

**CITY COUNCIL  
CITY OF SONORA  
NOVEMBER 16, 2015**

A Regular Meeting of the City Council of the City of Sonora was held this date in the Council Chambers at City Hall, 94 North Washington Street, at 5:00 p.m. The following members were present: Mayor Ronald Stearn, Mayor Pro-Tem Connie Williams, Councilmembers Bill Canning, George Segarini and Jim Garaventa; City Administrator Tim Miller, City Clerk Marijane Cassinetto, Interim Finance Director Bijan Sadeghian, Attorney Byron Smith, Community Development Director Rachelle Kellogg, Police Chief Mark Stinson (present at 5:25 p.m.; absent at 5:35 p.m.), Fire Chief Aimee New. Absent: Interim City Engineer Gerard Fuccillo.

**CITY CLERK'S REPORT ON POSTING OF AGENDA**

City Clerk Cassinetto advised Council that at 8:15 a.m. on the 13th day of November, 2015, the Agenda for the City of Sonora Council Meeting scheduled for this date was posted outside City Hall for public view.

**APPROVAL OF THE AGENDA**

No changes.

**PRESENTATIONS**

None.

**PUBLIC FORUM (Non-Agenda)**

Elena Linehan, downtown resident and defender, and former City Project Manager, discussed how purchasing works downtown citing four types of shopping; convenience shopping, comparison shopping, luxury purchasing and impulse purchasing. She asked that the Council consider these things when making plans for downtown.

A member of the public thanked everyone for attending the November 13<sup>th</sup> Finance Committee Meeting and thanked Administrator Miller for his very good handling of the Meeting; she thanked Councilmember Segarini for attending the Tuolumne Utilities District Meetings, and she invited everybody to attend the TUD Public Hearing on Tuesday, September 17, 2015, in regard to rate raises; she stated that she attended the Public Hearing for the Draft California General Plan, and she suggested that the Council and public take a look at the Plan which is on the State internet site.

**CONSENT CALENDAR**

Motion by Mayor Pro-Tem Williams, second by Councilmember Garaventa, and unanimously carried that the Consent Calendar be approved as follows:

1. Approval of Minutes for the Closed and Regular Council Meetings of November 2, 2015;

2. Approval to pay invoices for previously budgeted expenses on November 17, 2015, in the amount of \$149,100.70; and
3. Approval of disbursements in the amount of \$137,164.34 on November 13th, 2015, for payroll, inclusive of employee salaries, employer and employee taxes and retirement contributions and miscellaneous voluntary employee deductions.

### **PUBLIC HEARINGS**

**Introduce by Title Ordinance No. 833** and waive the first reading. Said Ordinance amends Chapter 12.22 of the Sonora Municipal Code regarding Water Efficient Landscapes consistent with the State's Model Water Efficient Landscape Ordinance. Community Development Director Kellogg reported that, as a result of the Governor's Drought Executive Order, adoption of such an Ordinance is required by the State. The City must either adopt the State's Model Water Efficient Landscape Ordinance (MWELO) or adopt a local Ordinance which must be at least as effective in conserving water. Kellogg reviewed the significant revisions which she has incorporated into the 2015 MWELO. Kellogg reported that if the City does not incorporate the requirements into the City's Municipal Code by December 1, 2015, the State's Model Ordinance will go into effect for the City, and the City will be in noncompliance.

The Mayor opened the Public Hearing at 5:17 p.m. A member of the public commented that she feels it is silly that the Tuolumne Utilities District is the enforcer for the mandates because they lifted the recent water conservation requirements. There being no other appearances, the Public Hearing was closed at 5:18 p.m.

Council and Staff engaged in questions and answers to clarify the new mandates. Councilmember Canning requested that the matter be placed on the Agenda for Council's Special Meeting Retreat for further discussion.

