is yet to be determined.)

<b>Lodging</b>	<b>Units</b>
<i>A Country Lane Motel</i>	<i>14</i>
<i>Sideways Inn</i>	<i>111</i>
<i>Motel 6</i>	<i>59</i>
<i>Pea Soup Andersons Inn</i>	<i>97</i>
<i>Quality Inn</i>	<i>60</i>
<i>San Marcos Hotel</i>	<i>19</i>
<i>Santa Ynez Valley Marriott</i>	<i>163</i>
<i>Sleepy Hollow Motel</i>	<i>20</i>
<i>Hampton Inn</i>	<i>99</i>
	<i>Total</i>
	<i>642</i>
<i>Flying Flags RV Resort</i>	<i>327</i>
<i>Safari Tents/Cottages/Vintage Trailers</i>	
	<i>Total</i>
	<i>969</i>

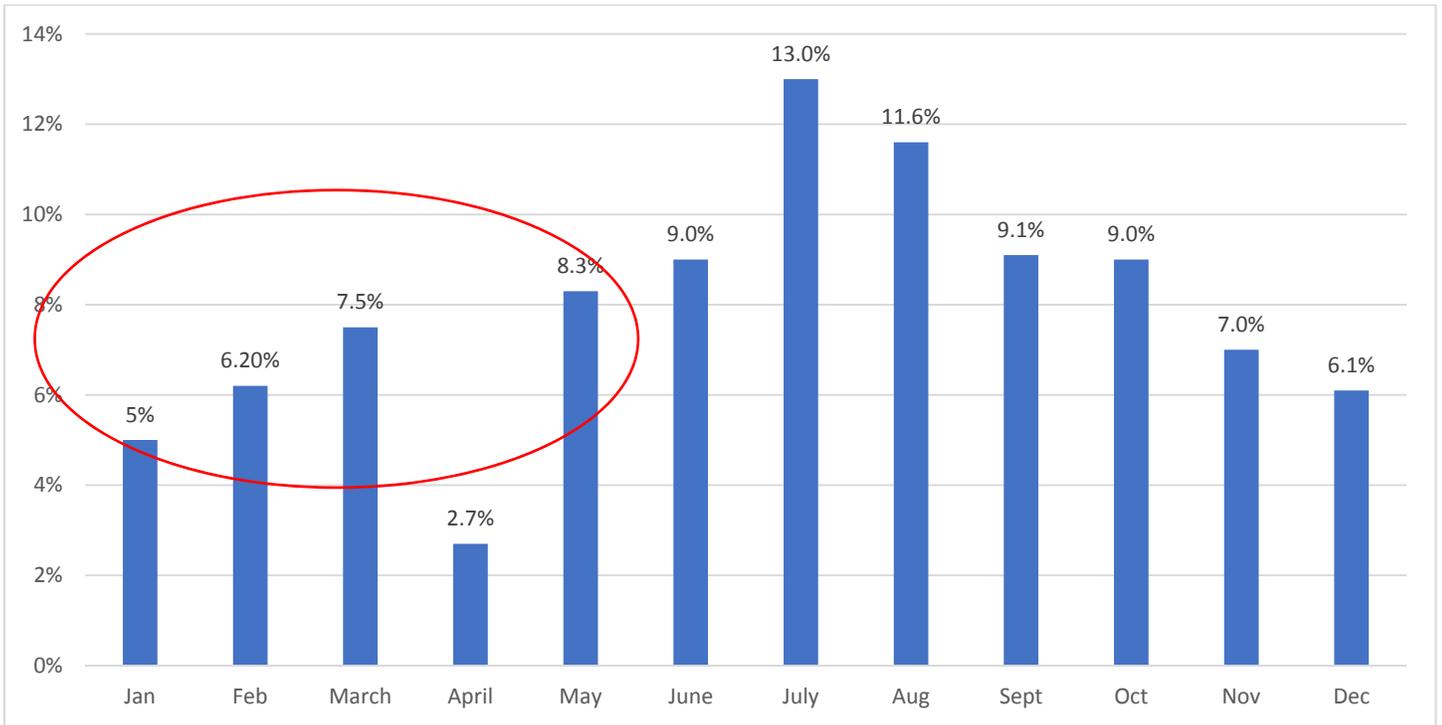
Source: Buellton Visitors Bureau

### Buellton Seasonality and T.O.T Trend

Peak demand time for Buellton is between May and October with July being the annual highpoint for demand. This suggests opportunity to build long term demand exists during quarter 1, 2 and 4.

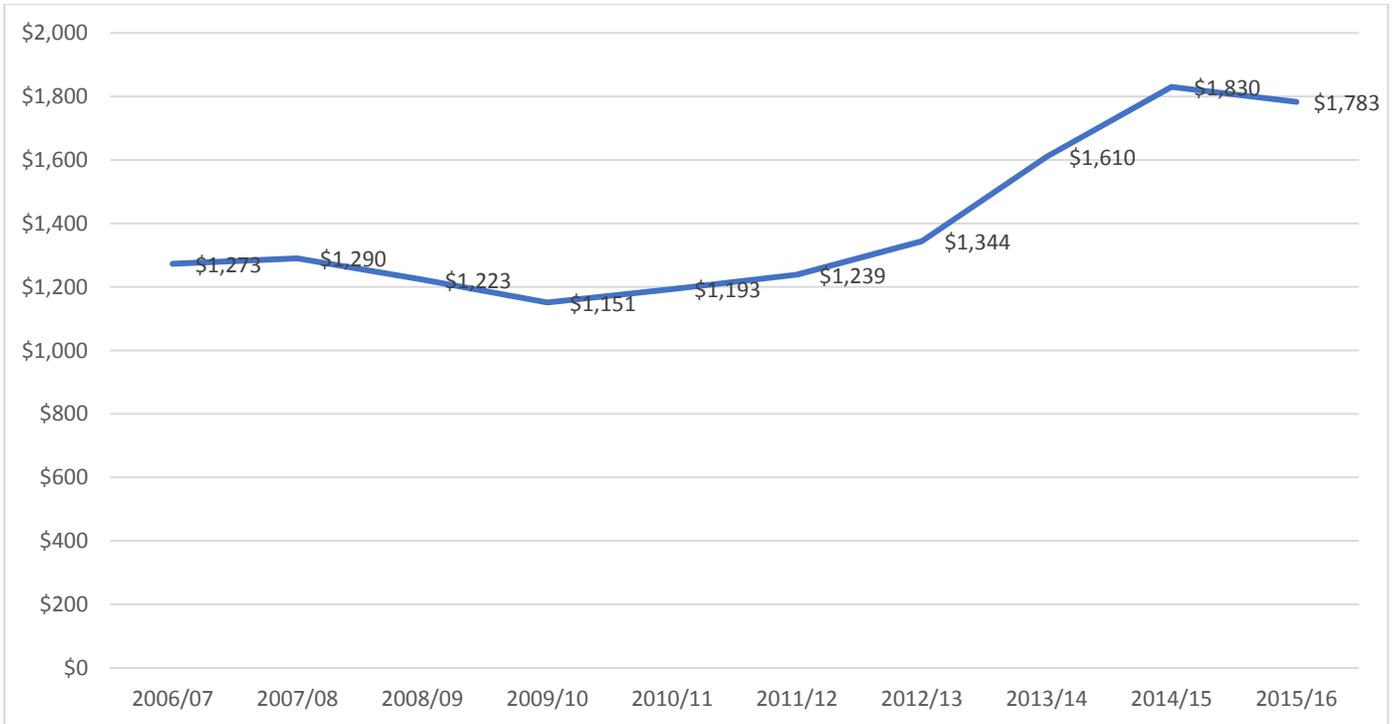
Buellton has experienced consistent Transient Occupancy Tax (T.O.T.) collections growth. Collections have grown 40% since 2006/07

Figure: Buellton Visitor Seasonality



Source: City of Buellton

Figure: Buellton T.O.T. Collections



Source: City of Buellton

## Part 3: Marketing Strategy

### Mission Statement

The mission of the Buellton Visitors Bureau is to inspire and influence individuals to explore Buellton as a tourist destination within Santa Barbara County. Through a variety of marketing programs the Buellton Visitors Bureau seeks to generate revenues that will contribute to the economic viability of the City Buellton and its residents.

### Vision

To develop and implement tourism marketing programs that position Buellton as a year-round travel destination and gateway to the Santa Ynez Valley that provides a quality visitor experience while working in harmony with the environment and the values of the community.

### **Overall Strategic Goal**

**Increase tourism spending in the City of Buellton from the current estimated \$60 million to over \$75million<sup>2</sup> over the next five years by effectively promoting tourism in a way that optimizes both Buellton’s assets by using the regions assets including its gateway location, recreation, agriculture, history while working to support the rural small town attributes.**

### **Marketing Plan Objectives**

A successful cooperative and competitive tourism promotion strategy for Buellton can be achieved through the following strategies.

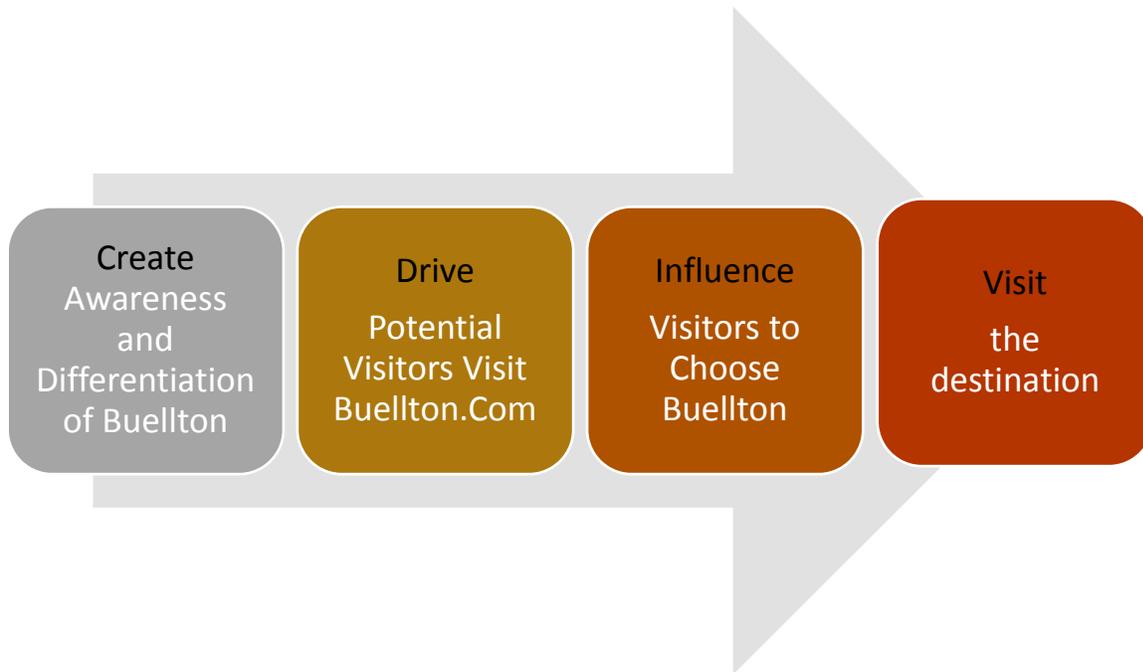
- **Generate an overall awareness and distinct positioning for Buellton including** its assets, special events, and local culture in an effort to attract visitors and increase travel spending.
- **Generate targeted unique visitors** to the Buellton Visitor Bureau website from its current 38,000 to approximately 75,000 in an effort to influence consumers to visit the area.
- **Generate incremental overnight visitation and travel spending.**
- **To serve as a catalyst in the tourism industry in Buellton and the region** bringing together all elements of the industry in an effort to effectively compete.
- **Increase awareness among local residents and public officials the importance of** tourism to the local economy.

