AGENDA
REGULAR MEETING OF THE LAKEPORT CITY COUNCIL
(ALSO MEETS AS THE CITY OF LAKEPORT MUNICIPAL SEWER DISTRICT, THE LAKEPORT INDUSTRIAL DEVELOPMENT AUTHORITY, THE MUNICIPAL FINANCING AGENCY OF LAKEPORT and THE SUCCESSOR AGENCY TO THE FORMER LAKEPORT REDEVELOPMENT AGENCY)
Tuesday, July 16, 2019
City Council Chambers, 225 Park Street, Lakeport, California 95453

Any person may speak for three (3) minutes about any subject within the authority of the City Council, provided that the subject is not already on tonight's agenda. Persons wishing to address the City Council are required to complete a Citizen's Input form and submit it to the City Clerk prior to the meeting being called to order. While not required, please state your name and address for the record. NOTE: Per Government Code §54954.3(a), the City Council cannot take action or express a consensus of approval or disapproval on any public comments regarding matters which do not appear on the printed agenda.

I. CALL TO ORDER & ROLL CALL: 6:00 p.m.

II. PLEDGE OF ALLEGIANCE:

III. ACCEPTANCE OF AGENDA/URGENCY ITEMS: Move to accept agenda as posted, or move to add or delete items.

   To add item, Council is required to make a majority decision that an urgency exists (as defined in the Brown Act) and a 2/3rds determination that the need to take action arose subsequent to the Agenda being posted.

IV. CONSENT AGENDA:

   The following Consent Agenda items are expected to be routine and noncontroversial. They will be acted upon by the Council at one time without any discussion. Any Council Member may request that any item be removed from the Consent Agenda for discussion under the regular Agenda. Removed items will be considered following the Consent Calendar portion of this agenda.

   A. Ordinances: Waive reading except by title, of any ordinances under consideration at this meeting for either introduction or passage per Government Code Section 36934.

   B. Minutes: Approve minutes of the City Council regular meeting of June 18, 2019.

   C. Renew Emergency Resolution: Mendocino Complex Fire
      Confirm the continuing existence of a local emergency for the Mendocino Complex Fire.

   D. Renew Emergency Resolution: February 2019 Storms
      Confirm the continuing existence of a local emergency for the February 2019 Storms.

   E. Interim Lieutenant:
      Adopt a Resolution of the City Council of the City of Lakeport appointing Gerardo Gonzalez to the position of Interim Police Lieutenant.

   F. National Night Out:
      Approve the participation of the City of Lakeport in the National Night Out event, with street closures and the Gazebo reserved for the event.

   G. Application 2019-020:
      Approve event application 2019-020, with staff recommendations, for the 2019 Lake County Fair Parade event.

   H. Application 2019-021:
      Approve event application 2019-021, with staff recommendations, for the 2019 Sponsoring Survivorship Fun Walk/Run event.

V. PUBLIC PRESENTATIONS/REQUESTS:

   A. Public Input:

   B. New Employee Introductions:
      Introductions of new employees by their respective department directors.

   C. Presentation:
      The Lakeport Economic Development Advisory Committee (LEDAC) will present a report on their Business Walks outreach program.

   D. Presentation:
      Lisa Kaplan of the Middletown Art Center (MAC) will give an update about the RESTORE project, and their contributions to art in public spaces.
E. Proclamation: Mayor Barnes will read a proclamation committing to join the Energy Upgrade California initiative’s efforts to take action to save energy, and to conserve and preserve natural resources.

F. Proclamation: Mayor Barnes will read a proclamation honoring Lakeport Police Department Lieutenant Jason Ferguson for his years of service to the community.

VI. COUNCIL BUSINESS:

A. Finance Director:
   1. Delinquent Utility Bills: Authorize a written report ("Written Report") to be prepared and filed with the City Clerk containing a description of each parcel of real property within the City/CLMSD to which delinquent water and sewer user charges, fees, and penalties are applicable and the amount of the delinquent water and sewer user charge, fee, and penalty for each such parcel the period of July 1, 2017 through May 31, 2019

B. City Manager
   1. Prop 68 Park Grant: Approve the proposed resolution authorizing the City Manager to submit an application for Statewide Park Development and Community Revitalization Program Grant Funds (Proposition 68) for the development of new parklands on property located at 800 and 810 North Main Street.
   2. League of California Cities Annual Meeting Delegates: Nominate voting delegates for the League of California Cities Annual Conference to be held October 16-18, 2019, in Long Beach, California.
   3. The Retail Coach: Approve proposed Comprehensive Retail Recruitment and Development Plan with the Retail Coach and authorize City Manager to sign all documents.
   4. Mural Project: Approve proposed murals and authorize the City Manager to assign specific spaces.

VII. CITY COUNCIL COMMUNICATIONS:

A. Miscellaneous Reports, if any:

VII. ADJOURNMENT:

Materials related to an item on this Agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk’s Office at 225 Park Street, Lakeport, California, during normal business hours. Such documents are also available on the City of Lakeport’s website, www.cityoflakeport.com, subject to staff’s ability to post the documents before the meeting.

The City of Lakeport, in complying with the Americans with Disabilities Act (ADA), requests individuals who require special accommodations to access, attend and/or participate in the City meeting due to disability, to please contact the City Clerk’s Office, (707) 263-5615, 72 hours prior to the scheduled meeting to ensure reasonable accommodations are provided.

_______________________________________
Hilary Britton, Deputy City Clerk
MINUTES
REGULAR MEETING OF THE LAKEPORT CITY COUNCIL
(ALSO MEETS AS THE CITY OF LAKEPORT MUNICIPAL SEWER DISTRICT, THE LAKEPORT INDUSTRIAL DEVELOPMENT AUTHORITY, THE MUNICIPAL FINANCING AGENCY OF LAKEPORT and THE SUCCESSOR AGENCY TO THE FORMER LAKEPORT REDEVELOPMENT AGENCY)
Tuesday, June 18, 2019
City Council Chambers, 225 Park Street, Lakeport, California 95453
Any person may speak for three (3) minutes on any agenda item; however, total public input per item is not to exceed 15 minutes, extended at the discretion of the City Council. This rule does not apply to public hearings. Non-timed items may be taken up at any unspecified time.

CLOSED SESSION:
Mayor Barnes called the meeting to order at 5:30 p.m.
Nancy Ruzicka spoke against the purchase of property, especially with the use of any sewer funds. City Manager Silveira clarified that the closed session item was for the sale of city property and any purchase using sewer funds would have to be for the use of the sewer enterprise.
Mayor Barnes adjourned the meeting to Closed Session at 5:34 p.m. to discuss:

1. CONFERENCE WITH REAL PROPERTY NEGOTIATOR (Gov. Code § 54956.8)
   Property Address: 916 N. Forbes Street, Lakeport (APN: 026-274-07)
   Agency Negotiator: Margaret Silveira
   Under Negotiation: Price and Terms of Payment

Report Out of Closed Session: There was no reportable action out of closed session.

I. CALL TO ORDER & ROLL CALL:
Mayor Barnes called the meeting to order at 6:03 p.m. with Council Members Mattina, Parlet, Spurr present and Council Member Turner was absent.

II. PLEDGE OF ALLEGIANCE:
The Pledge of Allegiance was led by Chief Brad Rasmussen.

III. ACCEPTANCE OF AGENDA/ URGENCY ITEMS:
A motion was made by Council Member Mattina, seconded by Council Member Parlet, and unanimously carried by voice vote to accept agenda as posted. Council Member Turner was absent.

IV. CONSENT AGENDA:
The following Consent Agenda items are expected to be routine and noncontroversial. They will be acted upon by the Council at one time without any discussion. Any Council Member may request that any item be removed from the Consent Agenda for discussion under the regular Agenda. Removed items will be considered following the Consent Calendar portion of this agenda.

A. Ordinances:
   Waive reading except by title, of any ordinances under consideration at this meeting for either introduction or passage per Government Code Section 36934.

B. Minutes:
   Approve minutes of the City Council regular meeting of June 4, 2019.

C. Warrants:
   Approve the warrant register of June 12, 2019.

D. Renew Emergency Resolution: Mendocino Complex Fire
   Confirm the continuing existence of a local emergency for the Mendocino Complex Fire.

E. Renew Emergency Resolution: February 2019 Storms
   Confirm the continuing existence of a local emergency for the February 2019 Storms.

F. Master Salary Schedule:
   Approve a Resolution rescinding Resolution 2681 (2019) and revising the Master Pay Schedule in conformance with California Code of Regulations, Title 2, Section 570.5.

G. Meeting Cancellation:
   Authorize the cancellation of the regular meeting of July 2, 2019.
Vote on the Consent Agenda: A motion was made by Council Member Parlet, seconded by Council Member Mattina, and unanimously carried by voice vote to approve the Consent Agenda, items A-G. Council Member Turner was absent.

V. PUBLIC PRESENTATIONS/REQUESTS:

A. Public Input: Suzanne Lyons asked why City Hall is closed on Fridays in relation to the additional staff requested in the budget. Mayor Barnes suggested taking up this question under item B.1. FY 2019/2020 Budget. Nancy Ruzicka thanked the Public Works staff for the repaving of Lakeshore Boulevard.

VI. COUNCIL BUSINESS:

A. Community Development Director:

1. Parking: The staff report was presented by Community Development Director Ingram. A motion was made by Council Member Parlet, seconded by Council Member Spurr, and unanimously carried by voice vote to adopt the proposed resolution rescinding Resolution No. 2431 (2011) and designating the locations of Two (2) Hour Limited Parking Zones within the City of Lakeport. Council Member Turner was absent.

2. Weed Abatement: The staff report was presented by Community Development Director Ingram. Council Member Mattina recused herself from discussion and exited the Council Chamber. Nancy Ruzicka commented on the number of parcels that are not in compliance, including those near the schools. A motion was made by Council Member Parlet, seconded by Council Member Spurr, and unanimously carried by voice vote to approve the proposed resolution declaring dry weeds, brush and similar vegetation creating a fire hazard upon vacant and large lots throughout the City to constitute a public nuisance and direct staff to utilize the Administrative Citation procedures outlined in Chapter 8.30 of the Lakeport Municipal Code to abate said public nuisance weeds. Council Member Turner was absent and Council Member Mattina was recused.

B. Finance Director

1. FY 2019/20 Budget: Finance Director Walker gave a presentation on the proposed 2019/2020 Budget. Suzanne Lyons asked several questions about staffing and the closure of City offices on Fridays. Nancy Ruzicka complained about the closure of City offices on Fridays. A motion was made by Council Member Parlet, seconded by Council Member Mattina, and unanimously carried by voice vote to adopt the recommended budget for the City of Lakeport and its component units authorize the City Manager to expend the appropriations found therein for the fiscal year 2019-20. Council Member Turner was absent.

2. FY 2019/20 Gann Limit: Finance Director Walker presented the staff report. A motion was made by Council Member Spurr, seconded by Council Member Mattina, and unanimously carried by voice vote to approve the appropriations limit of $12,842,004 in Fiscal Year 2019-20 for the City of Lakeport and adopt the proposed resolution. Council Member Turner was absent.
C. Utilities Superintendent

1. Dam Inundation Emergency Action Plan (EAP):
Utilities Superintendent Harris and Compliance Officer Britton presented the staff report. Melissa Larsen of West Consultants was available for questions. There was no comment provided by the public.