**MOTION by Mayor Pro-Tem Williams, second by Councilmember Segarini, that Ordinance No. 833 be introduced by title and the first reading be waived. Said MOTION passed by the following vote: Ayes: Stearn, Williams, Segarini, Garaventa; No: Canning.**

### **UNFINISHED BUSINESS**

**Ordinance No. 831 Regarding Title 17 of Municipal Code.** The Council considered waiving the second reading and adopting Ordinance No. 831 which amends the City of Sonora Zoning Map by rezoning Assessor's Parcel No. 056-150-23 located at 241 Hospital Road from General Commercial (GC) to Multifamily Residential (R-3). Community Development Director Kellogg recommended approval. There was no public comment. **MOTION by Councilmember Garaventa, second by Councilmember Canning, and unanimously carried that the second reading of Ordinance No. 831 be waived, and the same be approved and adopted as presented.**

**Ordinance No. 832 Regarding Title 17 of Municipal Code.** The Council considered waiving the second reading and adopting Ordinance No. 832 which includes amending various Sections of Title 17, Zoning, of the Sonora Municipal Code including Section 17.42.060, Number of Parking Stalls; Section 17.56.020, Applicability; Section 17.20.020, R-3 Multi-Family Residential, Uses Allowed By Right; Section 17.22.020, CO, Tourist and Administrative Zone, Uses Allowed By Right, Section 17.24.020, C, Commercial Zone, Uses Allowed by Right, Section 17.26.020, CG, General Commercial Zone, Uses Allowed by Right, Section 17.60,040, Uses Permitted by Use Permit, Uses Permitted in Specific Zones; Section 17.04, Definitions; and Section 17.58.030, Nonconforming Uses and Structures. Community Development Director Kellogg recommended approval. There was no public comment.

**MOTION by Mayor Pro-Tem Williams, second by Councilmember Canning, and unanimously carried that the second reading be waived, and Ordinance No. 832 be approved and adopted as presented.**

**Finance Committee Recommendation; Funding Sonora Signature Events.** The Council considered the recommendation of the Finance Committee regarding the Sonora Chamber of Commerce funding request for Sonora Signature Events. Administrator Miller presented Council options, including the Committee recommendation that the Chamber review and refine its proposal, focusing on the revenue generating potential, and include anticipated income as well as estimated expenditures and bring back a revised proposal for the Committee to consider. Mayor Stearn said the he had received calls from constituents who are opposed to doing it.

Shirley Sarno appeared on behalf of the Chamber summarizing Chamber events and the use of private fund raising and revenue streams to produce events which benefit business, the community at large and tourism. She reported that the Chamber has raised over \$100,000 for community organizations and programs, and to fund free and paid public events. Sarno stated that the Chamber did not solely submit a plan for a summer concert series as has been reported. The proposal is a preliminary concept of providing Sonora Signature Events to be funded ultimately by tourism dollars. The Chamber is not seeking funds or subsidy related to Signature Events for its own benefit or any specific individual or group, and would provide a marketing and revenue fund department plan for partner development of Signature Events. Sarno noted that the Chamber would be happy to submit a revised proposal.

Councilmember Canning stated that he would like to see a portion of Transient Occupancy Tax go to funding events. A member from the public said that she thinks it is a lovely idea, and if the City had \$85,000 a year, she wouldn't have a problem with it, but the City has numerous other things to spend money on, and she feels that the Chamber should find other revenue sources. Elena Linehan suggested possible use of Economic Development monies to fund additional City

events, maybe additional *Magic of the Night* events which Mayor Stearn mentioned. She noted that Bryan Adcox had suggested combining a *Magic of the Night* with a concert at the Fairgrounds to make a weekend event which would be good for the City. She would like to see the City considering other options too, perhaps using other non-profits who can bring events into the City. Mayor Pro-Tem Williams applauded the Chamber thinking about what tourism does for the City; she had numerous ideas for economic development including expansion of events to become weekend events, the idea to set up a tourism business improvement district, and she suggested that these matters be scheduled for the Council Retreat for more discussion. Councilmember Segarini noted that the City is ultimately trying to bring more business to our downtown business owners.

**MOTION by Councilmember Segarini, second by Councilmember Garaventa, that the recommendation of the Finance Committee be accepted as follows: that the Chamber review and refine its proposal, focusing on the revenue generating potential, and include anticipated income as well as estimated expenditures and bring back a revised proposal for the Committee to consider.**

Elena Linehan suggested that the \$40,000 from the Economic Development Fund could be used for having a second Saturday event every Saturday of the month. Laurie Lehman, member of the Second Saturday Art Night Committee, stated that the Council should want to make a little money with whatever events are scheduled, and to keep that in mind. There was no further public comment. **The above MOTION passed unanimously.**