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<sup>2</sup> Assumes approximately 3% annual growth.

## Marketing Strategies

The essence of the marketing strategy is **Create, Drive, Influence and Visit**. To create awareness of Buellton in target markets and to drive them to the website where they can be influenced to visit the area.



Source: SMG Consulting

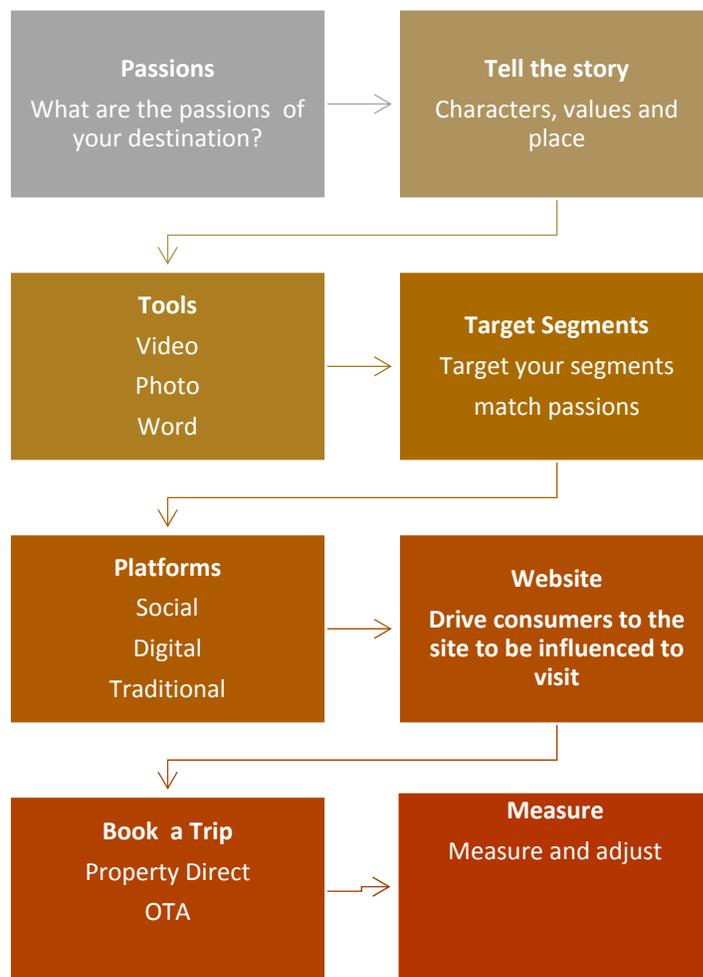
Tell the story of “Buellton” and in doing so connect the visitor to the destination. To achieve this we have developed a “story driven marketing strategy.”

### How the strategy works (see model on following page)

- **Passions.** First identify the passions of the residents. What do they like to do? What are their favorite places and events and understand why locals engage in those passions?
- **Stories.** Craft and develop the story of local passions be it favorite activities, events and places. Make visitors feel the authentic nature of what residents are passionate about.
- **Tools.** Develop the tools to best tell those stories be it video, photography, written, or some combination.
- **Target.** Target your segments based on the passions you have identified. They could be niches and activities or demographics. The passions you have identified from residents are authentic and give the marketing effort legitimacy and authenticity.
- **Platforms.** Identify the best platforms to reach the target segments to tell the story.
- **Website.** Develop a website that is designed to drive visitors to the site (through Search Engine Optimization SEO) and influence site visitors to commit to visit the area and book a trip.

- **Book a trip.** Once they go to the website, at some point they may click on a lodging property or attraction. They may book directly or they may book through an online travel agency or some other channel. This sequence of events may happen all at once or over a period.
- **Measure.** Based upon their experience, new visitors either become repeat visitors going back to the lodging property/attraction directly, or back to Visit Buellton’s website to choose another lodging property or attraction, or they fall out of the entire system.
  - The DMO can measure its effectiveness and accountability at several points.
    - First, it will be able to measure **how many visits are generated overall** by its marketing efforts.
    - Second, it can **develop online surveys to determine how people got to the website** and the influence advertising and the site has on visitor decision making to visit the destination. (Currently in progress)
    - Third, it can measure **how many visitors (leads) it provides to its members.**

### SMG Destination Story Driven Marketing Strategy



Source: SMG Consulting

## Local Benefits

By growing the local tourism economy from the current \$60 million in annual travel spending, tourism promotion can increase revenues as well as employment and local taxes. Table 7 below identifies travel spending projections at different levels.

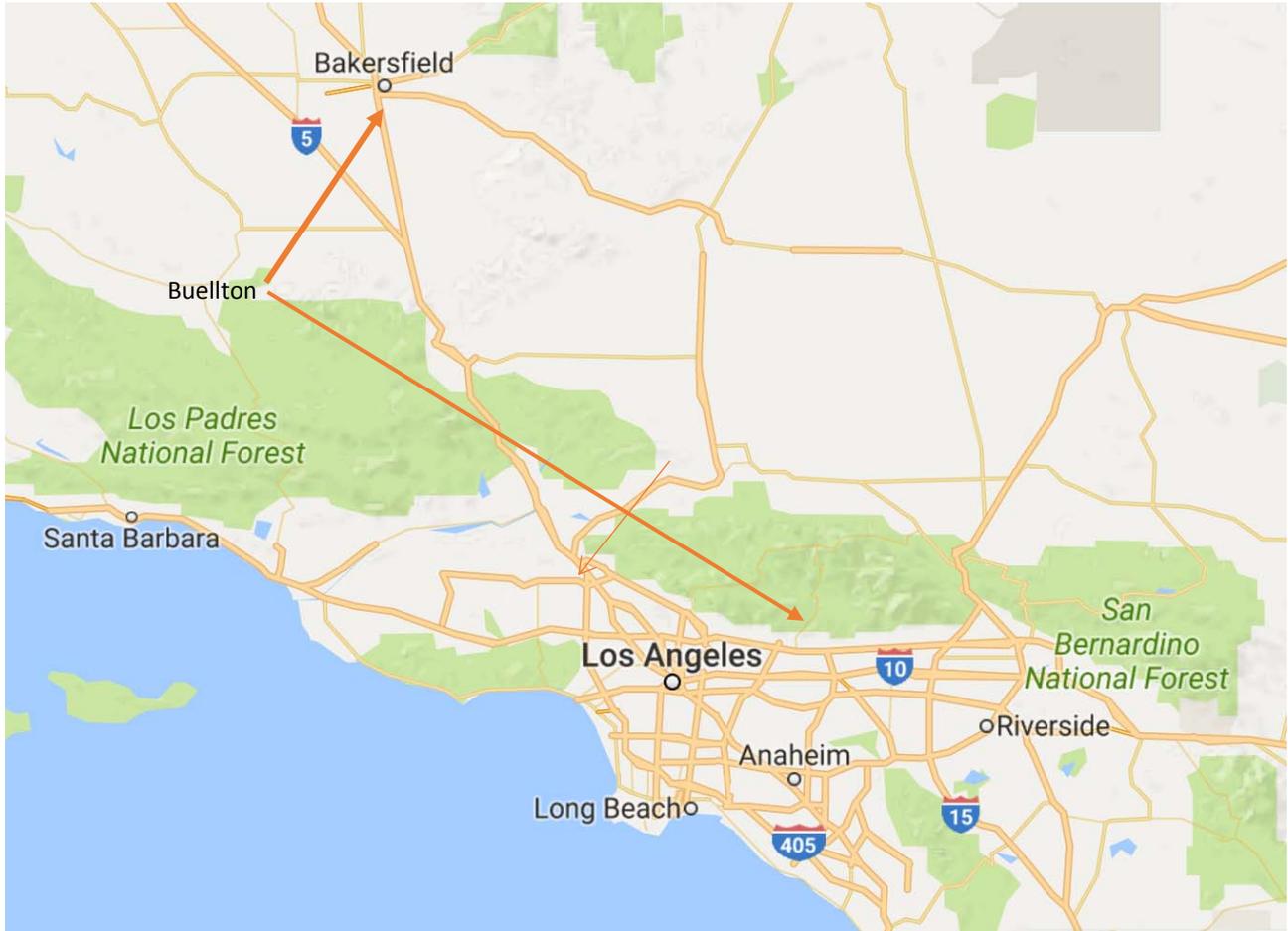
**Table 7: Travel Spending Projections**

	Revenue (\$ Millions)	Revenue (\$ Millions) 5%	Revenue (\$ Millions) 10%	Revenue Millions 15%	Revenue Millions 20%
	\$60,000,000	\$63,000,000	\$66,000,000	\$69,000,000	\$75,600,000
Accommodations	\$17,239,156.14	\$18,101,114	\$18,963,072	\$19,825,030	\$21,721,337
Eating/drinking	\$17,833,609.80	\$18,725,290	\$19,616,971	\$20,508,651	\$22,470,348
Food stores	\$1,783,360.98	\$1,872,529	\$1,961,697	\$2,050,865	\$2,247,035
Ground					
Transportation	\$5,944,536.60	\$6,241,763	\$6,538,990	\$6,836,217	\$7,490,116
Arts, ent. & rec.	\$7,133,443.92	\$7,490,116	\$7,846,788	\$8,203,461	\$8,988,139
Retail sales	\$10,105,712.22	\$10,610,998	\$11,116,283	\$11,621,569	\$12,733,197

*Source: SMG estimates. Numbers may not add up due to rounding.*

## Target Markets

**A. Geographic Markets** - Primary target markets for Buellton are defined **within a three-hour driving time radius**. Potential target markets range from Southern California (Santa Clarita), and the Central Valley.



