

DRAFT Plaza Activities Plan

Plaza Temporal, Roseland Village Center

November 1, 2019

Introduction

The Sonoma County Community Development Commission (“CDC”) has entered into a lease with Notre Mere, Inc. (“Notre Mere, Inc.”) to operate a “pop up” food and beverage operation along with an event venue on property owned by the CDC at Roseland Village on Sebastopol Road in Santa Rosa.

The use of the Premises is limited to operation and maintenance of a food service business, including licensed food trucks alcoholic beverage service pursuant to a California ABC license, live entertainment, and other activities specified in a Plaza Activities Plan.

The intent of the Plaza Activities plan is to detail the above-authorized operations on the Premises. The Plaza Activities Plan includes a marketing plan, an outreach plan and selection criteria for food trucks, a calendar of planned activities (including the food truck schedule), and a summary of the type of events that will be sought.

As provided for in the lease, food trucks will, at a minimum, offer a variety of foods and snack items for sale and consumption within the Premises, and provide qualified staffing and supervision at levels sufficient to conduct business in a timely and professional manner. Storage and sales of alcoholic beverages within the Premises is subject to the possession of a valid Permit from the California ABC. Operator shall strive to provide access to healthy, locally produced, and reasonably priced food options. All food trucks and other vendors must agree to comply with all applicable laws and regulations

The marketing and outreach plan and a draft calendar of events is attached as Exhibit A.

The Plaza Activities Plan is presented on the following pages.

Days and Hours of Operation

The Lease requires that the property be open at least two (2) days per week, but is allowed to operate seven (7) days a week. The Lease allows the tenant to operate from 6 am to 2 am, subject to approvals by the City of Santa Rosa and the California ABC.

Lighting

Existing parking lot lighting in the Roseland Village Shopping Center will continue to operate until the site construction commences for the development of the Public Improvements. On site lighting will be constructed to building code standards and will consist of strings of festival lights.

Security

The Operator will provide security during business hours. The CDC will continue to provide drive by security after hours until the commencement of the development of the Public Improvements.

Trash and Recycling

As part of the site improvements, CDC shall construct a trash enclosure and Operator shall provide regular trash and recycling pickup. The Lease contains provisions for waste management.

Restrooms

Restrooms will be provided for customers only and will be controlled by venue staff, with either a key or code.

Selection Criteria for Food Trucks

1. Tenant shall offer the three food truck vendor stalls to existing food trucks in Roseland, new startup businesses owned by residents of the Roseland area, and other food trucks. Tenant shall make good faith outreach efforts to existing Roseland food truck operators.
2. Tenant shall limit the use of the three food truck vendor stalls by trucks owned or operated by Notre Mire, Inc. or members of the Owners family ("Affiliates") to no more frequently than other users.
3. Tenant may charge a subleasing or daily license fee to the food truck vendors, which shall be subject to review and approval by the CDC.
4. Tenant shall propose a food truck schedule and submit it to the CDC on a quarterly basis.

Special Events Criteria

1. Tenant shall develop a schedule of special events that shall include (but not be limited to) musical performances and other similar events. Tenant shall provide the CDC with a copy of the schedule as required under the lease.
2. Tenant shall not hold a farmer's market without the consent of the CDC, which shall be at the CDC's sole discretion. The impact on existing grocery stores and Mercados in the Roseland area shall be one of the factors in the CDC's decision making as to whether to allow a farmer's market.
3. Tenant shall adopt a fee schedule that provides a rate structure preference for non-profit entities, community based organizations and local organizers for events.
4. Tenant may apply for Temporary Use Permits that utilize property outside of the Premises, in combination with the Premises. Such application shall be made not less than 45 days prior to the event. The CDC may approve or deny the TUP application in its sole and absolute discretion.
5. Events that utilize property outside of the Premises shall be limited to non-profit (501c3) or governmental entities, consistent with the attached policies for Temporary Use Permit.

Marketing Plan and Calendar of Planned Events

Attached.

Draft Marketing Plan and Calendar of Events

Ribbon Cutting Celebration

- Collaborate with Santa Rosa Metro Chamber; consider having a joint cutting ceremony with the Hispanic Chamber.
- Appetizer Ideas, introduce something that people that want to learn more about the culture has not had.
- Drinks - 1 Free (wine) drink. Charge for the rest.
- Invite the Radio and Press Democrat (Santa Rosa Metro have connections and so does the HC)
- Give away freebies/souvenirs (shirts, hats, glasses, bottle opener keychain, pop sockets)
- Spin the Wheel to win Prizes, such as coupons, punch cards, souvenirs.

AUGUST/SEPTEMBER

HAVANA nights/Dance under the Stars

Collaborate with Irene

Offer Cuban Cigar Roll in front of the people upon purchase, subject to non-smoking ordinances

Swag Bags (souvenirs, coupons)

Dance Lessons before social dance

SEPTEMBER

Latino Heritage Month - Month long specials

Labor Day Weekend - Promote specials on website and social media

Mexican Independence Day - Look into having sponsors around Sonoma county (work on sponsorship packets) to have the following:
Parade, live entertainment (mariachi, Banda, Ballet Folkloric, young talent) Showcase Latino artwork and talent.

OCTOBER

Halloween - Lowrider/Classic car show trunk trick or treat for children and oldie Chicano music.

NOVEMBER

Día De Los Muertos - Parade with music (Mariachi/DJ) offer to watch COCO outside with Blankets and chocolate, look into sponsorships to offer booths for other businesses.

DECEMBER

Christmas - Traditional Posada.

JANUARY

New Year's eve/day -

Los 3 Reyes -

FEBRUARY

Valentine's Day-

MARCH

St. Patrick's Day -

APRIL

Día Del nino

MAY

Mother's Day -

JUNE

Father's Day - Offer outdoor movies with chocolate over the summer.