A motion was made by Council Member Parlet, seconded by Council Member Spurr, and unanimously carried by voice vote to acknowledge receipt of the draft Lakeport Dam Emergency Action Plan and direct staff to incorporate comments/concerns received at tonight’s public meeting into the EAP before it is completed and submitted to the State for final approval. Council Member Turner was absent.

2. Generator Purchase:
Utilities Superintendent Harris presented the staff report.

A motion was made by Council Member Spurr, seconded by Council Member Mattina, and unanimously carried by voice vote to authorize the City Manager to purchase an 80 KW Generator for the Lakeport Blvd. Lift Station for an amount not to exceed $40,000. Council Member Turner was absent.

VII. CITY COUNCIL COMMUNICATIONS:

A. Miscellaneous Reports, if any:
City Manager Silveira gave no report.

Acting City Attorney di Cristina introduced himself and thanked the Council.

Public Works Director Grider gave no report.

Finance Director Walker announced the public Wi-Fi is up and running at Library Park.

Utilities Superintendent Harris gave no report.

Chief Rasmussen reported the Fourth of July command center will be at City Hall and welcomed the City Council to drop by on the Fourth.

Community Development Director Ingram gave no report.

Administrative Services Director/City Clerk Buendia gave no report.

Mayor Barnes gave no report.

Council Member Parlet reported on City of Clearlake road program. He also spoke about pension obligations rising faster than revenue growth in the City of Oakland.

Council Member Mattina announced there will be free rides on LTA buses for students this summer.

Council Member Spurr gave no report.

Council Member Turner was absent.

VII. ADJOURNMENT:

Mayor Barnes adjourned the meeting at 7:26 p.m.

_______________________________________
Tim Barnes, Mayor

Attest:

___________________________________________
Kelly Buendia, City Clerk
STAFF REPORT

RE: Continuation of Local Emergency Declaration – Mendocino Complex Fires

MEETING DATE: 07/18/2019

SUBMITTED BY: Margaret Silveira, City Manager

PURPOSE OF REPORT: Information only Discussion Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to review the need to continue the proclamation declaring a Local State of Emergency due to conditions of extreme peril as a result of the River Fire, re-named along with the Ranch Fire, the Mendocino Complex fire and provide direction.

BACKGROUND/DISCUSSION:

On July 28, 2018, the Director of Emergency Services for the City of Lakeport declared a local State of Emergency in connection with the conditions of extreme peril to the safety of persons and property within the city as a result of the River Fire, re-named the Mendocino Complex fire in combination with the Ranch Fire. In accordance with the Emergency Services Act Section 8630(b) and Lakeport Municipal Code section 2.28.130, the City Council ratified the declared emergency on July 30, 2018 under Resolution 2679 (2018). Under Lakeport Municipal Code section 2.28.150, the City Council shall review, at least every 14 days, the need for continuing the emergency declaration until the local emergency is terminated.

The City Council, at a Special Meeting on August 13, 2018, continued the emergency declaration via Resolution 2680 (2018). The City Council subsequently continued the emergency declaration on August 21, 2018, September 18, 2018, October 2, 2018, October 16, 2018, November 6, 2018, November 20, 2018, December 4, 2018, December 18, 2018, January 15, 2019, February 5, 2019, February 19, 2019, March 5, 2019, March 19, 2019, April 2, 2019, April 16, 2019, May 7, 2019 May 21, 2019, June 4, 2019 and June 16, 2019. Since a need still exists for the declaration, Council is asked to review and continue the declaration. Should the need continue, staff will return this item at the next regularly scheduled City Council meeting.

OPTIONS:

Approve the need for the continuation of the proclamation declaring a Local State of Emergency due to Mendocino Complex fire; or proclaim the termination of the Local State of Emergency

FISCAL IMPACT:

None $ Budgeted Item? Yes No
Budget Adjustment Needed? □ Yes □ No □ Other
If yes, amount of appropriation increase: $
Affected fund(s): □ General Fund □ Water OM Fund □ Sewer OM Fund □ Other:
Comments:

SUGGESTED MOTIONS: Move to confirm the continuing existence of a local emergency in the City of Lakeport.

Attachments:
1. Resolution No. 2679 (2018)
RESOLUTION NO. 2679 (2018)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKEPORT RATIFYING THE DIRECTOR OF EMERGENCY SERVICES’ PROCLAMATION OF A LOCAL EMERGENCY IN THE CITY OF LAKEPORT

WHEREAS, Chapter 2.28 of the Lakeport Municipal Code, adopted as Ordinance Number 832 of the City of Lakeport empowers the Director of Emergency Services to proclaim the existence or threatened existence of a local emergency when the City of Lakeport is affected or likely to be affected by a public calamity and the City Council is not in session, subject to ratification by the City Council within seven (7) days; and

WHEREAS, conditions of extreme peril to the safety of persons and property have arisen within this City as a result of a fire commencing on or about 1:01 p.m. on the 27th day of JuneJuly, 2018, called the River Fire and later re-named the Mendocino Complex along with the Ranch Fire, which commenced on or about 12:05 p.m. on the 27th day of July, 2018, at which time the City Council of the City of Lakeport was not in session; and

WHEREAS, the City Manager, acting as the Director of Emergency Services of the City of Lakeport, did proclaim the existence of a local emergency within the City on the 28th day of July, 2018; and

WHEREAS, the Governor of the State of California proclaimed a state of emergency in the Lake County as a result of the Mendocino Complex on the 28th day of July, 2018; and

WHEREAS, the City Council does hereby find that aforesaid conditions of extreme peril did warrant and necessitate the proclamation of existence of a local emergency.

NOW, THEREFORE, IT IS HEREBY RESOLVED AND ORDERED that the City Council hereby proclaims a local emergency due to the existence or threatened existence of conditions of disaster or of extreme peril to the safety of persons and property within the City of Lakeport; and

IT IS FURTHER RESOLVED AND ORDERED that the Director of Emergency Services’ Proclamation of Existence of a Local Emergency is hereby ratified and confirmed; and

IT IS FURTHER RESOLVED AND ORDERED that the local emergency shall be deemed to continue to exist until its termination is proclaimed by the City Council of the City of Lakeport; and

IT IS FURTHER RESOLVED AND ORDERED that during the existence of this local emergency the powers, functions and duties of the Disaster Council of the City of Lakeport and its Director of Emergency Services shall be those prescribed by state law, and by the ordinances and resolutions of this City; and

1
IT IS FURTHER ORDERED that a copy of this Resolution be forwarded to the State Director of the Office of Emergency Services; and

IT IS FURTHER ORDERED that Margaret Silveira, Director of Emergency Services of the City of Lakeport, is hereby designated as the authorized representative of the City of Lakeport for the purpose of receipt, processing, and coordination of all inquiries and requirements necessary to obtain available State and Federal assistance.

This resolution shall be effective upon its adoption.

THIS RESOLUTION was passed by the City Council of the City of Lakeport at a special meeting thereof on the 30th day of July, 2018, by the following vote:

AYES:
NOES:
ABSTAINING:
ABSENT:

MIREYA G. TURNER, Mayor

ATTEST:

KELLY BUENDIA, City Clerk
STAFF REPORT

RE: Continuation of Local Emergency Declaration – February Storms

MEETING DATE: 07/16/2019

SUBMITTED BY: Margaret Silveira, City Manager

PURPOSE OF REPORT: ☐ Information only  ☑ Discussion  ☑ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to review the need to continue the proclamation declaring a Local State of Emergency due to conditions of extreme peril as a result of the February 2019 Storms and provide direction.

BACKGROUND/DISCUSSION:

On February 28, 2019, the Director of Emergency Services for the City of Lakeport declared a local State of Emergency in connection with the conditions of extreme peril to the safety of persons and property within the city as a result of the February 2019 storms. In accordance with the Emergency Services Act Section 8630(b) and Lakeport Municipal Code section 2.28.130, the City Council ratified the declared emergency on March 5, 2019, March 19, 2019, April 2, 2019, April 16, 2019, May 7, 2019, May 21, 2019, June 4, 2019 and June 16, 2019 under Resolution 2704 (2019). Under Lakeport Municipal Code section 2.28.150, the City Council shall review, at least every 14 days, the need for continuing the emergency declaration until the local emergency is terminated.

Since a need still exists for the declaration, Council is asked to review and continue the declaration. Should the need continue, staff will return this item at the next regularly scheduled City Council meeting.

OPTIONS:

Approve the need for the continuation of the proclamation declaring a Local State of Emergency due to the February 2019 storms; or proclaim the termination of the Local State of Emergency

FISCAL IMPACT:

☐ None  ☐ $  ☐ Budgeted Item? ☐ Yes  ☐ No

Budget Adjustment Needed? ☐ Yes  ☐ No  If yes, amount of appropriation increase: $

Affected fund(s): ☐ General Fund  ☐ Water OM Fund  ☐ Sewer OM Fund  ☐ Other:

Comments:
SUGGESTED MOTIONS:  Move to confirm the continuing existence of a local emergency in the City of Lakeport.

RESOLUTION NO. 2704 (2019)
A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKEPORT CONFIRMING EXISTENCE OF A LOCAL EMERGENCY

WHEREAS, Chapter 2.28 of the Lakeport Municipal Code, adopted as Ordinance Number 832 of the City of Lakeport empowers the Director of Emergency Services to proclaim the existence or threatened existence of a local emergency when the City of Lakeport is affected or likely to be affected by a public calamity and the City Council is not in session, subject to ratification by the City Council within seven (7) days; and

WHEREAS, conditions of extreme peril to the safety of persons and property have arisen within this City as a result of rain storms, wind, and flooding commencing on or about February 26, 2019, at which time the City Council of the City of Lakeport was not in session; and

WHEREAS, the City Council does hereby find that aforesaid conditions of extreme peril did warrant and necessitate the proclamation of existence of a local emergency; and

WHEREAS, the Director of Emergency Services of the City of Lakeport did proclaim the existence of a local emergency within the City on the 28th day of February, 2019; and

WHEREAS, the Governor of the State of California proclaimed a state of emergency in Lake County due to atmospheric river storm systems, which caused widespread damage and flooding; and

WHEREAS, the City Council does hereby find that aforesaid conditions of extreme peril did warrant and necessitate the proclamation of existence of a local emergency.

NOW, THEREFORE, IT IS HEREBY RESOLVED AND ORDERED that the City Council hereby proclaims a local emergency due to the existence or threatened existence of conditions of disaster or of extreme peril to the safety of persons and property within the City of Lakeport; and

IT IS FURTHER RESOLVED AND ORDERED that the Director of Emergency Services’ Proclamation of Existence of a Local Emergency is hereby ratified and confirmed; and

IT IS FURTHER RESOLVED AND ORDERED that the local emergency shall be deemed to continue to exist until its termination is proclaimed by the City Council of the City of Lakeport; and

IT IS FURTHER RESOLVED AND ORDERED that during the existence of this local emergency the powers, functions and duties of the Disaster Council of the City of Lakeport and its Director of Emergency Services shall be those prescribed by state law, and by the ordinances and resolutions of this City; and
IT IS FURTHER ORDERED that a copy of this Resolution be forwarded to the State Director of the Office of Emergency Services; and

IT IS FURTHER ORDERED that Margaret Silveira, Director of Emergency Services of the City of Lakeport, is hereby designated as the authorized representative of the City of Lakeport for the purpose of receipt, processing, and coordination of all inquiries and requirements necessary to obtain available State and Federal assistance.