**B. Seasonal marketing** - Priority seasons for attracting visitors include fall, spring, and winter.

**C. Demographic profiling** - of visitors include the following:

- Age: 30-50 and 50+ (Primary market is 50+ but future efforts need to attract the 30-50 segment). **A key focus need is the millennial segment in an effort to build destination loyalty**

**D. Primary reason for visiting: (Local Resident Passions)**

- Ag Tourism
- Special events
- Wine/Beer
- Appreciation of the area's natural assets
- History (Event and cultural history)
- Dining (Fine dining, Farm to Table)
- Enjoy outdoor recreation experiences
  - Hiking
  - Cycling (Road and Mountain Biking)
  - Motorcycle touring

**E. Target Segment personas**

- Contrarians - Those consumers who want to experience Santa Barbara County but not deal with the crowding and congestions of Santa Barbara, Los Olivos or Solvang.
- Ag Lover - based around the ag experience, Farm to Table etc.
- Beer Lover- Loves craft beer at its source.
- Casual Adventurer-Ties into the recreation + attributes of the destination.

## Part 6: Action Steps



## I. Branding

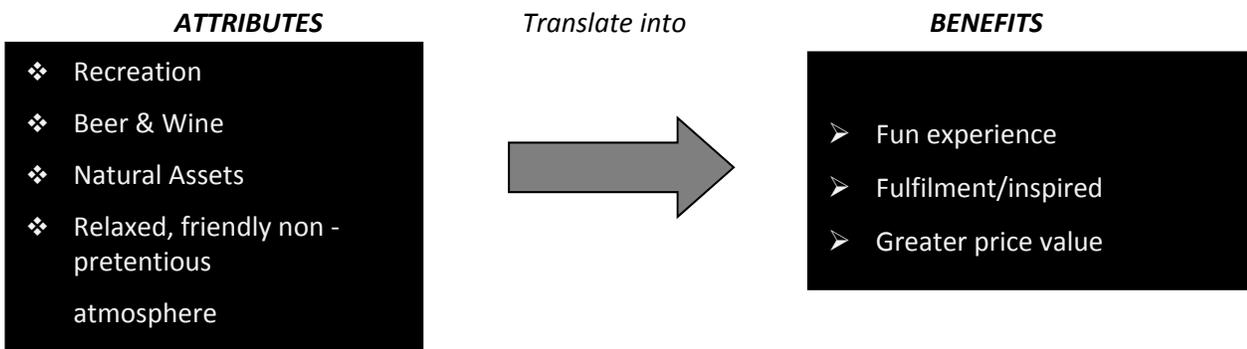
One of the biggest challenges facing Buellton is a lack of awareness and differentiation given the significant level of competition. As such one of the most fundamental actions is the need to develop a sustainable Buellton tourism brand.

### Basic Tactics:

1. To create awareness, clearly differentiate Buellton, and to effectively position Buellton as a unique travel destination. Branding efforts must also work to position Buellton as a place that offers visitors the opportunity to experience Santa Barbara County in a different more easy to navigate and relaxed way.
2. Review the current positioning of “eat, play, stay” as it does not fully differentiate Buellton. A focus needs to be developed that positions Buellton as “different” in a way that makes sense to the visitor. It is critical that branding and messaging draw the difference out between Buellton and other destinations within the county.

### Visitor Benefits

Properly promoted, Buellton’s destination attributes translate into a variety of visitor benefits.



#### ➤ Fun experience

Buellton’s activities and access make it a fun experience for those looking for a different kind of Santa Barbara experience.

#### ➤ Fulfillment/Inspiration

The natural surroundings found throughout the destination create a beautiful and inspirational sense of place for visitors and residents alike.

1. **Once a new branding is developed revise the website to reflect the new positioning, as well as,** all marketing materials to build brand familiarity at every opportunity.
2. To leverage exposure and brand awareness, encourage tourism related businesses to **integrate the branding** into their individual communication efforts, including their websites and printed materials.
3. Consider rebranding the tourism promotion efforts Visit Buellton instead of the Buellton visitors bureau to reflect the changing Destination Marketing Organization industry.

## **II. Website Development/Digital Marketing**

With the majority of travelers using the Internet for vacation planning and with limited marketing funds, it is **critical that Buellton upgrade the website for its tourism promotion efforts**. This will strengthen the Buellton brand and, above all, assist potential visitors with information gathering and vacation planning.

In order to optimize its efficiency for visitors and the tourism organizations and businesses, the upgraded website **should be viewed as a central marketing element and not just an addition to existing marketing efforts**.

### **I. Website**

#### *Basic Tactics:*

1. **Upgrade the website.** Upgrade the responsive tourism website that includes the previously mentioned branding along with expanded visitor information, is a critical first step for Buellton. It should include a blend of content that reflects why Buellton is different and helps inspire the target segments to plan a visit.
2. **Continue to invest in developing ongoing content for the website and other channels.** This should include photography, video, and written content.

#### *Advanced Tactics:*

1. **Develop an SEO (search engine optimization) strategy** for Buellton that will facilitate organic positioning on search engines (Google and Yahoo) with tactics such as adding key words in the descriptive copy of every page to ensure the **site includes the most popular words used by visitors searching for Buellton**.
2. **Use website measurements and input from visitor surveys** to identify issues and make improvements to the website on an ongoing basis.

## II. Interactive/Social Media Marketing Efforts

### *Basic Tactics:*

1. **Continue to invest in a digital media plan to build awareness for Buellton and drive traffic to the website.** It should include a mix of brand building online display ads, paid search, social media, eblasts, video, and should be managed in such a way to optimize the budget.
2. **Continue to support social media accounts** on Facebook etc. Consider setting up new accounts on other social sites as needed.
3. **Continue the email newsletter.** This should include content that differentiates the destination, and introduces the local community culture to visitors. Include stories, video images, events, messaging, and seasonally appropriate specials. Grow the email database should be a primary goal for the above mentioned digital media plan. Email signups should continue to be one of the goals of the new website.
4. **Develop a content calendar to identify post content and frequency.** Content and updates can include information on special events, activities, dining, history, photos, questions, etc. The calendar should include all social channels, a newsletter and the blog. Engaging with fans is a key metric that determines whether posts appears in newsfeeds, so focusing on quality of content is important.

### *Advanced Tactics:*

#### **Facebook**

1. Create a budget for **year-round promoted posts** to increase the number of likes, as well as, increase post reach.
2. **Refer to Facebook insights** to determine what content sees the most engagement, and balance that type of content with other messaging.

#### **Twitter**

1. **Use a social media management tool** to schedule tweets, upload images, shorten URLs, and retweet. Free tools include Hootsuite and Tweet deck, among many others.

### III. Visitor Information

Visitor information consists of two primary components. The first is **information that is used to attract potential visitors to Buellton**. The second component is **information used to assist visitors once they arrive**. Both information components are critical in defining the visitor experience, and have the potential to impact both first-time and repeat visitations.

As it currently exists, the Visitor and Convention Bureau serves as the primary source for the city for visitor information.

#### *Basic Tactics:*

1. **Promote the upgraded Buellton website as the primary visitor information tool.** Include the new Buellton website address in every marketing initiative and encourage regional tourism related businesses and tourism officials to include in their marketing materials.
2. **Link the website with the Chamber of Commerce visitor center.** Use the international symbol on both the site and the building so visitors understand the connection.



#### *Advanced Tactics:*

1. Make ongoing improvements to the website and guide **based upon visitor and community input**.

## IV. Content Development (Content /Photo/Video)

Content development is a critically important component within the marketing mix **for helping to build awareness for Buellton and its position as an different kind of destination within Santa Barbara County.** Effective content development can also educate potential visitors about the diversity of the region and assist with visitor planning information. Similar to advertising activities, **Content development efforts should promote Buellton as a different kind of place in a unified format representing all of its areas and related activities.** Content development is also a very cost effective and efficient communications tool **to tell the Buellton story to the traveling public** and for building brand awareness. Efforts should be designed to motivate potential visitors to call for information, visit the Buellton website, and ultimately to visit Buellton.

### I. Out of Market Content Development

#### *Basic Tactics:*

1. **Develop basic tools** including the following:
  - A series of video, photography and copy that tells the story of Buellton and how it's different from other places within the county. Potential story ideas include the following:
    - Unique things to do in Buellton
    - Area history and things to see
    - Food and wine in Buellton
    - Recreation in Buellton
    - Bicycle rides in Buellton
    - Motorcycle rides in Buellton
    - Buellton special events
  - Photography that depicts the Buellton visitor experience.
  - Video for inclusion on the website and social media channels.
  - Consolidate your content development plan into a single marketing calendar.
2. **Provide ongoing fulfillment** of information requests. As awareness for Buellton slowly increases there will be continuing requests for information, story ideas, photos, and video from media sources looking to add Buellton to stories or to create stories.
3. **Send press releases and images to Visit California** and encourage them to post on the Visit California website or include in their Content development efforts.
4. **Regularly update the media section on the new Buellton website** to feature press releases, images and contact information to assist media with their travel stories.

*Advanced Tactics:*

1. Measure content efforts via generated coverage and ad equivalency. It should be noted that in conjunction with advertising and other marketing activities, **Content development is vital for building brand awareness, but is often hard to measure and attribute to specific content development efforts.**
2. **Leverage any ad buys and increase exposure for Buellton** by sending press releases or specific stories that fit editorial calendar to publications that feature Buellton ads.
3. **Develop a measurement system** based upon generated coverage and ad equivalency.
4. Segment audience to increase engagement, **by product need.**
5. Know your audience very well; one technique in this regard is **keyword research, aimed at discovering what your ideal visitors are looking for.**
6. Target the millennials with adaptive content. **Millennials constitute a large chunk of your target audience.** Content should speak to their needs.
7. Craft content based on Buellton's core values.