#### **NEW BUSINESS**

**Tuolumne County Visitors Bureau Annual Report.** Lisa Mayo, Executive Director of the Tuolumne County Visitors Bureau, thanked the City for reinvesting the Transient Occupancy Tax into the Bureau, and presented its Annual Report by power point presentation. She reported that from 2013 to 2014 the tourism travel spending in Tuolumne County went up from 9.5 Million Dollars to 206.6 Million Dollars. She discussed the Bureau's new programs, advertisement in multiple publications including many new advertising partners, the special KNBR 680 radio promotion entitled "Follow Me to Tuolumne County", the Public Relations program and new promotions including the National Geographic Digital Nomad Campaign. Councilmembers thanked Mayo for a job well done. There was no public comment. Presentation only, no action taken.

**Resolution #11-16-2015-A and Resolution #11-16-2015-B.** The Council considered approving Resolution No. 11-16-2015-A regarding the Upward Reclassification of the Administrative Analyst position, and the Downward Reclassification of the Finance Analyst position, both pursuant to Sections 3.09, 3.10 and 3.11 of the City of Sonora Personnel Regulations. Administrator Miller reviewed the provisions of both Resolutions recommending approval. There was no public

comment. **MOTION by Mayor Pro-Tem Williams, second by Councilmember Canning, and unanimously carried that said Resolutions be approved as presented.**

**Agenda and Date for Council Annual Retreat.** The Council considered Agenda items and confirmation of the date for its Annual Retreat. Administrator Miller suggested November 30, 2015, so that all Councilmembers can be present, and solicited the Agenda items to be discussed. The Council set the date for November 30<sup>th</sup>, and the location to be at the Fire Station Conference Room. Numerous items were discussed, and it was decided that the following be placed on the Retreat Agenda:

1. Façade and sidewalk improvement program;
2. Special events and other funding options;
3. Current dispatch services and Regional Dispatch Center Proposal; and
4. Maintenance of Downtown.

Elena Linehan asked for clarification of the final list of Agenda items. A member from the public commented that she is confused because when she thinks of a retreat, that is a time for the Council to get education that does not necessarily have to take place in a public setting.

**Vision Sonora Committee Monthly Report.** Mayor Pro-Tem Williams gave the Vision Sonora Committee monthly report. A copy of said Report is attached hereto as Exhibit "A", and made a part hereof by reference. The next Committee Meeting will be held on December 17, 2015, at 9:00 a.m. in the Council Chambers. There was no public comment.

**MONTHLY REPORTS - October, 2015**

1. Community Development Department
2. Public Works Department
3. Police Department
4. Fire Department

**COMMUNICATIONS** - Information Only  
None.

**COUNCILMEMBERS AND DEPARTMENT HEAD REPORTS**

**Fire Chief New** reported that a letter from the Fire Department to business owners will be send out later this month letting them know that the Fire Department will be doing inspections; inspections by the Department will be performed once every three years, and each of the other two years, businesses will be required to fill out self-inspection forms. **Community Development Director Kellogg** reported that the City Annual Christmas Parade will take place on Friday, November 27, 2015, at 5:30 p.m., which is a magical event for downtown. **Councilmember Garaventa** reported that he attended the Ethics Training in the Board of Supervisors Chamber, attended the

YES Partnership Meeting, attended the 2<sup>nd</sup> Saturday Art Night event, and the 6<sup>th</sup> Annual ITSA Film Festival. **Councilmember Segarini** reported that he attended the YES Partnership Meeting, and that the *Friday Night Live* program has many amazing kids; he also attended the Chamber of Commerce Governmental Affairs Committee Meeting. **Mayor Pro-Tem Williams** complimented Staff on the organization of flood control projects at Sonora and Woods Creek on Stockton Road, and that the Tuolumne County Republication Central Committee had a Patriot's Day - First Responders Luncheon at which Officer Joel Memer of the City Police Department was acknowledged as the Patriot, and Craig Peterson was acknowledged as the Patriot for the Fire Department. **Councilmember Canning** wished everyone a Happy Thanksgiving.

**ADJOURN**

There being no further business to come before the Council at this time, the Meeting was adjourned at 7:00 p.m. to the Regular Council Meeting on Monday, December 7, 2015, at 5:00 p.m. in the Council Chambers at City Hall.

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Marijane Cassinetto, City Clerk      Date