This resolution shall be effective upon its adoption.

THIS RESOLUTION was passed by the City Council of the City of Lakeport at a regular meeting thereof on the 5th day of March, 2019, by the following vote:

AYES: Mayor Barnes, Council Members Mattina, Parlet, Spurr and Turner
NOES: None
ABSTAINING: None
ABSENT: None

Tim Barnes, Mayor

ATTEST:

Kelly Buendia, City Clerk
STAFF REPORT

RE: Adopt a Resolution appointing Gerardo Gonzalez to the position of Interim Police Lieutenant.  
MEETING DATE: 7/16/2019

SUBMITTED BY: Kelly Buendia, Administrative Services Director

PURPOSE OF REPORT: ☑ Information only ☐ Discussion ☑ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

Adopt a Resolution appointing Gerardo Gonzalez to the position of Interim Police Lieutenant.

BACKGROUND/DISCUSSION:

With the departure of the Lieutenant Jason Ferguson, the City is currently recruiting for the position of Police Lieutenant/Police Captain and is in need of an Interim Police Lieutenant to fill this role during the recruitment, which is expected to take approximately six months. Hiring an Interim Lieutenant will provide the leadership and management for the Department to continue accomplishing required duties while recruiting for a permanent Police Lieutenant or Police Captain.

Employment of a person that is retired from CalPERS, a retired annuitant, is subject to certain criteria and regulations specified in the Government Code. These rules are intended to protect the public’s interest by enabling CalPERS contracting agencies the ability to re-employ retirees, and protect the retirement system from inappropriate use or abuse. CalPERS recognizes that retirees can play an important role in keeping city business running, particularly in short term or emergency situations, but also provides limitations on their service. The Government Code provides specific guidance on employing a CalPERS retiree without reinstatement from retirement or loss or interruption of retirement benefits. Specifically, Government Code Section 21221(h) applies in the City’s circumstances, where the City is seeking to fill a vacant position during the recruitment for a permanent appointment and the position requires specialized skills. Key terms of hiring the retired annuitant under this Code Section are:

1. Limited duration work & retiree skills: The appointment needs to be clearly of limited duration and the vacant position must require specialized skills, which are possessed by the retiree.
2. 960 hour limit: Retirees can work a maximum of 960 hours each fiscal year, regardless of the number of CalPERS contracting employers they work for.
3. Rate of Pay requirement: The compensation paid to any retiree must be within the monthly rate of pay range (not more or less than the Police Lieutenant pay range) and no other benefit, incentive, compensation in lieu of benefits, or other form of compensation can be paid in addition to this hourly pay rate.
4. Open recruitment: The interim appointment must be for a vacancy during recruitment of a permanent appointment.
5. Enrollment in the myCalPERS system: The City must report the pay rate and hours worked to CalPERS through the system currently used to report payroll.
The accompanying Resolution will help ensure that CalPERS regulations related to retirees are followed and will protect Mr. Gonzalez and the City. Mr. Gonzalez is very familiar with the City of Lakeport, having previously volunteered with the City as a Reserve Police Officer. Mr. Gonzalez served as the Police Chief of Willits prior to his retirement and has rapport within with the department. He is well qualified to fill the Interim Police Lieutenant position for the City of Lakeport.

OPTIONS:

1. Approve the resolution
2. Do not approve the resolution
3. Provide other direction

FISCAL IMPACT:

☒ None ☐ $  Budgeted Item? ☐ Yes ☐ No

Budget Adjustment Needed? ☐ Yes ☒ No  If yes, amount of appropriation increase: $  

Affected fund(s): ☐ General Fund ☐ Water OM Fund ☐ Sewer OM Fund ☐ Other:

Comments:

SUGGESTED MOTIONS:

Move to adopt a Resolution of the City Council of the City of Lakeport appointing Gerardo Gonzalez to the position of Interim Police Lieutenant.

☒ Attachments: 1. Resolution of the City Council of the City of Lakeport appointing Gerardo Gonzalez to the position of Interim Police Lieutenant
RESOLUTION NO. (2019)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKEPORT
APPOINTING GERARDO GONZALEZ TO THE POSITION OF
INTERIM POLICE LIEUTENANT

WHEREAS, the Police Lieutenant position within the City of Lakeport (“City”) is vacant and the City is recruiting for a permanent Police Lieutenant/Police Captain; and

WHEREAS, the position of Police Lieutenant requires specialized skills; and

WHEREAS, the City of Lakeport desires to appoint Gerardo Gonzalez as an interim appointment retired annuitant to the position of Interim Police Lieutenant under Government Code sections 7522.56 and 21221(h), effective July 17, 2019; and

WHEREAS, Government Code section 21221(h) allows a retired person to serve in an interim appointment to a vacant position during recruitment for a permanent appointment that requires specialized skills; and

WHEREAS, Gerardo Gonzalez has demonstrated through his experience and work history that he possesses the required specialized skills; and

WHEREAS, this section 21221(h) appointment shall only be made once to this vacant position, and therefore will end no later than January 31, 2020; and

WHEREAS, this appointment, including all matters, issues, terms or conditions related to this employment and appointment shall be limited to 960 hours per fiscal year; and

WHEREAS, pursuant to Government Code section 21221(h), the compensation paid to retirees cannot be less than the minimum nor exceed the maximum monthly base salary paid to other employees performing comparable duties as listed on the pay schedule for the vacant Police Lieutenant position, divided by 173.333 to equal the hourly rate; and

WHEREAS, the monthly base salary rate paid to Gerardo Gonzalez will be $8,063.00 and the hourly equivalent is $46.52; and

WHEREAS, Gerardo Gonzalez has not and will not receive any other benefit, incentive, compensation in lieu of benefit, or any other form of compensation in addition to this pay rate.

NOW, THEREFORE BE IT RESOLVED by the City Council of the City of Lakeport as follows:
1. That the above recitals are true and correct and incorporated herein.

2. The City Council does hereby appoint Gerardo Gonzalez to the position of Interim Police Lieutenant and hereby certifies the nature of the appointment of Gerardo Gonzalez as described herein and that this appointment is necessary to fill the critically needed position of Interim Police Lieutenant for the City of Lakeport, until the recruitment process is completed.

This resolution was adopted by the City Council of the City of Lakeport at a regular meeting thereof on the 16th day of July 2019, by the following vote:

AYES:
NOES:
ABSTAINING:
ABSENT:

______________________________
TIMOTHY BARNES, Mayor

ATTEST:

______________________________
KELLY BUENDIA, City Clerk
## STAFF REPORT

<table>
<thead>
<tr>
<th>RE:</th>
<th>National Night Out Event, August 6, 2019</th>
<th>MEETING DATE:</th>
<th>07/16/2019</th>
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<tbody>
<tr>
<td>SUBMITTED BY:</td>
<td>Brad Rasmussen, Chief of Police</td>
<td>PURPOSE OF REPORT:</td>
<td>Information only, Discussion, Action Item</td>
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### WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to approve participation in the Lakeport National Night Out event with a street closure on that date.

### BACKGROUND/DISCUSSION:

National Association of Town Watch (NATW) is a non-profit organization dedicated to the development and promotion of various crime prevention programs including neighborhood watch groups, law enforcement agencies, state and regional crime prevention associations, businesses, civic groups, and individuals, devoted to safer communities. The introduction of National Night Out, “America’s Night Out Against Crime,” in 1984 began an effort to promote involvement in crime prevention activities, police-community partnerships, neighborhood camaraderie, and to send a message to criminals letting them know that neighborhoods are organized and fighting back.

NATW's National Night Out program culminates annually, on the first Tuesday of August. The first National Night Out took place on Tuesday, August 7, 1984. That first year, 2.5 million Americans took part across 400 communities in 23 states. National Night Out now involves over 37 million people and 15,000 communities from all fifty states, U.S. Territories, Canadian cities, and military bases worldwide.

The traditional “lights on” campaign and symbolic front porch vigils turned into a celebration across America with various events and activities including, but not limited to, block parties, cookouts, parades, visits from emergency personnel, rallies and marches, exhibits, youth events, safety demonstrations and seminars, in effort to heighten awareness and enhance community relations.

Matt Peskin, NATW’s Executive Director, said, “It’s a wonderful opportunity for communities nationwide to promote police-community partnerships, crime prevention, and neighborhood camaraderie. While the one night is certainly not an answer to crime, drugs and violence, National Night Out represents the kind of spirit, energy and determination to help make neighborhoods a safer place year round. The night celebrates safety and crime prevention successes and works to expand and strengthen programs for the next 364 days.”

The City of Lakeport National Night Out event would be an opportunity for the community to meet and greet City Council Members and Staff and local emergency personnel. The City would provide hot dogs and drinks. In the past, the Kiwanis have volunteered to do the cooking.
Staff is planning to have this year’s event on Park Street and in Library Park. This would require the Council’s approval to close the Library Park Gazebo, Park Street between Second and Third Streets and Second Street between Park Street and the Alley behind City Hall for the event.

OPTIONS:

Approve the participation of the City of Lakeport in the National Night Out event, with street closures.

Do not approve the participation of the City of Lakeport in the National Night out event

Do not approve street closures.

FISCAL IMPACT:

☐ None ☑ $1500.00 Budgeted Item? ☑ Yes ☐ No

Budget Adjustment Needed? ☐ Yes ☑ No If yes, amount of appropriation increase: $

Affected fund(s): ☑ General Fund ☐ Water OM Fund ☐ Sewer OM Fund ☐ Other:

Comments:

SUGGESTED MOTIONS:

1. Move to approve the participation of the City of Lakeport in the National Night Out event, with street closures and the Gazebo reserved for the event.

☐ Attachments: 1. Street Closure Map
National Night Out
Street Closure Map
Event Date: August 6, 2019
# Application for Use of Public Areas

**Please note:** City Council meetings are held the **FIRST** and **THIRD** **TUESDAY** of the month. Application forms require City Council approval and must be completed and submitted to the City Clerk at least ten working days before the Council meeting at which they will be considered.