## II. In Market Communication

### *Basic Tactics:*

1. Develop an ongoing communication program with the local tourism officials **in order to keep them informed about tourism efforts. These efforts can include the following:**
  - Monthly email to key politicians and stakeholders
  - Annual report summarizing tourism activities
  
2. Educate the local community **about how tourism can help preserve their quality of life while generating revenues for city/community services through stories in local newspapers or town hall meetings. Story ideas could include the following:**
  - The value of tourism to Buellton budget
  - Tourism business and employment
  
3. Work with local news media **to educate community about tourism promotion efforts and to promote the Buellton brand.**

### *Advanced Tactics:*

1. **Develop an annual tourism meeting Breakfast Lunch etc. ,** inviting the Buellton community to inform and educate them about the continued importance of tourism to both the economy and the environment. This luncheon could include a review of past year's tourism activities, a guest speaker from within the industry, networking opportunities for attendees, etc.
  
2. Continue to **gather story ideas and participation from the local community** in order to include local businesses in the overall content development efforts and to bolster long-term community support.

## V. Sales

### *Basic Tactics:*

1. **Implement** a unified approach for attracting visitors to Buellton by attending appropriate consumer and trade shows to attract target segments.
2. Leverage trade show exposure and budget by **attending specific shows with neighboring destinations in the Central Coast and Visit California**. Work to develop a regional presence and reduce costs at the same time.
3. **Continually review trade shows to** ensure there is value in creating awareness and demand for Buellton.
4. Take advantage of Visit California domestic and international sales opportunities as appropriate.

### *Advanced Tactics:*

1. **Develop a trade show evaluation form** in order to identify areas of improvement and to gauge the overall effectiveness and ROI of each show for future planning. Consider including the following:
  - Name of the event
  - Date of the event
  - Location of the event
  - Type of tradeshow
  - Estimated number of attendees
  - Number of brochures
  - Overall evaluation of the show (e.g. was it valuable?)

## **VI. Advertising**

### **Goal**

Create advertising messages that effectively creates awareness, differentiates and drives consumers to the website to influence visitors to plan a trip.

### *Basic Tactics:*

1. **Develop a media plan** for advertising placements in specific Southern and Central California target segments.
2. **Create advertisements using messages and photos that effectively promote Buellton's key attractions.** Include photos and message points about area attractions to use as hooks to increase awareness of highly recognized areas.
3. As the main visitor information tool, **drive potential visitors to the new website by making it the primary call to action** in every ad and communication piece.
4. **Focus on core regional markets as previously identified.**

### *Advanced Tactics:*

1. **Develop a measurement system for all advertising** such as generated emails, website user sessions, etc. to determine if efforts are increasing awareness and interest in Buellton and creating positive brand associations. These measurements can be informal (tic marks on a sheet of paper made by staff) or tied to the website measurements and other research.
2. Create a larger presence for Buellton and participating businesses by **developing cooperative ads in specific publications** that would invite attractions and lodging properties to participate at more affordable rates than on their own. The co-op ads would create a much larger presence for all participants and unify the destination message under the new Buellton brand.

## VII. Research & Measurement

In an effort to continually improve the organization's marketing effectiveness and to build confidence among the tourism industry partners, measurement systems need to be more fully developed. Just as important as measuring marketing, sales, advertising, and Content development programs is the need to communicate those measurements to appropriate stakeholders.

### *Basic Tactics:*

1. Develop and distribute a Visit Buellton measurement dashboard. This dashboard should be comprehensive with all measurements available for the destination.
  - Transient Occupancy Tax collections
  - Website activity
  - Additional information as needed.
2. Integrate this information into an annual report/summary of activities.
  - Include information on major efforts and successes.
3. Purchase an annual subscription for Smith Travel Report.
4. Provide ongoing, destination-wide lodging data including the following:
  - Total rooms available
  - Total rooms sold
  - Average room rate
  - Total room revenue
  - Total T.O.T. collected

### *Advanced Tactics:*

1. **Develop and implement an online ROI study** to understand the influence of the advertising and awareness in consumers' decision to visit and the return on those invested dollars. (Currently in progress.)
2. **Implement periodic visitor profile studies** as well as market studies and advertising awareness studies, all designed to provide fresh new information regarding a changing marketplace.

## **VIII. Special Events**

Special events are an important element for Buellton, as events can work to broaden the appeal of the destination and attract new visitors to the area. As well as provide existing visitors with another activity to participate in.

### **Goal**

Support special events that help to create awareness for and position Buellton as a destination to visit. Key to using special events as a tool to broaden the appeal of Buellton as a reason to visit is to review the existing events and identify if current events support the above objectives.

### ***Basic Tactics:***

1. Review the existing schedule in an effort to understand the types of events and their timing. Events should meet two criteria; are they creating awareness and supporting the positioning of Buellton and are they driving visitation to the destination. Event funding should be reviewed within this context. Current Signature events include the following:
  - Vintners Spring Weekend
  - Buellton Brew Fest
  - Buellton Wine & Chili Festival
  - Buellton Winter Fest
  - Scarecrow Fest
2. Support the promotion of these events through Visit Buellton’s media platforms
3. From a strategic standpoint look at potential opportunities to encourage new events in identified needed time frames to asset with creating demand at those times.
4. Develop a “seasonal” approach to promotion of special events. i.e. Buellton “Summer Season of Events” promoting the synergy and excitement of a number of related events.

## IX. Strategic Alliances

An additional element that can improve Buellton competitiveness is the creation of alliances and partnerships that further leverage its resources. Currently, staff is already participating with some of these organizations, but it's important to review how each alliance further leverages the organization's goals to increase awareness and influence visitation to Buellton.

### Goal

To leverage Buellton's assets by working with other tourism partners to implement programs which Buellton could not do on its own.

1. **Strategic Alliances** – To fully leverage Buellton's resources, it makes sense to continue existing alliances as well as develop new ones where appropriate to develop strategic partnerships where mutual objectives can be identified.
  - **Visit California**  
Visit California's focus on increasing international business is a key opportunity for Buellton to leverage their resources in order to create more awareness and visitation to the area in the international marketplace.
  - **Central Coast Tourism Council**  
This organization includes DMOs from around the Central Coast and is designed to attract visitors to the entire region, with a focus on international visitation.
  - **Visit Santa Barbara, Solvang, Santa Ynez**  
These organizations are the primary tourism promotion organizations within the region. Cooperative efforts with these organizations make sense and provide an opportunity to leverage resources.
  - **Visit Santa Ynez Valley**  
Continue to work and support the organization but with a more clearly defined market position.
  
2. **Partnerships** – Given the need to grow tourism visitation to Buellton, it's important for the VCB to support government partnerships in order to provide a positive experience for visitors.
  - **Arts and Culture**  
Reach out to organizations representing Buellton and the communities within Buellton

### *Basic Tactics:*

- Continue to support existing tourism alliances and seek the best opportunities for Buellton including sales, cooperative advertising, among other programs.
- Continue to seek collaboration and support the economic development offices and organizations where appropriate.

## Budget

The organizations budget is approximately \$240,000 and to maximize the efforts needed to create awareness, differentiate the destination and drive consumers to the website we are suggesting the following sample budget.

**The primary goal of this sample budget is to provide an idea of how funds could be allocated into marketing and advertising activities to maximize tourism promotion efforts for Buellton.**

### Buellton Budget 1.0

	Year 1	Year 2
<b>Advertising/Social Media/Public Relations</b>		
Billboards	\$22,500	\$22,500
Social Media	\$15,000	\$15,000
Advertising	\$47,000	\$59,000
Sales	\$10,000	\$10,000
Public Relations	\$48,000	\$48,000
Opportunistic	\$2,000	\$5,000
SEO	\$25,000	\$25,000
<b>Special Events</b>		
Special Events	\$10,000	\$10,000
<b>Production</b>		
Photography	\$10,000	\$5,000
Website Development	\$15,000	\$5,000
<u>Creative Services</u>	<u>\$20,000</u>	<u>\$20,000</u>
<b>Total</b>	<b>\$224,500</b>	<b>\$224,500</b>

1. Revenue is projected based on City of Buellton support.
2. Advertising refers to placement of ads in specific publications/online locations.
3. SEO refers to Search Engine Optimization strategies designed to drive the website
4. Website/internet includes development of a new website.
5. Marketing services includes new creative that differentiates the destination as well as needed support services.
6. Public Relations refers to specific public relations activities as well as content development.

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

City Manager Review: MPB  
Council Agenda Item No.: 9

To: Honorable Mayor and Council Members

From: Irma Tucker, Contract City Planner

Meeting Date: October 26, 2017

Subject: Ordinance No. 17-04 – “An Ordinance of the City Council of the City of Buellton, California, Adopting the Avenue of Flags Specific Plan (17-SP-01)” (Second Reading)

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**BACKGROUND**

At its meeting of October 12, 2017, the City Council conducted a public hearing and on a 3-2 vote approved the introduction and first reading of Ordinance No. 17-04 for the Avenue of Flags Specific Plan.

As part of the motion regarding the introduction and first reading of Ordinance No. 17-04, the City Council requested the following revisions (listed in **bold text**) to the Specific Plan. The changes described below will be incorporated into the Final Avenue of Flags Specific Plan document once the City Council adopts Ordinance No. 17-04.

**1. Remove large vehicle parking on Median 1**

- a. Ch.2, p.10, C.1.a – delete the words, “for a variety of vehicle types (automobiles, RVs, and trucks)”; and “Large vehicles may use and park in this district and have easy access back to Highway 101 via Damassa Road”
- b. Replace large vehicle parking with automobile parking; or if feasible, Median 1 may be reconfigured to maximize the number of parking spaces by providing an interior parking lot
- c. Ch. 3, p.14, D.1.a – delete “truck/RV parallel parking”; and Fig 3-3 – delete references to semi-truck/RV parking
- d. Ch.3, p.15, Table 3-1 – delete bullet 4, “Parking spaces for RVs and Trucks”
- e. Ch.4, p.11, Fig.4-3 – delete semi-truck parking and revise median cross section according to reconfigured parking
- f. Ch.4, p.36, 3.a – revise bullet #3 to delete, “...truck/RV spaces along west side and...”

