



SUMMARY REPORT

Agenda Date: 8/4/2020

To: Sonoma County Board of Supervisors

Department or Agency Name(s): General Services / Transportation & Public Works

Staff Name and Phone Number: Caroline Judy, General Services, 565-8058 / Johannes Hoevertsz, Transportation & Public Works, 565-3585

Vote Requirement: 4/5th

Supervisory District(s): Fifth

Title:

New license agreement with the Russian River Chamber of Commerce & Visitors Center for use of the Guerneville Pedestrian Bridge and Plaza for Chamber-sponsored community events

Recommended Action:

Authorize the General Services Director to:

- A) Execute a License Agreement with the Russian River Chamber of Commerce & Visitors Center, for use of the Guerneville Pedestrian Bridge and Plaza for Chamber-sponsored community events throughout the year; for a term of three years, with an annual rent of \$151 per year; and
- B) Make findings as required by Section 26227 of the Government Code that the proposed license agreement is necessary to meet the economic and social needs of the population of the County, and that the County does not need the Guerneville Bridge and Plaza during the term of the agreement.
- C) Adopt a resolution authorizing budgetary adjustment of \$151 revenue for the annual licensing fee. (Fifth District) (4/5th Vote Required)

Executive Summary:

This matter involves the approval of a license agreement, for a term of three years, with the Russian River Chamber of Commerce & Visitors Center to utilize the Guerneville Bridge and Plaza (the Premises), to host special events for the benefit of the local community and visitors to the lower Russian River/West County. In addition to hosting these events for the general public, the Chamber will pay annual rent of \$151 in accordance with the proposed agreement. The Chamber would be responsible to clean and restore the Premises after each use, and for repair costs for any damages(s) to the Premises, resulting from Licensee's use. Such uses would occur only as allowed by any then-current orders of the Public Health Officer, and under such terms as necessary to comply with related rules and guidelines.

Discussion:

History. The County Department of Transportation and Public Works, is the owner of the Guerneville Pedestrian Bridge and Plaza, which was formerly owned by California Department of Transportation ("Caltrans"). In 1999, Caltrans relinquished this former right-of-way to the County. The property is no longer used for vehicular traffic, and is now open to public pedestrian use and is commonly known as the Guerneville

Pedestrian Bridge & Plaza (collectively, the “Plaza”).

The Russian River Chamber & Visitors Center (“Chamber”) has hosted special events for the local community and visitors of Sonoma County, which included farmers markets, art shows, and the annual Christmas tree-lighting ceremony. In 2001 and 2013, your Board authorized execution of previous agreements with the Chamber. In May of 2016, your Board approved execution of an amendment to extend the 2013 agreement through July 2019, with two, one-year options, which would have extended the agreement through July 2021. In May 2019, the Chamber notified County that they would no longer be hosting events utilizing the Premises, and would therefore not be extending the 2013 agreement after it expired on July 21, 2019.

In June 2019, the Chamber requested use of the Guerneville Pedestrian Bridge for hosting a fund-raising event, the “Feast Above The River,” held on October 6, 2019, which showcased local chefs, food, and wineries. County executed a one-time license agreement with the Chamber, pursuant to delegated authority under County Code 2-172.

In March of this year, the County of Sonoma declared a local emergency in response to the Coronavirus pandemic and, by order of the County Public Health Officer, non-essential public gatherings are not currently permitted. Staff requests your Board approve the proposed Agreement, in anticipation that the subject Premises will become available for the planned use for community events by the Chamber under the Agreement.

Proposed license agreement. The Chamber is requesting a longer-term license agreement to utilize the Guerneville Bridge and Plaza to host special events. Staff has prepared an agreement, with the basic terms as follows:

- Term: Three (3) Years.
- Premises: Guerneville Bridge and Plaza
- Use: Special events for the benefit of the community and visitors to the lower Russian River. The event calendar and any additional events not on the event calendar that are sponsored by the Chamber, must be approved by the County each year.
- Rent: \$151 each year.
- Termination: County may terminate with 48 hours’ notice to the Chamber.

Public interest. Section 26227 of the Government Code allows the County to enter into the license agreement with the Chamber, provided the Board makes the finding that the Agreement is necessary to meet the social needs of the population of the County, and that the County does not need the Premises during the term of the Agreement. Staff suggests that the provision of the Agreement is necessary to meet and promote the social and economic needs of the County. The Chamber sponsors community events that are open to the general public and which promote local artists, agriculture and businesses in the local Guerneville and West County

area. The County does not schedule and/or have a need for the Premises during the term of the proposed Agreement with the Chamber, and there is no other planned/proposed use for the Premises by the County during the term of the Agreement.

Prior Board Actions:

06/04/13 Authorized the General Services Director, or his Deputy, to execute license agreements with the Chamber and the Russian River Rotary Foundation, and made findings as required by Government Code Section 26227

05/01/13 Posted Notice of Intent to extend the term of the license agreement through June 3, 2013 for the Chamber

05/10/04 Posted notice of intent to license the Premises to the Chamber

10/01/02 Authorized the General Services Director to execute an amendment to the license agreement

05/08/01 Board finding of County project and CEQA exemption; authorized the General Services Director to execute license agreement; directed Transportation & Public Works Director to work with Russian River Parks & Recreation District for possible transfer of operation and responsibility of the property to the District on a long-term or permanent basis.

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY21-22 Projected	FY 22-23 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$151		
Use of Fund Balance			
Contingencies			
Total Sources	\$151		

Narrative Explanation of Fiscal Impacts:

Russian River Chamber of Commerce annual license fee \$151.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

None.

Attachments:

Attachment 1 - Copy of proposed license agreement

Attachment 2 - Budget Resolution

Related Items “On File” with the Clerk of the Board:

None.