## This section to be completed by City:

- **Application Received (Date):** 07/08/2019
- **Application No.:** 2019-020
- **For Council Meeting (Date):** 08/06/2019

## This section to be completed by Applicant (please answer all questions):

- **Applicant Name:** Lake County Fair
- **Organization Name:** Lake County Fair
- **Address:** 401 Martin St. Lakeport CA, 95453
- **Home Phone:** 707-263-6181
- **Work Phone:** 707-245-4677
- **Mobile Phone:** 707-245-5633
- **Email Address:** ceo@lakecountyfair.com
- **Other Contact:** contact@lakecountyfair.com
- **Phone for Other Contact:** 707-263-6181 - office
- **Organization Is:**
  - [ ] Nonprofit Organization
  - [ ] For Profit Organization

## Name of Event:
The Lake County Fair

## Description of Event:
Annual opening day parade

## Specific Location of Event (Map Must be Attached):
Natural High, South Main St.

## Social media, print advertising, radio and youtube

<table>
<thead>
<tr>
<th>Date(s) of Event: 8/29/19</th>
<th>Total Number of Days: 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set Up Time: 3:30pm</td>
<td></td>
</tr>
<tr>
<td>Time of Event: 5:30pm</td>
<td></td>
</tr>
<tr>
<td>Tear Down Time: 6:30pm</td>
<td></td>
</tr>
</tbody>
</table>

## Specify anticipated number of people (both participants and the public): 2,000

## Requirements:
- [ ] Electricity (cannot be guaranteed by City)
- [ ] Barricades
- [x] Street/Sidewalk Closures
- [ ] No Irrigation in park prior to event
- [ ] Other (please specify):

**Coordinating of these requirements must be made through the Public Works Department:** (707) 263-0751

## Specific City Staff Needs:
- [x] Police
- [x] Public Works
- [ ] Parks
- [ ] Other (please specify):

**The City reserves the right to bill applicant for related City costs.**

## Insurance Information:
- **Specify Insurance Company:** CFSA (self insured)
- **Policy Number:** None
- **Expiration Date:** 1/1/2020
- **Insurance Certificate Required:**

**Note:** The insurance certificate provided to the City by your organization’s insurance company must name the City of Lakeport as an additional insured for the event specified in this application and must include all endorsements. The minimum coverage amount required is $1,000,000. The certificate and endorsements must also be in a form acceptable to risk management and available for review 15 working days prior to the scheduled event.
Environmental Health has no concerns regarding this event – no food vendors present.
**APPLICATION FOR USE OF PUBLIC AREAS**

Please note: City Council meetings are held the FIRST and THIRD TUESDAY of the month. Application forms require City Council approval and must be completed and submitted to the City Clerk at least ten working days before the Council meeting at which they will be considered.

This section to be completed by City:

<table>
<thead>
<tr>
<th>Application Received (Date):</th>
<th>07/08/2019</th>
<th>Application No.:</th>
<th>2019-021</th>
</tr>
</thead>
<tbody>
<tr>
<td>$15.00 Application Fee Paid</td>
<td>For Council Meeting of (Date):</td>
<td>08/06/2019</td>
<td></td>
</tr>
</tbody>
</table>

This section to be completed by Applicant (please answer all questions):

<table>
<thead>
<tr>
<th>Applicant Name:</th>
<th>Shirley Crawford</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td>1435 Bass Rd, Kelseyville, CA</td>
</tr>
<tr>
<td>Home Phone:</td>
<td>707-279-1364</td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
</tr>
<tr>
<td>Other Contact:</td>
<td>Julie Kelley</td>
</tr>
<tr>
<td>Phone for Other Contact:</td>
<td>972-0286</td>
</tr>
<tr>
<td>Organization:</td>
<td>Nonprofit Organization</td>
</tr>
</tbody>
</table>

Name of Event: **Sponsoring Survivorship**

Description of Event: **Walk/Run Assisting Lake County Women, Men Battling Breast Cancer**

Specific Location of Event (Map Must be Attached):

Does this use involve public right of way, streets, or sidewalks? □ Yes □ No  If yes, please indicate specific location:

If requesting closure of streets, sidewalks, etc., please describe notification procedure for affected businesses and/or residences:

<table>
<thead>
<tr>
<th>Date(s) of Event:</th>
<th>Oct 5th, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Days:</td>
<td>1</td>
</tr>
<tr>
<td>Set Up Time:</td>
<td>6:00</td>
</tr>
<tr>
<td>Time of Event:</td>
<td>9:00</td>
</tr>
<tr>
<td>Tear Down Time:</td>
<td>11:00</td>
</tr>
</tbody>
</table>

Specify anticipated number of people (both participants and the public):

Will any vendors be present? Yes □ No □  Will any food booths be present? Yes □ No □

Requirements:

| □ Electric (cannot be guaranteed by City) |
| □ Barricades |
| □ Street/Sidewalk Closures |
| □ No Irrigation in park prior to event |
| □ Other (please specify): |

Coordination of these requirements must be made through the Public Works Department: (707) 263-0751

Specific City Staff Needs:

| □ Police |
| □ Public Works |
| □ Parks |
| □ Other (please specify): |

The City reserves the right to bill applicant for related City costs.

Insurance Information:

<table>
<thead>
<tr>
<th>Policy Number:</th>
<th>263841</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expiration Date:</td>
<td>10/7/19</td>
</tr>
</tbody>
</table>

INSURANCE CERTIFICATE REQUIRED

Note: The insurance certificate provided to the City by your organization's insurance company must name the City of Lakeport as an additional insured for the event specified in this application and must include a copy of any endorsements. The minimum coverage amount required is $3,000,000. The certificate and endorsements must also be in a form acceptable to risk management and available for review 15 working days prior to the scheduled event.
USE OF ALCOHOL: Is a permit for alcoholic beverages requested?  □ Yes  □ No
If you have checked yes, you must obtain a signed permit from the Lakeport Police Department and attach it to this application. This will allow for consumption of alcoholic beverages in connection with the event but will NOT allow for the SALE of alcoholic beverages. If alcoholic beverages are going to be sold or included with the price of any ticket or admission to the event, then the applicant is required to obtain a one-day license from the California Department of Alcoholic Beverage Control. This one-day permit would be required in addition to a permit by the Lakeport Police Department.

### HOLD HARMLESS AGREEMENT

In consideration of allowing the event(s) specified in this application, and to the fullest extent permitted by law, I/we agree to indemnify and hold harmless the City of Lakeport, its officers, agents, employees, and volunteers against and from any and all liability claims, lawsuits, damages, losses, expenses, and costs brought for, or on account of, injuries to or death of any person or persons, including myself and this organization, or damage to or destruction of property, arising out of, or other occurrence during or in connection with the foregoing event(s).

Signature of Applicant
Responsible Official of Applicant Organization

Dated:

### STAFF RESPONSE

This section to be completed by City and Other Affected Agencies:

<table>
<thead>
<tr>
<th>Staff Name:</th>
<th>Department:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ No Fiscal Impact</td>
<td>□ Police</td>
</tr>
<tr>
<td>□ Fiscal Impact (Describe/Include Estimated Costs)</td>
<td>□ Public Works</td>
</tr>
<tr>
<td>□ Other (please specify):</td>
<td>□ Parks</td>
</tr>
</tbody>
</table>

The following will be Required:

| | □ Health Department Permit |
| | □ Other (Specify): |

Staff Comments:

### This section to be completed by City Clerk following Council meeting:

Considered at Council Meeting (Date):

| □ Application Approved |
| □ Application Denied |
| □ Application Approved With Conditions (See Below) |

Conditions of Approval:

□ Attachments (specify):
Quotation

Special Events Policy

From: Miguel Granado
To: Commission: %

Quotation valid until: 07/24/2019

Proposed Named Insured and Proposed Named Insured and
and
500 N Main St 500 N Main St
Mailing Address: Lakeport, CA 95453-4812
Mailing Address: Lakeport, CA 95453-4812
Issuing Company: Capitol Specialty Insurance Corporation (A.M. Best Rating: A Excellent; Non-Admitted)
Issuing Company: Capitol Specialty Insurance Corporation (A.M. Best Rating: A Excellent; Non-Admitted)

Proposal Policy Period: Effective Date Expiration Date

<table>
<thead>
<tr>
<th>Effective Date</th>
<th>Expiration Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/05/2019</td>
<td>10/07/2019</td>
</tr>
</tbody>
</table>

12:01 a.m. standard time at the mailing address of the Named Insured first listed above.

This Quotation is subject to and conditioned upon the receipt, review and acceptance of the following additional information which is required prior to binding:

- Completed, Signed and Dated CapSpecialty Application
- Please provide a link/website for this event. Please include the flyer if there is one.
- By signing below, you are confirming that you certify that there have been no losses, accidents or circumstances that might give rise to a claim under this insurance policy and you certify that there have been no losses in the past for these types of operations.
- Confirm all vendors/exhibitors carry their own insurance and name the insured as additional insured.
- Sample of Waiver that Participants are required to sign.
- Statement from insured that all Participants are required to sign the waiver.
- Please confirm that it is understood that participants or injury to participants are not covered under this policy.

Account Number 263841
Quote Number 2

Premium Summary

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Liability</td>
<td>$250</td>
</tr>
<tr>
<td>Total Advance Premium</td>
<td>$250</td>
</tr>
<tr>
<td>Surplus Lines Tax</td>
<td>$7.50</td>
</tr>
<tr>
<td>Stamping Fee</td>
<td>$.50</td>
</tr>
<tr>
<td>Brokerage Fee</td>
<td>$52.00</td>
</tr>
</tbody>
</table>
| Grand Total              | $310.00  **
| Optional TRIA            | $100 plus tax |

To bind the above quotation please sign and date here

Signature

Location

<table>
<thead>
<tr>
<th>#</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>700 North Main Street, City of Lakeport, CA 95453</td>
</tr>
</tbody>
</table>

General Liability

<table>
<thead>
<tr>
<th>Coverage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each Occurrence Limit</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>General Aggregate Limit</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Products Completed Operations Aggregate Limit</td>
<td>Included</td>
</tr>
<tr>
<td>Personal and Advertising Injury Limit</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Damage To Premises Rented To You Limit</td>
<td>$100,000 Any One Premise</td>
</tr>
<tr>
<td>Medical Expense Limit</td>
<td>$5,000 Any One Person</td>
</tr>
<tr>
<td>Combined Bodily Injury &amp; Property Damage Deductible</td>
<td>$250 Per Claim</td>
</tr>
</tbody>
</table>
### General Liability Classifications for Location 1

<table>
<thead>
<tr>
<th>Code and Classification</th>
<th>Premium Basis</th>
<th>Rates</th>
<th>Advance Premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting Events and Competitions - Organizer</td>
<td>500 Total Attendance</td>
<td>Included</td>
<td>.23</td>
</tr>
<tr>
<td>Sponsoring Surf's Up Run and Walk</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional insured - CG 20 11 - Managers or Lessors of Premises</td>
<td></td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>Additional insured - CGL 421 - Automatic Additional Insured - Person Or Organization - Your Ongoing Operations</td>
<td></td>
<td>Included</td>
<td></td>
</tr>
</tbody>
</table>

### General Liability Additional Coverages

| | Balance To Meet Minimum | $133 |

| | Total General Liability Premium | $250 |

### Interline Forms & Endorsements:

- **CALIFORNIA - NOTICE**
- **WHAT TO DO IF YOU HAVE A CLAIM OR POTENTIAL CLAIM OR INCIDENT**
  - Common Declarations
  - Policy Coverage/Part Form Schedule
  - Locations Schedule
  - Service of Suit - California
  - Common Policy Conditions
  - California Changes
  - Amendment - Minimum Earned Premium
  - Policyholder Audit Information
  - Auditable Policy with Minimum Premium
  - Non Renewable Short Term Policy
  - Nuclear Energy Liability Exclusion Endorsement (Broad Form)
  - Conditional Exclusion of Terrorism (Relating to Disposition of Federal Terrorism Risk Insurance Act)
  - Exclusion - Firearms and Weapons