**2. Add “quality development” to plan are design objectives**

- a. Ch.1, p.13, b.1) 1.4 – revise to add words, “quality development”

**3. Add landscape trees in the ground rather than in containers**

- a. Ch.2, p.12, 2.c, line 3 – revise to add underlined words, “...it would include in-ground trees, landscaping, ...”
- b. Ch.2, p.14, 3.c, line 4 – add underlined words, “...in-ground trees, landscaping, shade structures...”
- c. Ch.3, p.16, Fig 3-5, delete “Potted” and replace with “In-Ground Trees”
- d. Ch.3, p.20, Fig 3-8, add bullet, “Landscaping, In-Ground Trees, Seating”

**4. Change angled parking to parallel parking on west side of Median 2, or provide interior diagonal parking within Median 2**

- a. Ch.2, pp.4-5, Fig 2-1 – revise to show either parallel parking on west side of median or reconfigured diagonal parking with internal access
- b. Ch.2, p.12, 2.a, par.2, line 1 – add underlined words, “ ...for use as angled and parallel parking...”
- c. Median 2 parking layout may be reconfigured to provide internal circulation and drive-aisle access to diagonal parking within interior of Median 2, thereby maximizing number of parking spaces and eliminating potential vehicle conflicts backing into flow of traffic along Avenue of Flags.
- d. Ch.3, p.16, 2.a, line 2 – add underlined words, “...event space and parallel and/or diagonal parking...”
- e. Ch.3, p.16, Fig.3-5, bullet #1 – add underline words, “...for Parallel and/or Diagonal Parking...”; revise concept plan image accordingly
- f. Ch.4, p.11, Fig.4-4 – revise cross-section to either replace diagonal parking on west side with parallel parking, or reconfigure median if feasible to provide interior parking lot with internal access to all diagonal parking
- g. Ch.4, p.35, Fig.4-17 – revise Median 2 concept plan to show either parallel parking along west side of median or reconfigured median if feasible with interior parking and access

**5. Add parallel parking to Median 3**

- a. Ch.2, p.14, 3.a, end of par.1 – add new sentence, “Parallel parking for vehicles would be provided along the median.”
- b. Ch.3, p.20, Fig.3-8 – add new bullet, “Parallel Parking”
- c. Ch.4, p.12, Figs. 4-5 & 4-6 – reconfigure median and street cross-sections to provide parallel parking along both sides of Median 3

- d. Ch.4, p. 36, bullet #3 (top of page) – revise to add underlined words “...including parallel parking, landscaping, in-ground trees, site work...”; delete “The Commons Building”
- 6. Add flashing crosswalks as an alternative to stop signs**
- a. Ch.4, p.5, end of last par. – add new sentence, “Flashing crosswalks may be considered as an alternative to stop signs where appropriate and safe.”
- b. Ch.4, p.32, F.1.a – revise to add underlined words, “...install either four-way stops or flashing crosswalks as appropriate, including...”
- 7. Encourage local and regional businesses rather than national chains**
- a. Ch.1, p.29, 3.d; Ch.1, p.30, G.2; and Ch.5, p.1, B.1.b – at end of each paragraph, add new phrase, “... local and regional businesses rather than national chains would be encouraged”
- 8. Use Art Deco as the single architectural design style for the Specific Plan area**
- a. Ch.2, p.20, Section D – revise as needed to describe Art Deco as the single design style identified for the Specific Plan area; delete all references to Agrarian and Craftsman design styles; replace Figure 2-37 to show Art Deco design style
- b. Ch.3, p.17, Table 3-2, Design Styles – delete Agrarian and Craftsman
- c. Ch.3, pp.32 – 35, Section E – revise text and Figures 3-18 and 3-21 as needed to describe Art Deco as the single design style identified for the Specific Plan area; delete all references and figures related to Agrarian and Craftsman
- d. Ch.3, pp.46 – 48, Section F – revise to reference Art Deco as single design style; delete references to Agrarian and Barn
- e. Ch.3, p.67, 1.1.c – delete the “...and to only be allowed for Art Moderne / 50s Diner design styles.”

### **Staff Comments**

General changes would be made throughout the entire Specific Plan document for consistency and in order to reflect the above referenced revisions. At a minimum, this would include:

1. updating the beginning summary section entitled, “Specific Plan At-A-Glance”  
revising applicable text, tables and figures to reflect changes in parking configurations, parking counts, street cross-sections; including:
2. Ch.2, pp.4-5, Fig 2-1 – Urban Design Vision
3. Ch.4, p.18, Table 4-1- Public Parking Analysis
4. Ch.4, p.19, Fig.4-10 – Parking Map
5. Updating cost estimates as applicable
6. Adding a definition of technical terms as set forth in Attachment 1.

Following City Council action to adopt Ordinance 17-04 at its second reading on October 26, 2017, the Avenue of Flags Specific Plan document will incorporate the revisions noted above. The resulting document would represent the Final Avenue of Flags Specific Plan as adopted by the City Council.

### **RECOMMENDATION**

That the City Council consider the adoption of Ordinance No. 17-04, - “An Ordinance of the City Council of the City of Buellton, California, Adopting the Avenue of Flags Specific Plan (17-SP-01)” by title only and waive further reading.

### **ATTACHMENTS**

Ordinance No. 17-04 (with Exhibits A, B, and C)  
Attachment 1 – Chapter 7 - Definition of Technical Terms

## ORDINANCE NO. 17-04

### AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, ADOPTING THE AVENUE OF FLAGS SPECIFIC PLAN (17-SP-01)

The City Council of the City of Buellton does ordain as follows:

**SECTION 1:** Pursuant to the Zoning Ordinance of the City of Buellton, the City Council of the City of Buellton initiated the preparation of the Avenue of Flags (“AOF”) Specific Plan (17-SP-01) (the “Project”), a regulatory tool that implements the City’s General Plan, and provides detailed planning direction and development standards for the “Project” area (Exhibit A), which has an underlying zoning designation of CR-General Commercial, with a corresponding General Plan Land Use designation of GC-General Commercial.

The Specific Plan also functions as the Zoning Code and guides future development within the Project area by: defining land uses; creating an integrated circulation system; establishing development standards through Form-Based Code; providing for infrastructure needs; and identifying funding sources and economic development tools, including incentives/public benefits through the Development Opportunity Reserve (DOR) Program.

**SECTION 2:** The proposed Project consists of a **Specific Plan (17-SP-01):** the overall goal of the Specific Plan is to revitalize downtown Buellton by transforming the AOF corridor from an aging automobile-oriented thorough-fare to a vibrant, pedestrian-friendly “main street” downtown destination. Traffic-calming, safety measures and new street standards along the AOF roadways will be implemented in order to accommodate additional parking spaces, local traffic, deliveries, pedestrians, and bicyclists, including slowing traffic exiting US 101 to a speed appropriate for a downtown district. Other infrastructure improvements include: the Zaca Creek Trail; parks and open space within the medians; and local/regional connectivity enhancements to pedestrian paths and bikeways. The Specific Plan document is hereby incorporated by reference to this Ordinance.

**SECTION 3:** 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 the Project, the City Council considered the following:
1. All public testimony, both written and oral, received in conjunction with that certain public hearing conducted by the City Council on October 12, 2017 (“CC Public Hearing”).
  2. All public testimony, both written and oral, received in conjunction with that certain public hearing conducted by the Planning Commission on September 7, 2017 (“PC Public Hearing”).

3. All oral, written and visual materials presented in conjunction with the above referenced CC and PC Public Hearings.
4. The following informational documents, which by reference, are incorporated herein:
  - a. The Initial Study and Mitigated Negative Declaration for the project (17-MND-02), dated July 14, 2017
  - b. The project file for the Draft Avenue of Flags Specific Plan (17-SP-01)
  - c. Planning Commission Resolutions: No. 17-11 Recommending Approval of a Mitigated Negative Declaration (17-MND-02) and Mitigation Monitoring and Reporting Program for the Avenue of Flags Specific Plan; and No. 17-12 Recommending Approval of the Avenue of Flags Specific Plan (17-SP-01)
  - d. City Council staff reports dated October 12, 2017 and October 26, 2017

**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 of CC Public Hearing was published in a newspaper of general circulation on September 28, 2017 (the “PC Public Notice”), more than 10 days in advance of the CC Public Hearing conducted on October 12, 2017.
2. The CC Public Notice was mailed to affected public agencies, persons owning property within 300 feet of the Project site and others known to be interested in the matter on September 28, 2017, more than 10 days in advance of the CC Public Hearing.
3. The CC Public Notice was posted in two public locations on September 28, 2017, more than 10 days in advance of the CC Public Hearing.

**C. Environmental Review.**

1. Pursuant to the California Environmental Quality Act (CEQA), the Initial Study/Mitigated Negative Declaration (“IS/MND”) dated July 14, 2017 was circulated for public and agency review and comment from July 18, 2017 through August 16, 2017. Copies of the IS/MND were made available to the public at the Planning Department on July 18, 2017, and the IS/MND was distributed to interested parties and agencies. On July 13, 2017, a Notice of Availability of the IS/MND, including the time and place of the Planning Commission meeting to review the IS/MND was published in the local newspaper and posted in three public locations. On September 7, 2017, the Planning Commission reviewed the IS/MND and related staff report, conducted a public hearing, considered written comments and oral testimony, and adopted Resolution No. 17-11 recommending approval of the MND and Mitigation Monitoring and Reporting Program, including findings under CEQA.

2. CEQA findings for the IS/MND are included in City Council Resolution 17-19. City Council Resolution 17-19 was adopted on October 12, 2017, prior to the consideration of City Council Ordinance 17-04.

**D. Consistency Declarations.** Based on (i) the evidence presented in the Project file (incorporated herein by reference), (ii) consultations with affected City Departments, and (iii) testimony and comments received in connection with the CC Public Hearing, the City Council does hereby declare as follows:

**1. Specific Plan (17-SP-01)**

**a. Findings:**

- i.** That the form and substance of the Specific Plan, as well as the process used in its preparation and adoption, are consistent with the requirements set forth in the Buellton Municipal Code Section 19.08.140.C.
- ii.** That the Specific Plan is in conformance with all applicable policies and implementation programs set forth in the 2025 Buellton General Plan. Policy direction for the Avenue of Flags is included in several elements of the General Plan, including the Land Use, Circulation, Economic Development, Housing, and Parks and Recreation Elements. A discussion of applicable General Plan policies and programs that are implemented by the Specific Plan is set forth in the Avenue of Flags Specific Plan Chapter One, Section B.4., and are incorporated herein by this reference.
- iii.** That the Specific Plan will not be detrimental to the health, safety, comfort, convenience, property values and general welfare of the community. The vision and guiding principles for the Avenue of Flags Specific Plan are to create an architecturally distinctive and economically robust downtown district that is attractive, vibrant, pedestrian friendly, community-oriented, environmentally sustainable, and promotes public safety.
- iv.** That the Specific Plan will not adversely affect such necessary community services as traffic circulation, sewage disposal, fire protection, police protection, and water supply. Future development of the Project area has been anticipated as part of the City's General Plan. The Traffic & Circulation Study prepared for the Specific Plan concluded that traffic circulation resulting from the Specific Plan is substantially consistent with the General Plan Circulation Element. The Public Works Department is able to provide water and sewage disposal services to the Project. Fire and Police services are provided by the County of Santa Barbara with stations located in close proximity to the Project area.

