

**VISION SONORA COMMITTEE
MINUTES OF THE MEETING OF
MAY 28, 2015**

A regular meeting of the Vision Sonora Committee was scheduled on this date at 9:00 a.m. in the Sonora City Hall Council Chambers.

CALL TO ORDER: The Vision Sonora Committee Meeting was called to order at 9:00 a.m. with the following Committee Members present: Rachelle Kellogg, Tim Miller, Connie Williams and Bill Canning. Absent were Committee Members John Gray, Sherri Brennan and Darin Grossi,

PUBLIC APPEARANCES:

None

1. MINUTES:

Committee Member Connie Williams amended the minutes under the Subcommittee Reports to read: The Design Committee meets on the 2nd Tuesday at 1:30 p.m. at City Hall.

Motion: Approve the amended minutes of April 23, 2015 Vision Sonora Committee Meeting.

MOTION: Miller SECOND: Canning

VOTE: AYES: Miller, Kellogg, Canning and Williams
 NOES: None (0)
 ABSTAIN: None (0)
 ABSENT: Gray, Brennan and Grossi (3)

11. DISCUSSION ITEMS:

A. None

111. ACTION ITEM:

A. Consideration to approve the new Vision Sonora marketing flyer.

Committee Member Rachelle Kellogg stated that at the direction of the Tourism, Marketing and Public Outreach Committee, Larry Cope prepared a Vision Sonora flier for presentation to the Committee.

Committee Member Connie Williams said this was the first time the Committee has seen the draft flier and would like to table this item until the next meeting since the Marketing

SubCommittee Chair was not present. The Committee requested that the Tourism, Marketing and Public Outreach Committee revise the flier to address their recommended changes and bring it back to the next Vision Sonora Committee Meeting.

B. Consider a recommendation to the City Council for 6 months marketing budget.

Committee Member Connie Williams stated that due to the fact that the SubCommittee Chair, Sherri Brennan, was not present the items may need to be continued to the next meeting.

Committee Member Tim Miller stated that the City is working on next year's budget and it would be nice to have an amount to place in the budget for Vision Sonora marketing activities.

After discussion, by consensus the Committee members recommended \$5,000.00 be requested from the City Council for the marketing budget.

IV. SUBCOMMITTEES REPORTS:

A. Community Design Committee chaired by Connie Williams

The Committee update included:

- The color palette recommended was black, burnt sienna (rust) and gold.
- That the purchase of Community Identification Signs. Possibly metal with the city seal. (i.e. crossed shovel and pic).
- The City of Sonora logo recommended to be used with limited "color". A little gold leaf would be dramatic.
- Current building pictures in store windows could be replaced with a black and white photo on metal.
- The benches and trash receptacles have been included in the FY 2016 budget that will be presented to the Council on June 1st.
- Next meeting will be held on Tuesday, June 9th at 1:30 p.m. Topic will be landscape (trees, plants, etc).

B. Tourism, Marketing and Public Outreach chaired by Sherri Brennan

- Lisa Mayo stated they meet on the 2nd Thursday at 2:00 every month at the TCEDA Office, across the street from City Hall.

C. Finance Committee chaired by Bill Canning

- Has not met yet, but waiting until projects are identified and then look at funding sources.

D. Transportation and Mobility Committee chaired by Darrin Grossi

- Committee Member Darrin Grossi was not present so this item will be continued.

V. INFORMATION & QUESTIONS

Committee Member Rachelle Kellogg stated that were several projects moving forward.

1. The Stockton Street/Washington and Transit project.
2. New public restroom facility.
3. Sonora Park N Ride project.

Chairperson, Connie Williams, thanked everyone for coming and reminded everyone the next meeting would be on June 25th at 9:00 a.m. and adjourned the meeting at 9:58 a.m.

Respectfully submitted,

Sheala Wilkinson,
Special Programs Coordinator