### Commercial General Liability Forms & Endorsements:

- **Commercial General Liability Declarations**
- **Commercial General Liability Coverage Form Schedule**
- **Commercial General Liability Coverage Form**
- **Deductible Liability Insurance**
- **Additional insured - Managers or Lessors of Premises**
  - Designation of Premises (Part Leased To You)
    - Name of Person(s) or Organization(s)
    - City of Lakeport
    - 700 N. Main Street
    - Lakeport CA 95453
    - United States

### Exclusion - Extreme or Adventure Sports Activities
- **Claims by Athletic Participants, Access or Disclosures of Confidential or Personal Information and Data-Related Liability, War, Terrorism, Expected or Intended Injury, Total Pollution, Fungi or Bacteria, Aircraft or Watercraft, Pyrotechnics, Employment Related Practices, Communicable Disease, Lead Liability. In addition, Inflatable Amusement Devices, Fireworks, Mechanical Bucking Devices: Multi Ride Attachments, Permanent Rock Wall Structures, Security Forces, Trampolines, & Zip Lines.**

### Exclusion - Amusement Rides
### Exclusion - Extreme or Adventure Sports Activities
### Exclusion - Access or Disclosure of Confidential or Personal Information and Data-Related Liability - with **CG 21 06 05 14**
Limited Bodily Injury Exception
Exclusion - Unmanned Aircraft
Exclusion - New Entities
Contractual Liability Limitation
Abuse or Molestation Exclusion
Employment-Related Practices Exclusion
Total Pollution Exclusion Endorsement
Exclusion - Volunteer Workers
Exclusion - Volunteer Workers
Fungi or Bacteria Exclusion
Exclusion - Punitively or Statutory Damages
Total Liquor Liability Exclusion
Total Liquor Liability Exclusion
Exclusion - Dogs
Exclusion - Water Activities
Exclusion - Lead Liability
Exclusion - Participants and Contestants
Exclusion - Assault and Battery - General Liability
Policy Period Amendment - Postponed Event
Exclusion - Injury to Workers Endorsement
Exclusion - Inflatable Amusement Device
Automatic Additional Insured - Person or Organization - Your Ongoing Operations
Exclusion - Described Hazard - Fireworks, Explosives, Pyrotechnic Devices or Incendiary Devices
Exclusion - Described Hazard - Fireworks, Explosives, Pyrotechnic Devices or Incendiary Devices
Limitation of Coverage to Designated Events or Activities
Non-Pyramiding of Coverage Part Limits
Limitation of Coverage to Designated Classification(s) Endorsement
Exclusion - Organized Sports Participants
Total Horse and Equine Exclusion
Total Asbestos Exclusion
Amend Other Insurance Endorsement
Amendment of Conditions - Premium Basis Endorsement
Exclusion - Contractors or Subcontractors
Exclusion - Injury to Entertainers, Performers or Crew
Total Exclusion - Auto, Aircraft and Watercraft

If Terrorism coverage is accepted the following forms will be added to the policy:

- Cap on Losses from Certified Acts of Terrorism
- Exclusion of Punitive Damages Related to a Certified Act of Terrorism
- Disclosure Pursuant to Terrorism Risk Insurance Act

If Terrorism coverage is rejected the following forms will be added to the policy:

- Exclusion of Certified Acts of Terrorism

**Surplus Lines Requirements**

The Issuing Company is not responsible for and does not collect or file surplus lines taxes or any other applicable fees. It is our responsibility as the surplus lines producing agent to determine such amounts, and collect and file those taxes and fees in accordance with the applicable state’s surplus lines laws and/or regulations.

Please read this Quotation carefully. This Quotation is based upon the insurance application, supplements, or additional documentation submitted. The potential insured may be subject to additional requirements that may affect their insurability, the coverage conditions and exclusions, or estimated premium or deductibles. Only the actual insurance policy issued by the Issuing Company can provide
coverage conditions, exclusions, premiums, or deductibles. The terms and conditions of coverage may differ from those requested on the application.
NOTICE - OFFER OF TERRORISM COVERAGE
NOTICE - DISCLOSURE OF PREMIUM

<table>
<thead>
<tr>
<th>Named Insured:</th>
<th>Sponsoring Survivorship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attached to Quote #:</td>
<td>263841</td>
</tr>
<tr>
<td>Attached to Policy #:</td>
<td>TBD</td>
</tr>
</tbody>
</table>

The Terrorism Risk Insurance Act of 2002 established a program within the Department of the Treasury, under which the federal government shares with the insurance industry the risk of loss from future terrorist attacks. In January 2015, the Terrorism Risk Insurance Program Reauthorization Act of 2015 (the "Reauthorization Act") extended this program through December 31, 2020. Under the "Reauthorization Act":

- An act of terrorism must cause losses of at least $100 million for calendar year 2015, $120 million for calendar year 2016, $140 million for calendar year 2017, $160 million for calendar year 2018, $180 million for calendar year 2019, and $200 million for calendar year 2020;
- Must be a "certified act of terrorism" as recognized by the U. S. Treasury Department;
- A cap limits the U. S. Government reimbursement as well as insurers' liability for losses resulting from a "certified act of terrorism" when the amount of such losses in a calendar year (January 1 through December 31) exceeds $100 billion. If the aggregate insured losses for all insurers exceed $100 billion, your coverage may be reduced.
- The United States Government, Department of the Treasury, will pay a share of terrorism losses insured under the federal program. The federal share equals the percentage of that portion of the amount of such insured losses that exceeds the applicable insurer retention for the calendar years shown as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>The federal share of terrorism losses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>- 85%</td>
</tr>
<tr>
<td>2016</td>
<td>- 84%</td>
</tr>
<tr>
<td>2017</td>
<td>- 83%</td>
</tr>
<tr>
<td>2018</td>
<td>- 82%</td>
</tr>
<tr>
<td>2019</td>
<td>- 81%</td>
</tr>
<tr>
<td>2020</td>
<td>- 80%</td>
</tr>
</tbody>
</table>

In accordance with the "Reauthorization Act" of 2015, we are required to offer you coverage for losses resulting from an act of terrorism that is certified under the federal program as an act of terrorism. The policy's other provisions will still apply to such an act. Your decision is needed on this question: do you choose to pay the premium for terrorism coverage stated in this offer of coverage, or do you reject the offer of coverage and decline to pay the premium? You may accept or reject this offer.

See the section of this Notice titled DISCLOSURE OF PREMIUM. If you choose to accept this offer of coverage your total policy premium will include the additional premium for terrorism as stated in such DISCLOSURE.

DISCLOSURE OF FEDERAL PARTICIPATION IN PAYMENT OF TERRORISM LOSSES

Terrorism coverage provided by this policy for losses resulting from "certified acts of terrorism" may be partially reimbursed by the U. S. Government under a formula established by federal law. However, your policy may contain other exclusions which might affect your coverage, (for example, nuclear or war exclusions). Under the formula, the U. S. Government's share equals a percentage of the insured losses that exceed the applicable insurer retention, in accordance with the table set forth above.

DISCLOSURE AND ACCEPTANCE/REJECTION OF PREMIUM

I hereby elect to purchase Terrorism coverage for a prospective premium of $100.00.

I hereby reject the terrorism coverage offer. I understand that I will have no coverage for losses arising from acts of terrorism as outlined in this Notice. I understand that an exclusion of certain terrorism losses will be made part of this policy.

[Signature]
Policyholder/Applicant's Signature

[Signature]
Print Name

[Signature]
Capitol Specialty Insurance Corporation
Issuing Company

6-26-019
Date
NOTICE:

1. THE INSURANCE POLICY THAT YOU ARE APPLYING TO PURCHASE IS BEING ISSUED BY AN INSURER THAT IS NOT LICENSED BY THE STATE OF CALIFORNIA. THESE COMPANIES ARE CALLED "NONADMITTED" OR "SURPLUS LINE" INSURERS.

2. THE INSURER IS NOT SUBJECT TO THE FINANCIAL SOLVENCY REGULATION AND ENFORCEMENT THAT APPLY TO CALIFORNIA LICENSED INSURERS.

3. THE INSURER DOES NOT PARTICIPATE IN ANY OF THE INSURANCE GUARANTEE FUNDS CREATED BY CALIFORNIA LAW. THEREFORE, THESE FUNDS WILL NOT PAY YOUR CLAIMS OR PROTECT YOUR ASSETS IF THE INSURER BECOMES INSOLVENT AND IS UNABLE TO MAKE PAYMENTS AS PROMISED.

4. THE INSURER SHOULD BE LICENSED EITHER AS A FOREIGN INSURER IN ANOTHER STATE IN THE UNITED STATES OR AS A NON-UNITED STATES (ALIEN) INSURER. YOU SHOULD ASK QUESTIONS OF YOUR INSURANCE AGENT, BROKER, OR "SURPLUS LINE" BROKER OR CONTACT THE CALIFORNIA DEPARTMENT OF INSURANCE AT THE FOLLOWING TOLL-FREE TELEPHONE NUMBER: 1-800-927-4357 OR INTERNET WEB SITE WWW.INSURANCE.CA.GOV. ASK WHETHER OR NOT THE INSURER IS LICENSED AS A FOREIGN OR NON-UNITED STATES (ALIEN) INSURER AND FOR ADDITIONAL INFORMATION ABOUT THE INSURER YOU. MAY ALSO CONTACT THE NAIC'S INTERNET WEB SITE AT WWW.NAIC.ORG.

5. FOREIGN INSURERS SHOULD BE LICENSED BY A STATE IN THE UNITED STATES AND YOU MAY CONTACT THAT STATE'S DEPARTMENT OF INSURANCE TO OBTAIN MORE INFORMATION ABOUT THAT INSURER.

6. FOR NON-UNITED STATES (ALIEN) INSURERS, THE INSURER SHOULD BE LICENSED BY A COUNTRY OUTSIDE OF THE UNITED STATES AND SHOULD BE ON THE NAIC'S INTERNATIONAL INSURERS DEPARTMENT (IID) LISTING OF APPROVED NONADMITTED NON-UNITED STATES INSURERS. ASK YOUR AGENT, BROKER, OR "SURPLUS LINE" BROKER TO OBTAIN MORE INFORMATION ABOUT THAT INSURER.
7. CALIFORNIA MAINTAINS A LIST OF APPROVED SURPLUS LINE INSURERS. ASK YOUR AGENT OR BROKER IF THE INSURER IS ON THAT LIST, OR VIEW THAT LIST AT THE INTERNET WEB SITE OF THE CALIFORNIA DEPARTMENT OF INSURANCE: WWW.INSURANCE.CA.GOV.