- v. That the proposed development in the Specific Plan is in conformance with the community design guidelines. While the community design guidelines serve as the basic standard, distinct architectural design styles and form-based development code have been developed uniquely for the Specific Plan and will apply to future development in the area. The Specific Plan design styles and form-based code, based on the community vision for the Project area, are intended to showcase Buellton’s historic and cultural elements and to promote a distinct identity and differentiating brand for the downtown area.

**SECTION 4:** Based on the findings set forth in Section 3, the City Council hereby incorporates the mitigation measures set forth in Exhibit B as conditions of approval for the Project.

**SECTION 5:** Based upon the forgoing findings, facts and conclusions, including, but not limited to, the review of the information provided in the Staff Report, consideration of the testimony given at the City Council Public Hearing, as well as other pertinent information, the City Council hereby adopts, by ordinance, the Avenue of Flags Specific Plan (17-SP-01) as recommended by Planning Commission Resolution 17-12, with the revisions set forth in Exhibit C, attached hereto.

**PASSED, APPROVED and ADOPTED** this \_\_\_\_\_ day of October 2017.

\_\_\_\_\_  
Holly Sierra  
Mayor

**ATTEST:**

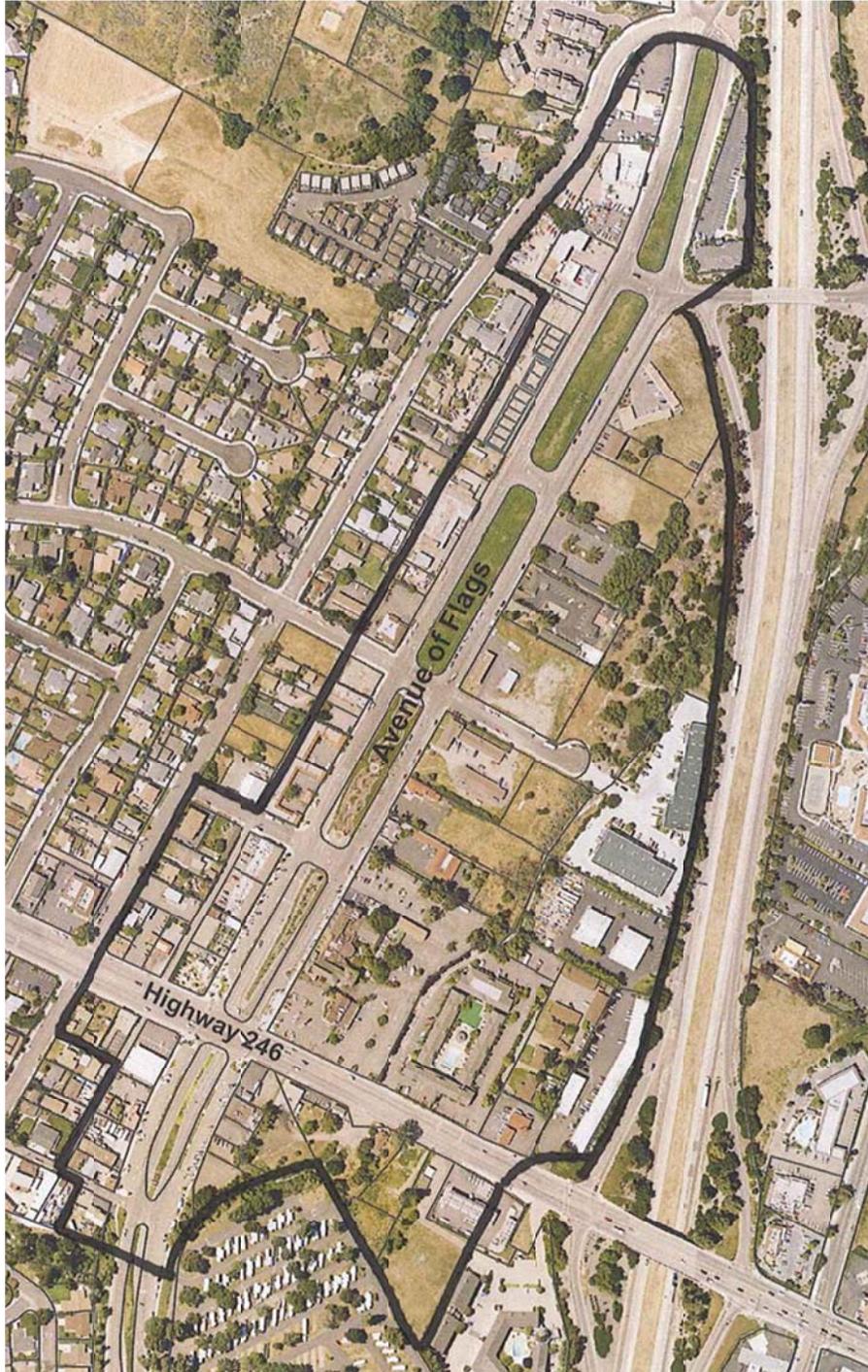
\_\_\_\_\_  
Linda Reid  
City Clerk

Exhibits:

- A – Avenue of Flags Specific Plan Boundary
- B – Conditions of Approval - Avenue of Flags Specific Plan Mitigation Measures
- C – Revisions to the Specific Plan

**Exhibit A**

**Avenue of Flags Specific Plan Boundary**



## Exhibit B

### CONDITIONS OF APPROVAL

#### Avenue of Flags Specific Plan Mitigation Measures

The Mitigation Measures set forth below are expressly derived from the environmental analysis performed under the provisions of the California Environmental Quality Act of 1970, as amended (“CEQA”), in connection with the approved Project per Planning Commission Resolution 17-11, dated September 7, 2017. In the event that the scope, nature, extent, method, timing or location of construction changes from that set forth in the Project as conditionally approved, such construction shall not proceed until or unless: (i) the change is evaluated for environmental impacts; and (ii) appropriate measures are instituted to the Project that mitigate the impacts (if any) to a level of insignificance. Such determinations shall be made in the manner and subject to the limits prescribed in the Project Description.

The following describes the mitigation measures, which are to be incorporated into applicable Conditions of Approval for any potential future land use development permit applications within the Project area.

#### AIR QUALITY

##### 1. AQ – 1: Location-specific Health Risk Assessments

For future land use development permit applications within the Project area, a location-specific health risk assessment (HRA) shall be required if the development would place sensitive receptors, such as residences, within 500 feet of Highway 101. If the HRA indicates that the proposed development would expose sensitive receptors to an unacceptable health risk resulting from its proximity to Highway 101, then additional mitigation that reduces health risk below standards recommended by SBCAPCD, such as MERV filtration, shall be incorporated into the development prior to permit issuance..

#### CULTURAL RESOURCES

##### 2. CR – 1: Halt Work Order for Archaeological Resources

If unanticipated cultural resources are exposed during potential future developments within the Project area, all earth disturbing work within the vicinity of the find must be temporarily suspended until an archaeologist has evaluated the nature and significance of the find. After the find has been appropriately mitigated, work in the area may resume. A representative should monitor any mitigation excavation associated with Native American materials.

#### NOISE

##### 1. 3. N – 1: Construction Noise Attenuation

2. For all demolition and construction activity within the Project Area, noise attenuation techniques shall be employed as needed to ensure that noise remains within levels allowed by

the City of Buellton construction noise standards (Section 8.04.030(G)(4)(d); 75 dBA Leq). Construction noise attenuation measures shall include:

- All construction equipment shall have properly maintained sound-control devices.
- No equipment shall have an unmuffled exhaust.
- All construction equipment powered by internal combustion engines shall be properly muffled and maintained.
- Unnecessary idling of internal combustion engines shall be prohibited.

As necessary to achieve the construction noise standard, contractors shall implement appropriate additional noise mitigation measures including, but not limited to, siting the stationary construction equipment away from residential areas to the extent possible, shutting off idling equipment, rescheduling construction activity, notifying adjacent residents in advance of construction work, and installing temporary acoustic barriers around stationary construction noise sources.

## **TRANSPORTATION / TRAFFIC**

### **4. T – 1: Traffic Mitigation Fee Program**

Developments within the Project area would be required to contribute to the City’s traffic mitigation fee program to fund long-term programmatic improvements.

