VISION SONORA COMMITTEE
MINUTES OF THE MEETING OF
MARCH 9, 2017

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: Connie Williams, George Segarini and Tim Miller. Absent were Committee Member John Gray, Rachelle Kellogg. Darin Grossi and Sherri Brennan. Also in attendance was county alternative Karl Rodefor.*

PUBLIC APPEARANCES:

None

1. MINUTES:

None

11. DISCUSSION ITEMS:

None

111. ACTION ITEMS:

A. Consideration of a recommendation to the City Council to allocate funds to hire a branding consultant.

Mr. Segarini said that the Tourism, Marketing and Public Outreach now needs to have the word Branding in it to form the "Tourism, Marketing, Public Outreach and Branding Committee". Mr. Segarini also expressed concern over how much money the Committee had.

George Falero was introduced. Mr. Segarini stated, that Mr. Falero had meet with the Tourism, Marketing, Public Outreach and Branding Committee and had a lot of experience with branding. Ms. Williams stated that he had done a very nice presentation.

Sharon Marovich stated that she hoped they looked at the background of anyone they were considering and that had worked with historic towns when whomever is hired.

Mr. Segarini asked Mr. Miller if the City would have to prepare a Request For Proposal.

Mr. Miller said to wait and see if there are available funds and what is being allocated. He also stated that the committee was looking for outside help not internal.

A motion was made by Mr. Segarini to make a recommendation to the City Council to allocate funds to hire a branding consultant. Mr. Rodefor seconded the motion.

MOTION: *Segarini* *SECOND:* *Rodefor*

VOTE:	***AYES:***	*Segarini, Rodefor, Miller and Williams (4)*
	NOES:	*(0) None*
	ABSTAIN:	*(0) None*
	ABSENT:	*(3) Grossi, Kellogg and Brennan*

B. Consideration to approve the recipients of the Certificate of Appreciation Award under the "Spruce Up Downtown Program" to be presented at future City Council Meeting.

Ms. Williams stated that awards would be handed out at one of the April City Council meetings and the recommended recipients by the Community Design Committee were:

H. Randolph Holder
The Red Church
Oak Valley Bank
McCoy Tires.

A motion was made by Mr. Rodefor to accept the above named individuals and/or businesses for the next Spruce Up Downtown Program and seconded by Mr. Miller.

MOTION: *Rodefor* *SECOND: Miller*

VOTE:	***AYES:***	*Rodefor, Miller, Segarini, and Williams (4)*
	NOES:	*(0) None*
	ABSTAIN:	*(0) None*
	ABSENT:	*(3) Grossi, Kellogg and Brennan*

Ms. Williams also stated that they will continue to do these awards every quarter and nomination forms are available at City Hall.

IV. SUBCOMMITTEES REPORTS:

A. Community Design Committee chaired by Connie Williams

Chair, Connie Williams stated that the Committee had met three times so far this year and were working on the following projects:

1. Facelift of Coffill Park
2. E. Linoberg Pedestrians Walk Way.

Their next meeting will take place on April 11th at 1:30.

B. Tourism, Marketing, Public Outreach and Branding Committee, chaired by George Segarini

Chair, George Segarini stated they had pretty much talked about everything, including the public restrooms near Farmer's Market area. $100,000 needs to be raised for that project and the Committee is looking at different marketing ideas. Their next meeting will be held on March 13th at 2pm.

The meeting was adjourned at 9:33 a.m.
Committee Member Williams reminded everyone the next meeting is scheduled for Thursday, April 13th, 2017 at 9:00 a.m.

Respectfully submitted,

Sheala Wilkinson
Special Programs Coordinator