8. IF YOU, AS THE APPLICANT, REQUIRED THAT THE INSURANCE POLICY YOU HAVE PURCHASED BE BOUND IMMEDIATELY, EITHER BECAUSE EXISTING COVERAGE WAS GOING TO LAPSE WITHIN TWO BUSINESS DAYS OR BECAUSE YOU WERE REQUIRED TO HAVE COVERAGE WITHIN TWO BUSINESS DAYS, AND YOU DID NOT RECEIVE THIS DISCLOSURE FORM AND A REQUEST FOR YOUR SIGNATURE UNTIL AFTER COVERAGE BECAME EFFECTIVE, YOU HAVE THE RIGHT TO CANCEL THIS POLICY WITHIN FIVE DAYS OF RECEIVING THIS DISCLOSURE. IF YOU CANCEL COVERAGE, THE PREMIUM WILL BE PRORATED AND ANY BROKER'S FEE CHARGED FOR THIS INSURANCE WILL BE RETURNED TO YOU.

Date: 6-26-19

Insured: [Signature]

D-1 (Effective January 1, 2017)
USE OF ALCOHOL: Is a permit for alcoholic beverages requested? □ Yes □ No
If you have checked yes, you must obtain a signed permit from the Lakeport Police Department and attach it to this application. This will allow for consumption of alcoholic beverages in connection with the event but will NOT allow for the SALE of alcoholic beverages. If alcoholic beverages are going to be sold or included with the price of any ticket or admission to the event, then the applicant is required to obtain a one-day license from the California Department of Alcoholic Beverage Control. This one-day permit would be required in addition to a permit by the Lakeport Police Department.

HOLD HARMLESS AGREEMENT
In consideration of allowing the event(s) specified in this application, and to the fullest extent permitted by law, I/we agree to indemnify and hold harmless the City of Lakeport, its officers, agents, employees, and volunteers against and from any and all liability claims, lawsuits, damages, losses, expenses, and costs brought for, or on account of, injuries to or death of any person or persons, including myself and this organization, or damage to or destruction of property, arising out of, or other occurrence during or in connection with the foregoing event(s).

Signature of Applicant

Dated:

Responsible Official of Applicant Organization

STAFF RESPONSE
This section to be completed by City and Other Affected Agencies:

<table>
<thead>
<tr>
<th>Staff Name:</th>
<th>Department:</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ No Fiscal Impact</td>
<td>□ Fiscal Impact (Describe/Include Estimated Costs)</td>
</tr>
<tr>
<td>□ Police</td>
<td>□ Other (please specify):</td>
</tr>
<tr>
<td>□ Public Works</td>
<td></td>
</tr>
<tr>
<td>□ Parks</td>
<td></td>
</tr>
</tbody>
</table>

The following will be Required:

□ Business License
□ ABC License

Health Department Permit
□ Other (Specify):

Staff Comments:

All food vendors must have a temporary health permit to sell or give away food at this event and must submit their application 7 days prior to the event. The event sponsor must submit their sponsor temporary health permit application 14 days prior to the event.

[Signature]
7/9/19

no permit required if not serving food.

This section to be completed by City Clerk following Council meeting:

Considered at Council Meeting (Date): □ Application Approved □ Application Denied □ Application Approved With Conditions (See Below)

Conditions of Approval:

□ Attachments (specify):
Proclamation
OF THE CITY COUNCIL OF THE CITY OF LAKEPORT

WHEREAS, the Golden State is a national leader in energy conservation, embracing its residents’ and small businesses’ efforts to support our state’s clean energy and energy efficiency goals; and

WHEREAS, these efforts have put California on track to double energy efficiency, produce 33 percent of its energy from renewable resources, and reduce greenhouse gas emissions by 40 percent before 2030 – goals as set forth in the “Clean Energy and Pollution Reduction Act of 2015” (Senate Bill 350); and

WHEREAS, all Californians have the opportunity to practice energy-conscious and environmentally friendly actions that help make an energy-saving impact for the Golden State,

BE IT THEREFORE PROCLAIMED THAT the City of Lakeport supports Energy Upgrade California® – a statewide initiative committed to empowering Californians to become energy stewards by integrating energy management practices into their daily lives – and their call to all California residents and businesses to preserve the Golden State’s pristine environment by taking small energy-saving actions that help Keep it Golden.

BE IT THEREFORE PROCLAIMED THAT we encourage each Lakeport resident to take one energy-saving action – flipping off lights when not in use, washing clothing on the cold cycle, or lowering the thermostat – to use less energy. Each individual action can result in a big impact not only for the City of Lakeport, but also the state.

BE IT FURTHER PROCLAIMED THAT the City of Lakeport urges all our residents and small businesses to become more conscious energy stewards – recognizing that we all have the power to make a big difference in helping California Keep it Golden by taking even small actions.

I have hereunto set my hand and caused the Seal of the City of Lakeport to be affixed this 16th day of July, 2019.

_________________________________
TIM BARNES, Mayor
ENERGY UPGRADE CALIFORNIA
CITY PARTNERSHIP

WHAT IS ENERGY UPGRADE CALIFORNIA?

We are a state-wide initiative committed to helping Californians take action to save energy, conserve and preserve natural resources, reduce demand on the energy grid, and make informed choices about their energy use at home and at work. We emphasize that every resident has the power to make a difference with actions large and small.

HOW DO WE WORK WITH CITIES?

WE PARTNER
with you on events like movie nights, sustainability fairs, educational programs and holiday celebrations. Invite us to join you in these community events.

WE PROVIDE
materials about Energy Upgrade California including fact sheets, co-branded materials, small business energy efficiency guides and other giveaway items for public events.

WE PROMOTE
Energy Upgrade California by partnering with local community-based organizations who help us reach all residents of your city.

Some examples of Energy Upgrade California working with cities include: partnering with Beverly Hills at their National Night Out event, joining the City of Santa Monica at their Sustainability Fair, a LED holiday lights giveaway with the City of Sacramento, and including city officials at Energy Upgrade California events throughout the state. We are also League of CA Cities and California Contract Cities Association sponsors and collaborate with them to promote our energy efficient initiatives to all member cities. We are open to new and innovative partnerships with you and your local organizations.

JOIN THE MOVEMENT!

We are a state-wide initiative committed to helping Californians take action to save energy, conserve and preserve natural resources, reduce demand on the energy grid, and make informed choices about their energy use at home and at work. We emphasize that every resident has the power to make a difference with actions large and small.

City Proclamation joining the Energy Upgrade California initiative
Partner on events/presentations/trainings
Distribute EUC collateral like fact sheets, palm cards and FAQs as needed
Share ready-made social media content on your city accounts
Become a part of the solution and help your city save energy and money!

Learn more about energy efficiency @ EnergyUpgradeCA.org

EnergyUpgradeCalifornia EnergyUpgradeCA EnergyUpgrade_CA EnergyUpgradeCACommunity.org
STAFF REPORT

RE: Delinquent Utility User Accounts MEETING DATE: 07/16/2019

SUBMITTED BY: Nicholas Walker, Finance Director

PURPOSE OF REPORT: ☒ Information only ☐ Discussion ☑ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to cause a written report ("Written Report") to be prepared and filed with the City Clerk containing a description of each parcel of real property within the City/CLMSD to which delinquent water and sewer user charges, fees, and penalties are applicable and the amount of the delinquent water and sewer user charge, fee, and penalty for each such parcel for the period of July 1, 2017 through May 31, 2019.

BACKGROUND/DISCUSSION:

California Health and Safety Code, sections 5473a, of the Health & Safety Code and sections 13.04.060 and 13.20.560 of the Lakeport Municipal Code authorize the City to have the delinquent charges collected by means of inclusion on the property tax roll by Lake County. It is advantageous for the City and CLMSD to have delinquent water and sewer user charges the period of July 1, 2017 through May 31, 2019 collected on the tax roll.

In order to collect on these accounts, the City is required to notify the delinquent account holders via letter and public notice and give them an opportunity to bring their account current.

Utility bills and delinquency notices are mailed monthly. Final notice to delinquent accounts, as of May 31, 2019, will be sent to account holders on July 17th, 2019.

These accounts will be updated as payments are received prior to Council's review at a public hearing on August 6, 2019. Currently, the amount of delinquent accounts is approximately $3,600. The remaining accounts will be sent to the Auditor-Controller.

OPTIONS:

1. Cause a Written Report to be prepared and filed with the City Clerk.
2. Do not cause the preparation of a Written Report but provide direction to staff.

FISCAL IMPACT:

☒ None ☒ $  ☒ Budgeted Item? ☐ Yes ☒ No

Budget Adjustment Needed? ☐ Yes ☒ No  If yes, amount of appropriation increase: $

Affected fund(s): ☒ General Fund ☒ Water OM Fund ☒ Sewer OM Fund ☐ Other:

Comments:
SUGGESTED MOTIONS:

Move to cause a written report ("Written Report") to be prepared and filed with the City Clerk containing a description of each parcel of real property within the City/CLMSD to which delinquent water and sewer user charges, fees, and penalties are applicable and the amount of the delinquent water and sewer user charge, fee, and penalty for each such parcel the period of July 1, 2017 through May 31, 2019.

Attachments:

1. Proposed Resolution: A Resolution of the City Council of the City of Lakeport and the Board of Directors of the City of Lakeport Municipal Sewer District electing to have delinquent utility charges collected on the tax roll for the period of July 1, 2017 through May 21, 2019, fixing the time and place of a public hearing on the written report on such charges, and prescribing notice of such hearing.
RESOLUTION NO. ____ (2019)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKEPORT AND THE BOARD OF DIRECTORS OF THE CITY OF LAKEPORT MUNICIPAL SEWER DISTRICT ELECTING TO HAVE DELINQUENT UTILITY CHARGES COLLECTED ON THE TAX ROLL FOR THE PERIOD OF JULY 1, 2017 THROUGH MAY 31, 2019, FIXING THE TIME AND PLACE OF A HEARING ON THE WRITTEN REPORT ON SUCH CHARGES, AND PRESCRIBING NOTICE OF SUCH HEARING

WHEREAS, the City of Lakeport (the “City”) and the City of Lakeport Municipal Sewer District (“CLMSD”) provides certain water and sewer services to its residents and occupants;

WHEREAS, pursuant to section 5473 et seq. of the Health and Safety Code, the City Council/Board of Directors may elect to have delinquent water and sewer user charges collected on the tax roll in any fiscal year in the same manner, by the same persons, and at the same time as, together with and not separately from, the general taxes of the City in the manner prescribed by those sections of the Health & Safety Code;

WHEREAS, it is advantageous for the City and CLMSD to have delinquent water and sewer user charges for the period of July 1, 2017 through May 31, 2019 collected on the tax roll;

WHEREAS, pursuant to section 5473a, of the Health & Safety Code and sections 13.04.060 and 13.20.560 of the Lakeport Municipal Code, the City Council shall cause a written report (“Written Report”) to be prepared and filed with the City Clerk containing a description of each parcel of real property within the City/CLMSD to which delinquent water and sewer user charges, fees, and penalties are applicable and the amount of the delinquent water and sewer user charge, fee, and penalty for each such parcel for the period of July 1, 2017 through May 31, 2019; and

WHEREAS, prior to adopting the Written Report and the charges therein contained, the City Council/Board of Directors must give notice and hold a hearing thereon.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Lakeport and the Board of Directors of the City of Lakeport Municipal Sewer District as follows:

1. The City Council/Board of Directors does hereby elect to have delinquent water and sewer user charges, fees, and penalties for the period of July 1, 2017 through May 31, 2019 collected on the tax roll, in the same manner, by the same persons and at the same time as, together with and not separately from, the general taxes of the City.
2. The City Council/Board of Directors directs the preparation of the Written Report containing a description of each parcel of real property within the City/CLMSD to which delinquent water and sewer user charges are applicable and the amount of the delinquent water and sewer user charge, fee, and penalty for each such parcel for the period of July 1, 2017 through May 31, 2019 and further directs the filing of such Written Report with the City Clerk.