## Revisions to the Specific Plan

### 1. Remove large vehicle parking on Median 1

- a. Ch.2, p.10, C.1.a – delete the words, “for a variety of vehicle types (automobiles, RVs, and trucks)”; and “Large vehicles may use and park in this district and have easy access back to Highway 101 via Damassa Road”
- b. Replace large vehicle parking with automobile parking; or if feasible, Median 1 may be reconfigured to maximize the number of parking spaces by providing an interior parking lot
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### 3. Add landscape trees in the ground rather than in containers

- a. Ch.2, p.12, 2.c, line 3 – revise to add underlined words, “...it would include in-ground trees, landscaping, ...”
- b. Ch.2, p.14, 3.c, line 4 – add underlined words, “...in-ground trees, landscaping, shade structures...”
- c. Ch.3, p.16, Fig 3-5, delete “Potted” and replace with “In-Ground Trees”
- d. Ch.3, p.20, Fig 3-8, add bullet, “Landscaping, In-Ground Trees, Seating”

### 4. Change angled parking to parallel parking on west side of Median 2, or provide interior diagonal parking within Median 2

- a. Ch.2, pp.4-5, Fig 2-1 – revise to show either parallel parking on west side of median or reconfigured diagonal parking with internal access
- b. Ch.2, p.12, 2.a, par.2, line 1 – add underlined words, “ ...for use as angled and parallel parking...”
- c. Median 2 parking layout may be reconfigured to provide internal circulation and drive-aisle access to diagonal parking within interior of Median 2, thereby maximizing number of parking spaces and eliminating potential vehicle conflicts backing into flow of traffic along Avenue of Flags.
- d. Ch.3, p.16, 2.a, line 2 – add underlined words, “...event space and parallel and/or diagonal parking...”
- e. Ch.3, p.16, Fig.3-5, bullet #1 – add underline words, “...for Parallel and/or Diagonal Parking...”; revise concept plan image accordingly

- f. Ch.4, p.11, Fig.4-4 – revise cross-section to either replace diagonal parking on west side with parallel parking, or reconfigure median if feasible to provide interior parking lot with internal access to all diagonal parking
  - g. Ch.4, p.35, Fig.4-17 – revise Median 2 concept plan to show either parallel parking along west side of median or reconfigured median if feasible with interior parking and access
- 5. Add parallel parking to Median 3**
- a. Ch.2, p.14, 3.a, end of par.1 – add new sentence, “Parallel parking for vehicles would be provided along the median.”
  - b. Ch.3, p.20, Fig.3-8 – add new bullet, “Parallel Parking”
  - c. Ch.4, p.12, Figs. 4-5 & 4-6 – reconfigure median and street cross-sections to provide parallel parking along both sides of Median 3
  - d. Ch.4, p. 36, bullet #3 (top of page) – revise to add underlined words “...including parallel parking, landscaping, in-ground trees, site work...”; delete “The Commons Building”
- 6. Add flashing crosswalks as an alternative to stop signs**
- a. Ch.4, p.5, end of last par. – add new sentence, “Flashing crosswalks may be considered as an alternative to stop signs where appropriate and safe.”
  - b. Ch.4, p.32, F.1.a – revise to add underlined words, “...install either four-way stops or flashing crosswalks as appropriate, including...”
- 7. Encourage local and regional businesses rather than national chains**
- a. Ch.1, p.29, 3.d; Ch.1, p.30, G.2; and Ch.5, p.1, B.1.b – at end of each paragraph, add new phrase, “... local and regional businesses rather than national chains would be encouraged”
- 8. Use Art Deco as the single architectural design style for the Specific Plan area**
- a. Ch.2, p.20, Section D – revise as needed to describe Art Deco as the single design style identified for the Specific Plan area; delete all references to Agrarian and Craftsman design styles; replace Figure 2-37 to show Art Deco design style
  - b. Ch.3, p.17, Table 3-2, Design Styles – delete Agrarian and Craftsman
  - c. Ch.3, pp.32 – 35, Section E – revise text and Figures 3-18 and 3-21 as needed to describe Art Deco as the single design style identified for the Specific Plan area; delete all references and figures related to Agrarian and Craftsman
  - d. Ch.3, pp.46 – 48, Section F – revise to reference Art Deco as single design style; delete references to Agrarian and Barn
  - e. Ch.3, p.67, 1.1.c – delete the “...and to only be allowed for Art Moderne / 50s Diner design styles.”
- 9. Updating the beginning summary section entitled, “Specific Plan At-A-Glance”**
- 10. Revising applicable text, tables and figures to reflect changes in parking configurations, parking counts, street cross-sections; including: Ch.2, pp.4-5, Fig 2-1 – Urban Design**

Vision; Ch.4, p.18, Table 4-1- Public Parking Analysis; and Ch.4, p.19, Fig.4-10 – Parking Map

- 11.** Updating cost estimates as applicable
- 12.** Adding a definition of technical terms.

## CHAPTER 7. DEFINITIONS

### A. PURPOSE

This chapter provides definitions of terms and phrases that are unique or specifically applicable to the Specific Plan; it does not attempt to replicate the more exhaustive definitions section of the Zoning Code. Where any of the definitions in this chapter conflict with definitions in Chapter 19.12 of the Buellton Municipal Code, the definitions in this chapter prevail for the purpose of this Specific Plan. For any zoning terms that are not defined in this chapter, definitions found in Chapter 19.12 of the Buellton Municipal Code shall prevail.

### B. DEFINITIONS

1. **Air Pollution Control District (APCD)** - the Santa Barbara County Air Pollution Control District is a local government agency that works to protect the people and the environment of Santa Barbara County from the effects of air pollution.
2. **Active Transportation Program (ATP)** - was created in the California Department of Transportation to encourage increased use of active modes of transportation, such as biking and walking.
3. **Business Improvement District (BID)** - is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries.
4. **Buellton Vision Plan 2012** – is a vision plan that was developed through collaborative efforts by community members throughout the visioning process. The intent of the Buellton Vision Statement is to articulate a desired future for the City that is shared by and developed by the community.
5. **California Conservation Corps (CCC)** - is a department of the government of California. The CCC is a work development program specifically for men and women between the ages of 18 to 25, offering work in environmental conservation, fire protection, land maintenance, and emergency response to natural disasters.
6. **Community Development Block Grant (CDBG)** - one of the longest-running programs of the U.S. Department of Housing and Urban Development, it funds local community development activities such as affordable housing, anti-poverty programs, and infrastructure development.
7. **California Environmental Quality Act (CEQA)** - is a statute that requires state and local agencies to identify the significant environmental impacts of their actions and to avoid or mitigate those impacts, if feasible.
8. **Courtyard Building** – a type of building where the main part of the building is oriented around a central or corner courtyard.

- 9. Community Revitalization and Investment Authority (CRIA)** - authorizes the use of tax-increment revenue to improve infrastructure, assist businesses and support affordable housing in disadvantaged communities.
- 10. Development Agreement** - is a voluntary contract between a local jurisdiction and a person who owns or controls property within the jurisdiction, detailing the obligations of both parties and specifying the standards and conditions that will govern development of the property..
- 11. Development Opportunity Reserve (DOR)** – an economic tool used to incentivize property owners and developers to provide a public good and in return receive some benefit or reduction in standards as part of their development
- 12. Economic Development Administration (EDA)** - the U.S. Department of Commerce’s EDA plays a critical role in fostering regional economic development efforts in communities across the nation. Through strategic investments that foster job creation and attract private investment, EDA supports development in economically distressed areas of the United States.
- 13. Enhanced Infrastructure Financing District (EIFD)** – an economic development tool intended to fill the tax increment financing “hole” that the dissolution of redevelopment agencies left in California. An EIFD can potentially finance traditional public works, such as transportation, transit, parks and libraries, water and sewer facilities, solid waste disposal, and flood control and drainage.
- 14. Federal Emergency Management Agency (FEMA)** - is an agency of the United States Department of Homeland Security. FEMA has minimum floodplain management standards for communities participating in the National Flood Insurance Program (NFIP). FEMA’s Floodplain Management Branch provides tools and resources to help communities navigate NFIP requirements and implement higher standards of floodplain management.
- 15. Form-Based Code** - a zoning tool used to regulate land development to achieve a specific urban form and mix of uses. This allows for an effective zoning strategy that focuses on the physical form of development, rather than the use. Form Based Code addresses the relationship between public and private spaces such as the interaction between streets, blocks, and buildings in terms of form, scale and massing, and the use of frontage areas.
- 16. Horizontal Mixed Use** – structure(s) in which multiple and separate uses occupy different buildings (attached or detached) on the same lot or within the same project.
- 17. International Council of Shopping Centers (ICSC)** - a global trade association of the shopping center industry. Members include shopping center owners, developers,

managers, marketing specialists, investors, retailers and brokers, as well as academic and public officials.

- 18. Live-Work Building** – a type of building that allows for commercial or professional offices at ground floor and residential units above (second floor and above).
- 19. Low Impact Development (LID)** – development features designed to reduce runoff and impacts to the post development site. These features include items such as grass drainage swales, depressed retention/filtration ponds, etc.
- 20. Median Planning Area** – located within each of the Specific Plan Districts, these planning areas comprise of six City-owned medians. The intended character and function for each median is described further within the Specific Plan document.
- 21. Mercantile Building** - a type of building that encourages zero lot lines and provides a place for commercial businesses along the Avenue of Flags. The street front facades are broken up into smaller blocks to keep an intimate feel and consistent environmental for visitors.
- 22. Mixed Use Development** - refers to the development of a building or buildings, or a lot, with a variety of integrated and complementary uses, such as but not limited to, residential, office, retail, light industrial, public and recreation. Mixed use development can be in the form of vertical mixed use, or horizontal mixed use (attached or detached).
- 23. Mitigated Negative Declaration (MND)** - an environmental document that lead agencies prepare and adopt in compliance with the California Environmental Quality Act (CEQA) to evaluate and mitigate potential environmental impacts that result from a development project that is not otherwise exempt from the process as defined in CEQA.
- 24. Opportunity Sites (Opp Sites)** – refers to privately-owned parcels within the Specific Plan that are either vacant or underutilized, and thus are candidates for revitalization as part of the downtown vision.
- 25. P3 – Public-Private Partnership** - a contractual agreement between a public agency and a private sector entity to deliver a facility for the use of the general public.
- 26. Property Assessed Clean Energy Finance Program (PACE)** - an innovative mechanism for financing energy efficiency and renewable energy improvements on private property. The City or County would be required to set up a land-secured financing district or similar legal mechanism. The program allows local and state governments to fund the up-front cost of energy improvements on commercial and residential properties, which are paid back over time by the property owners through repayment of a bond through property tax bill.
- 27. Parking Authority / District** - under the Parking Law of 1949, cities may establish a parking authority as a way to supply public parking facilities and to structure, organize and maintain a city's numerous public parking needs.

