



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 6/6/2023

To: Sonoma County Board of Supervisors

Department or Agency Name(s): Public Infrastructure

Staff Name and Phone Number: Johannes J. Hoevertsz, 707-565-2550

Vote Requirement: 4/5th

Supervisory District(s): Countywide

Title:

Santa Rosa Veterans Memorial Buildings Event Management Agreement

Recommended Action:

- A) Delegate authority to the Director of Sonoma Public Infrastructure to execute an agreement with Sonoma County Fair & Exposition for rental management services at the Santa Rosa Veterans Building, for a one (1) year term commencing July 1, 2023, and with two (2) one-year extension options, for an annual County payment of a \$120,000 management fee, in addition to other reimbursement for other incurred management costs, in form approved by County Counsel.
(4/5th Vote Required)
- B) Delegate authority to the Director of Sonoma Public Infrastructure to exercise the options to extend the subject agreement, contingent on the existent of sufficient funding for the subject extension term.

Executive Summary:

The County of Sonoma owns seven Veterans Memorial buildings. These facilities serve residents by providing facilities where Veterans groups, individuals, non-profit and fraternal organizations may gather, and provide arts, faith-based, and other events supporting the community. Veterans organizations use the facilities for regular meetings and memorials. In addition, some Veterans organizations conduct fundraising events. The building and parking area also function as emergency evacuation centers and shelters in the event of disaster. The County has explored several different models for event management, facility operations, and maintenance at the Veterans buildings, and this item seeks authority to continue the existing event management services arrangement with the Sonoma County Fair & Exposition. Sonoma County Fair & Exposition is experienced in the management of one time and recurring special events at the Santa Rosa Veterans Memorial Building and associated parking areas.

Discussion:

Currently Sonoma County Fair & Exposition, a California non-profit corporation ("Sonoma County Fair"), manages events at the Santa Rosa Veterans Memorial Building under a professional services agreement with a term set to expire June 30, 2023. Sonoma Public Infrastructure (SPI) maintains the Santa Rosa Veterans Memorial Building and is responsible for consistently managing all Veterans Buildings within available resources to ensure continued use by Veterans groups and the community.

SPI seeks authorization to enter into a new professional services agreement (“PSA”) with the Sonoma County Fair containing substantially the following terms:

- Sonoma County Fair will provide event management and related services to the County for the Santa Rosa Veterans Memorial building for a one-year term, which may be extended for up to two (2) additional one-year terms upon the parties’ mutual agreement.
- Sonoma County Fair will employ all staff to handle event reservations and operate the building and parking areas during all Veterans and community events. Sonoma County Fair to execute license agreements on behalf of the County for these events in a form prescribed and controlled by the County.
- County will pay a management fee of \$10,000 per month to Sonoma County Fair for event management services. Additionally, SPI and Sonoma County Fair shall perform a quarterly reconciliation of revenues and expenses. If quarterly revenues exceed quarterly expenses, Sonoma County Fair will be required to reimburse County for such excess. If quarterly expenses exceed quarterly revenues, County shall be required to reimburse Sonoma County Fair for such excess. Based on historic trends and expected future activities, quarterly expenses have exceeded quarterly revenues.
- County to perform all building maintenance at the Vets building at no charge to Sonoma County Fair. County shall pay all utility charges for operation of the Building.
- County reserves rights to use the building and surrounding parking areas, in the event of emergency or disaster such as flood, earthquake or pandemic health emergency, temporary homeless shelter program, cooling centers, power safety shut off community support center and similar at no cost.
- County may terminate upon five days prior notice without cause, in its sole discretion.
- Sonoma County Fair may terminate without cause on ninety days prior notice to SPI.

During the term of the proposed agreement, SPI will investigate other methods of managing and operating the building and grounds to determine if there are other arrangements that will generate greater revenues and cover more recurring maintenance costs.

In compliance with applicable county law and policies, a single source waiver has been approved for the proposed agreement with Sonoma County Fair.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Procedural Authority. Government Code Section 25536 allows the Board to contract for use of dedicated Veterans buildings and to enter into leases, concessions, and management contracts involving County-owned property devoted or held for special purposes, on a four-fifths (4/5) vote without further required process.

Prior Board Actions:

September 18, 2018 – Adopted the updated Veterans Memorial Building Use Policy.

June 5, 2018 – Approved multiple actions: Adopted a resolution amending the Board of Supervisor’s Resolution #94-0290 regarding the County’s Veterans Memorial Buildings Advisory Committee; Authorized execution of event management services agreement with Sonoma County Fair and Exposition for up to five year commencing July 1, 2018, for an annual amount of \$120,000, for certain event management of the Santa Rosa Veterans Memorial Building.

June 20, 2017 – Approved extension of event management agreement with Sonoma County Fair for the Santa Rosa Veterans Memorial building.

March 21, 2017 – Adopted a Resolution to increase the FY 16-17 expenditure appropriations by \$125,700 to support operating expenses incurred as a result of an interim assumption of management responsibilities over the Cotati, Petaluma, and Santa Rosa Veterans Memorial Buildings by General Services Department. Of that amount, \$55,180 was requested from General Fund Contingency.

June 23, 2015 – Authorized General Services Director to authorize adjustments to the current rate structure on a case-by-case basis for the Cotati, Guerneville, Petaluma, Santa Rosa, Sebastopol, and Sonoma buildings to allow rentals for smaller blocks of time.

July 31, 2012 – Executed 5-year concession agreement with United Camps, Conferences and Retreats for management of the Santa Rosa, Petaluma, and Cotati Veterans Memorial Buildings.

July 26, 2005 – Adopted the Veterans Memorial Building Use Policy.

March 2, 1994 – Approved resolution #94-0290 adopting updated administrative policy on advisory body roles and relationships for the Veterans Memorial Buildings Advisory Committee.

FISCAL SUMMARY

Expenditures	FY 23-24 Recommended	FY24-25 Projected	FY 25-26 Projected
Budgeted Expenses	\$120,000	\$120,000	\$120,000
Additional Appropriation Requested			
Total Expenditures			
Funding Sources	\$120,000	\$120,000	\$120,000
General Fund/WA GF			

State/Federal			
Fees/Other	\$120,000	\$120,000	\$120,000
Use of Fund Balance			
Contingencies			
Total Sources	\$120,000	\$120,000	\$120,000

Narrative Explanation of Fiscal Impacts:

Revenue and expenditures for this agreement are included in the FY 2023-24 Veterans Building (10005-21030200) Recommended Budget. If the extension options are executed, appropriations for this agreement will be included in the annual Recommended Budget each year.

Narrative Explanation of Staffing Impacts (If Required):

No staffing impacts at this time to the Public Infrastructure employees. Fairgrounds uses extra help to provide staff support to carry out professional event management services.

Attachments:

Proposed (draft) Professional Service Agreement with Sonoma County Fair & Exposition Inc., for Santa Rosa Veterans Memorial Building

Related Items "On File" with the Clerk of the Board:

None