3. On Tuesday, August 6, 2019, at 6:00 p.m., in the City Council Chambers, at 225 Park Avenue, Lakeport, California, the City Council/Board of Directors shall hold a hearing for the purposes of hearing and considering all objections or protests, if any, to the Written Report filed with the City Clerk.

4. The City Clerk shall cause a notice of the filing of the Written Report and of a time and place of hearing thereon to be published in the Lake County Record-Bee, a newspaper of general circulation printed and published once a week for two consecutive weeks in the City and CLMSD, pursuant to section 6066 of the Government Code prior to the date of said hearing, and shall cause a notice in writing of the filing of the Written Report to be mailed to each person to whom any parcel or parcels of real property described in such report is/are assessed in the equalized assessment roll available on the date the Written Report was prepared, at the address shown on the assessment roll or as known to the City Clerk.

THIS RESOLUTION was passed and adopted by the City Council of the City of Lakeport at a regular meeting held on the 16th day of July, 2019.

AYES:
NOES:
ABSENT:
ABSTAIN:

___________________________
TIMOTHY BARNES, MAYOR

ATTEST:

_____________________________
KELLY BUENDIA, City Clerk
City of Lakeport
## EXHIBIT A

### PRELIMINARY REPORT OF UTILITY BILLING ACCOUNT DELINQUENCIES

FOR THE PERIOD OF JULY 1, 2017 THROUGH MAY 31, 2019

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<td><strong>$2,781.22</strong></td>
<td><strong>$3,692.19</strong></td>
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RE: Resolution Authorizing the Submittal of a Grant Application for Proposition 68 Funding for the Development of a New Park on Property Located at 800 & 810 North Main Street

SUBMITTED BY: Kevin M. Ingram, Community Development Director
Dan Chance, Associate Planner

PURPOSE OF REPORT: □ Information only  □ Discussion  □ Action Item

CITY OF LAKEPORT

STAFF REPORT

MEETING DATE: 7/16/2019

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:
The City Council is being asked to adopt the attached resolution authorizing the City Manager to submit an application for Statewide Park Development and Community Revitalization Program Grant Funds (Proposition 68) for the development of new parklands on property located at 800 and 810 North Main Street.

BACKGROUND/DISCUSSION:
With the passage of Proposition 68 by California voters in November 2018, over $250 million in state funding is being made available this year for the creation of new parks and recreational opportunities within jurisdictions with critically underserved communities, of which Lakeport is considered. Grant applications may range from a minimum of $200k to a maximum of $8.5 million. Qualified recreational features include but are not limited to the acquisition of land, active recreational uses (ball fields, playgrounds, skate parks, etc.) and passive recreational features (paths, trails, amphitheaters, gardens, picnic areas, etc.). Priority is given to uses that are open and free to the public and serve a broad range of community need (e.g. youth, families and seniors). Competitive applications include a minimum of four public outreach and participation meetings. Applications for the 2019 grant cycle are due by August 5th.

The City of Lakeport has partnered with Public Health Advocates (PHA), who were strongly influential in the writing and passage of Proposition 68 in November 2018, in the drafting of an application for the development of a new park on property located at 800 and 810 North Main Street, commonly referred to as the Natural High property owned by the Lakeport Unified School District. Lakeport was selected by PHA along with seven other communities to support and develop a grant application for the 2019 cycle.

Association with the adopted Lakeport Lakefront Revitalization Plan: In 2017 the City of Lakeport adopted a plan for the Lakefront area stretching from Clearlake Avenue to C Street. Central to this plan was the eventual improvement of the Natural High and Dutch Harbor properties along North Main Street. The overwhelming public desire for this area was to maintain views of the Clear Lake from Main Street as well as to see this area remain available for public use including opportunities for mixed open space uses such as special events and passive recreational opportunities when events are not occurring. The area and identified opportunities outlined in the Lakeport Lakefront Revitalization Plan are depicted below:
Lakefront Park Development Public Outreach: The City of Lakeport and PHA have held several public outreach and participation meetings as part of the development of the proposed grant application. Each meeting included 20-45 participants.

February 2018—Identity and Challenges Mobile Survey completed.

March 18, 2019—Park Features & Programs Brainstorm: Participants identified priorities and challenges identified in the ‘Identity and Challenges Survey’, and collaborated in the brainstorming of potential park features and programs to address those priorities and challenges. End product was a broad list of potential features and programs to be included in the proposed park.

April 18, 2019—Budget Prioritization: Participants were asked to create a prioritized list of park features to include in the design of the park. End product was the development of a prioritized listing of proposed park amenities shown below:

- Promenade Lake Front Path
- Basketball Court
- Ninja Gym
- Amphitheater
- Splash Pad/Water Park
- Community Center (*Reuse of BoFA Bldg)
- Beach/Swim Area
- Children's Adventure Play
- Hotel (*Reuse of Dutch Harbor)
- Dog Park
- Community Gardens
- Swimming Pool
- Pier
- Connectivity (to Downtown & Resort Uses)
• Small Splash Pad
• Skate Park
• Multi-Use Lawn Area
• Large Sheltered Picnic Area
• Bathroom / Concession Stand
• Public Art
• Area for Future Boathouse

Many participants identified the potential location of a community swimming pool at this site as well as other amenities providing access to the lake (e.g. docks, marina, etc.). However the commingling swimming pool was not included in the final amenities list as its operation would necessitate the charging of a use fee that would not be consistent with the grant requirements and objectives that park amenities be available without fees to the general public. Additionally, the several park amenities out of the lake were eliminated due to the inability to complete required environmental study consistent with the California Environmental Quality Act (CEQA) within the prescribed timeframe outlined in the grant application. Such lakefront park amenities can still be located at this site at a later date but would be outside of the proposed grant application.

May 13, 2019—Site Mapping: Participants developed four potential concept plans to be voted on by the general public.

June 28, 2019—Final Concept Plan Voting: Over 150 community members voted on the locations of features and proposed design to create a final park concept design (Attachment 2). Voting took place at the June 28th Concert in the Park event, City Hall the week of July 1st, and an online survey through the City’s Website.

Property Acquisition: The Lakeport Unified School District will be supplying a letter to the City of Lakeport later this month outlining its intent to support the City of Lakeport’s grant application for the development of new park on their property at Natural High subject to the completion of required Education Code regulations and procedures. This letter will indicate their intent to sell the property or provide other suitable agreement with the City to allow the development of the proposed park lands at this site. Acquisition of the land is eligible for reimbursement through this grant program.

OPTIONS:

1. Adopt the proposed resolution and direct staff to submit an application for Proposition 68 funding by the August 5, 2019 deadline.
2. Direct staff to make modifications or revisions to the proposed Resolution.
3. Take no action or take action to deny the proposed Resolution, alternatively, the City Council could provide other direction.

FISCAL IMPACT:

☒ None ☐ $ Budgeted Item? ☐ Yes ☒ No

Budget Adjustment Needed? ☐ Yes ☒ No If yes, amount of appropriation increase: $

Affected fund(s): ☒ General Fund ☐ Water OM Fund ☐ Sewer OM Fund ☐ Other: Fund

Comments: If the City of Lakeport is awarded the grant documents demonstrating the ability to maintain the project for 30 years will be required.

SUGGESTED MOTION:

Move to approve the proposed resolution authorizing the City Manager to submit an application for Statewide Park Development and Community Revitalization Program Grant Funds (Proposition 68) for the development of new parklands on property located at 800 and 810 North Main Street.
Attachments:

1. Draft Resolution Authorizing Submittal of Proposition 68 Grant Application
2. Park Concept Plan
RESOLUTION NO. _______ (2019)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKEPORT APPROVING THE APPLICATION FOR STATEWIDE PARK DEVELOPMENT AND COMMUNITY REVITALIZATION PROGRAM GRANT FUNDS

WHEREAS, the State Department of Parks and Recreation has been delegated the responsibility by the Legislature of the State of California for the administration of the Statewide Park Development and Community Revitalization Grant Program, setting up necessary procedures governing the application; and

WHEREAS, said procedures established by the State Department of Parks and Recreation require the Applicant to certify by resolution the approval of the application before submission of said application to the State; and

WHEREAS, successful Applicants will enter into a contract with the State of California to complete the Grant Scope project;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Lakeport hereby:

APPROVES THE FILING OF AN APPLICATION FOR THE LAKEPORT LAKEFRONT PARK DEVELOPMENT; AND

1. Certifies that said Applicant has or will have available, prior to commencement of any work on the project included in this application, the sufficient funds to complete the project; and

2. Certifies that if the project is awarded, the Applicant has or will have sufficient funds to operate and maintain the project; and

3. Certified that the Applicant has reviewed, understands, and agrees to the General Provisions contained in the contract shown in the Grant Administration Guide; and

4. Delegates the authority to the City Manager, Margaret Silveira, to conduct all negotiations, sign and submit all documents, including, but not limited to applications, agreements, amendments, and payment requests, which may be necessary for the completion of the Grant Scope; and

5. Agrees to comply with all applicable federal, state and local laws, ordinances, rules, regulations and guidelines.


THIS RESOLUTION was passed by the City Council of the City of Lakeport at a regular meeting thereof on the 16th day of July, 2019, by the following vote:
AYES: 
NOES: 
ABSTAINING: 
ABSENT: 

____________________________________
TIM BARNES, Mayor

ATTEST:

_________________________________
KELLY BUENDIA, City Clerk
STAFF REPORT

RE: Nominate Voting Delegate and Alternate(s) for League of California Cities Conference October 16-18, 2019, in Long Beach

MEETING DATE: 07/16/2019

SUBMITTED BY: Margaret Silveira, City Manager

PURPOSE OF REPORT: Information only ☐ Discussion ☐ Action Item ☒

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to nominate a voting delegate and alternate(s) for the League of California Cities 2019 Annual Conference.

BACKGROUND/DISCUSSION:

The League of California Cities 2019 Annual Conference is scheduled for October 16-18, 2019, in Long Beach. An important part of the Annual Conference is the Annual Business meeting, which is scheduled for 12:30 p.m. on Friday, October 18, at the Long Beach Convention Center. At this meeting, the League membership considers and takes action on resolutions that establish League policy.

In order to vote at the Annual Business meeting, each city council must designate a voting delegate. In the event that the designated voting delegate is unable to serve in that capacity, each city may appoint up to two alternate voting delegates. The Voting Delegate form must be returned to the League’s office no later than Friday, October 4, 2019, so that voting delegate/alternates records may be established prior to the conference.

The voting delegate and alternate(s) must be registered to attend the conference. At least one must be present at the Business Meeting and in possession of a voting card in order to cast a vote. Each member city has a right to cast one vote on matters pertaining to League Policy. In order for the City of Lakeport to vote, a delegate must be designated.