- 28. Property-Based Business Improvement District (PBID)** - created as a financing mechanism where property owners enter into a special assessment district to improve their commercial districts. It is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries. The revenue derives from a tax assessment on commercial property owners, and in some cases, residential property owners within the district.
- 29. Public Finance Authority (PFA)** - a political subdivision of the state that is empowered to promote economic, cultural and community development opportunities through the issuance of tax-exempt and taxable bonds throughout California.
- 30. Privately Incentivized Public Improvements** – a concept in which a private developer is required to construct public infrastructure and/or public buildings concurrently with their private development and then release ownership to the City as a conditional of approval for their project.
- 31. Redevelopment Agencies (RDA)** – a government body dedicated to urban renewal. Typically it is a municipal level city department focused on a particular district or corridor that has become neglected or blighted. Effective February 1, 2012, the State of California ceased operating local redevelopment agencies, which had operated since the end of World War II.
- 32. Regional Water Quality Control Board (RWQCB)** - the State Water Resources Control Board has jurisdiction throughout California. The Board protects water quality by setting statewide policy and overseeing Regional Water Board efforts. There are nine regional water quality control boards that exercise rulemaking and regulatory activities by basins; Buellton is located in Region 3 -- Central Coast Regional Water Quality Control Board.
- 33. Regulating Plan** – an element of Form-Based Code, this is a plan or map of the regulated area designating the locations where different building form standards apply
- 34. Small Business Association (SBA)** - a United States government agency that provides support to entrepreneurs and small businesses. SBA loans are made through banks, credit unions and other lenders who partner with the SBA.
- 35. Santa Barbara County Association of Governments (SBCAG)** - a regional planning agency comprised of Santa Barbara County and all eight incorporated cities within the county. SBCAG distributes local, state, and federal transportation funds and acts as a forum for addressing regional and multi-jurisdictional issues.
- 36. Sharrow** - a “sharrow” or Shared Lane Marking is a relatively newer addition to roadway striping. They are designed to be along major bicycle routes where a bicycle lane is impractical. The markings show that motorists should not only expect to see cyclists but they should also be further out in the lane.

- 37. Specific Plan** - a planning tool for the systematic implementation of a general plan; it establishes a link between implementing policies of the general plan and the individual development proposals in a defined area.
- 38. Specific Plan Districts** – for planning purposes, the AOF Specific Plan has been organized into six Districts, to facilitate the description of existing conditions, intended character and development standards for each.
- 39. Single Room Occupancy (SRO)** - a form of affordable housing, as compared to market-rate apartments, in which one or two people are housed in individual rooms within a multiple-tenant building. SRO tenants typically share bathrooms and/or kitchens, while some SRO rooms may include kitchenettes, bathrooms, or half-baths. Although many are former hotels, SRO's are primarily rented as a permanent residence.
- 40. Site Specific Tax Revenue (SSTR)** - local tax revenue (sales, hotel, TOT) generated by a specific project used to reduce financial gap by lowering project debt
- 41. Tax Increment Financing (TIF)** - a public financing tool that allows municipalities to promote economic development by capturing local property tax revenue from increases in assessed values of development within a designated TIF district; typically used to fund infrastructure and other community improvement projects.
- 42. Tourism Improvement District (TID)** - a type of business improvement district that aims to increase the number of overnight visitors using business and services in that area. TIDs are formed through a public-private partnership between the local government and the businesses in a district. TID funds are usually managed by a nonprofit corporation, such as a Visitors' Bureau or hotel association.
- 43. Transit Oriented Development (TOD)** - a type of community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighborhood and located within a half-mile of quality public transportation that reduces dependence on the automobile
- 44. Transient Occupancy Tax (TOT)** – a tax collected by lodging operators from travelers when they rent accommodations (a room, rooms, entire home, or other living space) in a hotel, inn, tourist home or house, motel, or other lodging unless the stay is for a period of 30 days or more; the tax collected remitted by the lodging operator is remitted on a regular basis to the local city or county.
- 45. Vertical Mixed Use** - structure(s) in which multiple and separate uses occupy different floors/levels.

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

City Manager Review: MPB  
Council Agenda Item No.: 10

To: The Honorable Mayor and City Council

From: Linda Reid, City Clerk/H.R. Director

Meeting Date: October 26, 2017

Subject: Resolution No. 17-20 – “A Resolution of the City Council of the City of Buellton, California, Approving an Increased Annual Maximum Benefit Per Person for Dental Coverage”

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**BACKGROUND**

Currently, the City contracts with the Association of California Water Agencies/Joint Powers Insurance Authority (ACWA/JPIA) for dental coverage for employees, Council Members, and their family members (Plan 1002). The current per person annual maximum benefit is \$1,500. This amount gets used up quickly with any type of procedure outside of basic maintenance, diagnostics, and cleanings. Therefore, staff is proposing that the per person annual maximum benefit be raised \$500 per person/per year to \$2,000 (Plan 1007). The premium rates are highlighted on Attachment 1 for the current plan 1002 and the proposed new plan of 1007. This would also raise the percentage of coverage for cleanings, x-rays, basic fillings, endodontics, periodontics, and oral surgery. By raising the annual maximum benefit amount \$500 per year, an individual would be able to have two major procedures covered as well as cleanings and diagnostics. Attachment 1 provides the dental plan options and coverage for 2018.

Section 14.1 of the City’s Personnel Rules requires that any changes to employee health benefits regarding scope of coverage and payment of premiums be set by resolution. Accordingly, staff has attached Resolution No. 17-20, which defines the changes to dental benefits beginning January 1, 2018.

Buellton Municipal Code Section 2.60.200 allows the City Council to appropriate funds necessary to carry out certain provisions of the Personnel Rules so long as such decisions are tied to sound fiscal management.

**FISCAL IMPACT**

The fiscal impact would be an annual premium increase of \$7,735.44 over the current annual premium of \$22,556.64 for dental coverage. The total annual premium would be \$30,292.08. If this proposal is approved by Council, the Finance Director will make the necessary budget amendment through a resolution at an upcoming Council meeting.

**RECOMMENDATION**

That the City Council consider adoption of Resolution No. 17-20– “A Resolution of the City Council of the City of Buellton, California, Approving an Increased Annual Maximum Benefit Per Person for Dental Coverage”

**ATTACHMENTS**

Resolution No. 17-20  
Attachment 1 – Dental Plan Options and Coverage - 2018

**RESOLUTION NO. 17-20**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BUELLTON, CALIFORNIA, APPROVING AN INCREASED ANNUAL MAXIMUM BENEFIT PER PERSON FOR DENTAL COVERAGE**

**WHEREAS**, Section 14.1 of the City of Buellton's Personnel Rules require that any revision to employee health benefits shall be set by resolution of the City Council; and

**WHEREAS**, at the City Council meeting of October 26, 2017, the City Council reviewed and approved an increased annual maximum benefit per person for dental coverage from \$1,500 to \$2,000 with the Association of California Water Agencies/Joint Powers Insurance Authority (ACWA/JPIA); and

**WHEREAS**, the increased annual maximum benefit of \$2,000 per person for dental coverage will take effect January 1, 2018 for all regular full-time employees, Council Members, and family members.

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF BUELLTON DOES RESOLVE, DETERMINE, FIND, AND ORDER AS FOLLOWS:**

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

**SECTION 2.** The City Council hereby directs staff to work with ACWA/JPIA to increase the annual maximum benefit for dental coverage to \$2,000 per person for all regular full-time employees, Council Members, and family members, effective, January 1, 2018.

**SECTION 3.** The annual increase of \$7,735.44 will be reflected as a mid-year budget adjustment.

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

**PASSED, APPROVED and ADOPTED** this 26<sup>th</sup> day of October, 2017.

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Holly Sierra  
Mayor

ATTEST:

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Linda Reid  
City Clerk

## Association of California Water Agencies Joint Powers Insurance Authority 2018 NON-VOLUNTARY DENTAL PLANS

Delta Dental PPO/Premier <sup>1</sup> Plan Options										DeltaCare HMO <sup>2</sup>
	PPO/Premier or (Out of Network)			PPO/Premier or (Out of Network)			PPO/Premier or (Out of Network)			In Network
Annual Max Benefit	\$2,000			\$1,500			\$1,500			None
Annual Deductible Individual/Family	\$25/\$50			\$25/\$50			\$25/\$50			None
Diagnostic cleanings, x-rays	100% (100)			85% (80)			75%			No Charge
Basic fillings	85% (80)			80% (80)			70%			\$0-\$150 co-pay
Endodontics roots	85% (80)			80% (80)			70%			\$0-\$105 co-pay
Periodontics gums	85% (80)			80% (80)			70%			\$0-\$150 co-pay
Oral Surgery	85% (80)			80% (80)			70%			\$0-\$40 co-pay
Crowns	50% (50)			50% (50)			50%			\$60 co-pay
Prosthodontics <sup>3</sup> implants, dentures	50% (50)			50% (50)			50%			Not Covered, \$0-\$90 \$350
Orthodontics <sup>3</sup> Lifetime Benefit	N/A	50% \$2000 max benefit/person		N/A	50% \$2000 max benefit/person		N/A	50% \$2000 max benefit/person		Start-up Child \$1,600 Co-pay Adult \$1,800 Co-pay
Covered Participants	N/A	Child only	Child & Adult	N/A	Child only	Child & Adult	N/A	Child only	Child & Adult	Child & Adult
<b>Division</b>	<b>1009</b>	<b>1007</b>	<b>3007</b>	<b>1012</b>	<b>1002</b>	<b>3002</b>	<b>1001</b>	<b>1003</b>	<b>3003</b>	<b>HMO</b>
<b>Monthly Premiums</b>										
Employee Only	\$ 46.23	\$ 46.23	\$ 47.86	\$ 33.72	\$ 33.72	\$ 35.36	\$ 31.20	\$ 31.20	\$ 32.84	\$ 26.93
Employee + 1	\$ 90.21	\$ 94.11	\$ 94.96	\$ 65.20	\$ 69.09	\$ 69.99	\$ 60.16	\$ 64.06	\$ 64.95	\$ 43.10
Employee + Family	\$ 147.39	\$ 164.17	\$ 169.30	\$ 106.12	\$ 122.90	\$ 128.10	\$ 97.81	\$ 114.59	\$ 119.78	\$ 62.46

Rates are in effect 1/1/2018 - 12/31/2018. **All employees and dependents must be enrolled for the rates above. "Voluntary Plans" allowing dependents to opt out are available, at a slightly increased cost to the dependent tiers.** This is a brief summary of benefits. More detailed summaries are available at [www.acwajpia.com](http://www.acwajpia.com). In the event of any discrepancy, the Evidence of Coverage prevails. Participating providers can be found at [www.deltadentalins.com](http://www.deltadentalins.com). See the Program Policy Manual for contribution and participation requirements.

<sup>1</sup> Services can be obtained from PPO, Premier or Out-of-network providers. PPO and Premier network benefits are listed above. When out of network, patients are responsible for the *full cost* above the in-network rates.

<sup>2</sup> Services rendered by other than your assigned DeltaCare dentist are *not covered*, with the exception of \$100 allowance for out-of-area emergency services. Benefits not specifically listed in the EOC are *not covered*. Additional cost applies for "optional" benefits. See the EOC for co-pays for specific services. Plans admin. directly by DeltaCare.

<sup>3</sup> 12-month waiting period applies.