OPTIONS:

The Council has the option of choosing not to designate a voting member.

FISCAL IMPACT:

☒ None ☐ $ ☐ Budgeted Item? ☒ Yes ☐ No

Budget Adjustment Needed? ☐ Yes ☐ No If yes, amount of appropriation increase: $

Affected fund(s): ☒ General Fund ☐ Water OM Fund ☐ Sewer OM Fund ☐ Other: 

Comments:

SUGGESTED MOTIONS:

1. Move to nominate _________ as the voting delegate and _________ as the first alternate and _________ as the second alternate voting delegate for the League of California Cities Annual Conference to be held October 16-18, 2019, in Long Beach, California.
Attachments:  
1. Voting Delegate Letter from the League of California Cities
June 10, 2019

TO: Mayors, City Managers and City Clerks

RE: DESIGNATION OF VOTING DELEGATES AND ALTERNATES
League of California Cities Annual Conference – October 16 - 18, Long Beach

The League’s 2019 Annual Conference is scheduled for October 16 – 18 in Long Beach. An important part of the Annual Conference is the Annual Business Meeting (during General Assembly), scheduled for 12:30 p.m. on Friday, October 18, at the Long Beach Convention Center. At this meeting, the League membership considers and takes action on resolutions that establish League policy.

In order to vote at the Annual Business Meeting, your city council must designate a voting delegate. Your city may also appoint up to two alternate voting delegates, one of whom may vote in the event that the designated voting delegate is unable to serve in that capacity.

Please complete the attached Voting Delegate form and return it to the League’s office no later than Friday, October 4. This will allow us time to establish voting delegate/alternate records prior to the conference.

Please note the following procedures are intended to ensure the integrity of the voting process at the Annual Business Meeting.

- **Action by Council Required.** Consistent with League bylaws, a city’s voting delegate and up to two alternates must be designated by the city council. When completing the attached Voting Delegate form, please attach either a copy of the council resolution that reflects the council action taken, or have your city clerk or mayor sign the form affirming that the names provided are those selected by the city council. Please note that designating the voting delegate and alternates must be done by city council action and cannot be accomplished by individual action of the mayor or city manager alone.

- **Conference Registration Required.** The voting delegate and alternates must be registered to attend the conference. They need not register for the entire conference; they may register for Friday only. To register for the conference, please go to our website: [www.cacities.org](http://www.cacities.org). In order to cast a vote, at least one voter must be present at the Business Meeting and in possession of the voting delegate card. Voting delegates and alternates need to pick up their conference badges before signing in and picking up the voting delegate card at the Voting Delegate Desk. This will enable them to receive the special sticker on their name badges that will admit them into the voting area during the Business Meeting.
• **Transferring Voting Card to Non-Designated Individuals Not Allowed.** The voting delegate card may be transferred freely between the voting delegate and alternates, but only between the voting delegate and alternates. If the voting delegate and alternates find themselves unable to attend the Business Meeting, they may not transfer the voting card to another city official.

• **Seating Protocol during General Assembly.** At the Business Meeting, individuals with the voting card will sit in a separate area. Admission to this area will be limited to those individuals with a special sticker on their name badge identifying them as a voting delegate or alternate. If the voting delegate and alternates wish to sit together, they must sign in at the Voting Delegate Desk and obtain the special sticker on their badges.

The Voting Delegate Desk, located in the conference registration area of the Sacramento Convention Center, will be open at the following times: Wednesday, October 16, 8:00 a.m. – 6:00 p.m.; Thursday, October 17, 7:00 a.m. – 4:00 p.m.; and Friday, October 18, 7:30 a.m.–11:30 a.m.. The Voting Delegate Desk will also be open at the Business Meeting on Friday, but will be closed during roll calls and voting.

The voting procedures that will be used at the conference are attached to this memo. Please share these procedures and this memo with your council and especially with the individuals that your council designates as your city’s voting delegate and alternates.

Once again, thank you for completing the voting delegate and alternate form and returning it to the League’s office by Friday, October 4. If you have questions, please call Darla Yacub at (916) 658-8254.

Attachments:
- Annual Conference Voting Procedures
- Voting Delegate/Alternate Form
Annual Conference Voting Procedures

1. **One City One Vote.** Each member city has a right to cast one vote on matters pertaining to League policy.

2. **Designating a City Voting Representative.** Prior to the Annual Conference, each city council may designate a voting delegate and up to two alternates; these individuals are identified on the Voting Delegate Form provided to the League Credentials Committee.

3. **Registering with the Credentials Committee.** The voting delegate, or alternates, may pick up the city's voting card at the Voting Delegate Desk in the conference registration area. Voting delegates and alternates must sign in at the Voting Delegate Desk. Here they will receive a special sticker on their name badge and thus be admitted to the voting area at the Business Meeting.

4. **Signing Initiated Resolution Petitions.** Only those individuals who are voting delegates (or alternates), and who have picked up their city’s voting card by providing a signature to the Credentials Committee at the Voting Delegate Desk, may sign petitions to initiate a resolution.

5. **Voting.** To cast the city's vote, a city official must have in his or her possession the city's voting card and be registered with the Credentials Committee. The voting card may be transferred freely between the voting delegate and alternates, but may not be transferred to another city official who is neither a voting delegate or alternate.

6. **Voting Area at Business Meeting.** At the Business Meeting, individuals with a voting card will sit in a designated area. Admission will be limited to those individuals with a special sticker on their name badge identifying them as a voting delegate or alternate.

7. **Resolving Disputes.** In case of dispute, the Credentials Committee will determine the validity of signatures on petitioned resolutions and the right of a city official to vote at the Business Meeting.
2019 ANNUAL CONFERENCE
VOTING DELEGATE/ALTERNATE FORM

Please complete this form and return it to the League office by Friday, October 4, 2019. Forms not sent by this deadline may be submitted to the Voting Delegate Desk located in the Annual Conference Registration Area. Your city council may designate one voting delegate and up to two alternates.

In order to vote at the Annual Business Meeting (General Assembly), voting delegates and alternates must be designated by your city council. Please attach the council resolution as proof of designation. As an alternative, the Mayor or City Clerk may sign this form, affirming that the designation reflects the action taken by the council.

Please note: Voting delegates and alternates will be seated in a separate area at the Annual Business Meeting. Admission to this designated area will be limited to individuals (voting delegates and alternates) who are identified with a special sticker on their conference badge. This sticker can be obtained only at the Voting Delegate Desk.

1. VOTING DELEGATE

Name: ________________________________
Title: ________________________________

2. VOTING DELEGATE - ALTERNATE

Name: ________________________________
Title: ________________________________

3. VOTING DELEGATE - ALTERNATE

Name: ________________________________
Title: ________________________________

PLEASE ATTACH COUNCIL RESOLUTION DESIGNATING VOTING DELEGATE AND ALTERNATES.

OR

ATTEST: I affirm that the information provided reflects action by the city council to designate the voting delegate and alternate(s).

Name: ________________________________ Email ________________________________
Mayor or City Clerk _______________________ Date ___________ Phone ___________
(circle one) (signature)

Please complete and return by Friday, October 4, 2019

League of California Cities
ATTN: Darla Yacub
1400 K Street, 4th Floor
Sacramento, CA 95814

FAX: (916) 658-8240
E-mail: dyacub@cacities.org
(916) 658-8254
## STAFF REPORT

<table>
<thead>
<tr>
<th>RE:</th>
<th>Comprehensive Retail Recruitment and Development Plan Proposal with The Retail Coach</th>
<th>MEETING DATE:</th>
<th>July 16, 2019</th>
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<tr>
<td>SUBMITTED BY:</td>
<td>Margaret Silveira, City Manager,</td>
<td>PURPOSE OF REPORT:</td>
<td>☑ Information only ☐ Discussion ☑ Action Item</td>
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### WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to approve a proposal from The Retail Coach for retail recruitment and development plan.

### BACKGROUND/DISCUSSION:

Staff worked with retail recruitment firms to develop a retail assessment of Lakeport to have the data needed to recruit a hotel and retail businesses. Staff knew from previous traffic counts that our day time population was much higher than our bedroom population of 5,000. Retail Strategies completed an assessment using cell phone data that showed the city’s average daytime population was closer to 57,000. This report provides a much bigger opportunity for attracting retailers and hotels to Lakeport.

The first step for business attraction is the data needed in the report, the next step is finding a consultant who can assist with the matching of our report to the businesses that meet our criteria and working with property owners. Staff met with the two major consultants in this area at the International Shopping Centers Conference last May. Both were asked for a proposal for the next steps. Both were very qualified, though The Retail Coach proposal was not only a lower cost, they also included more features in their proposal, which one of which include working directly with our downtown retailers and downtown property owners. The Retail Coach proposes to conduct an assessment of the downtown and provide targeted data sets and educational opportunities focused on sustaining and enhancing existing businesses as well as recruiting new ones.

The Retail Coach Proposal has eight phases, detailed in the attached proposal.

1. Analyzing the Market
2. Determining Retail Opportunities
3. Identifying Development & Redevelopment Opportunities
4. Identifying Retailers & Developers for Recruitment
5. Marketing & Branding
6. Recruiting Retailers & Developers
7. Downtown Revitalization
8. Retail Recruitment Coaching.
The Comprehensive Retail Recruitment & Development Plan has a cost of $30,000 plus up to $3,000 in travel reimbursement expenses. With optional extensions of a 2nd and 3rd year at $30,000 each year.

This proposal is also a component of the LEDAC Strategic Plan for business recruitment and retention.

OPTIONS:
- Approve Comprehensive Retail Recruitment and Development Plan proposal
- Provide direction to staff for other options
- Not Approve

FISCAL IMPACT:
- None □ $ Budgeted Item? □ Yes □ No
- Budget Adjustment Needed? □ Yes □ No If yes, amount of appropriation increase: $
- Affected fund(s): □ General Fund □ Water OM Fund □ Sewer OM Fund □ Other:
- Comments:

SUGGESTED MOTIONS:
Approve proposed Comprehensive Retail Recruitment and Development Plan with the Retail Coach and authorize city manager to sign all documents.

Attachments: 1. Proposal for Comprehensive Retail Recruitment & Development Plan
PROPOSAL FOR:

Comprehensive Retail Recruitment & Development Plan

CONTENTS

About The Retail Coach  2
Our Team & Retail Successes  3
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Client Testimonials  19

Date:
April 11th, 2019

Prepared For:
The City of Lakeport, CA

Contact:
Austin Farmer
Project Director
Ph: (817) 845 - 4220
Email: austin.farmer@theretailcoach.net
WHO WE ARE

Your Retail Partner

We are a national retail consulting, market research, and development firm. Our experience combines strategy, technology, and creative marketing to execute high-impact retail recruitment and development strategies for local governments, chambers of commerce, and economic development organizations.

Since 2000, we have provided the research, relationships, and strategies needed to drive new retail developments in communities across the United States.

PROVEN RESULTS

3.5+ million
Square feet of new retail space recruited to client communities in the past five years

$600 million
Additional sales tax dollars generated in client communities in the past five years

450+
Communities throughout the United States have trusted The Retail Coach with their retail recruitment efforts

Ready to Serve
Currently Serving

[Map showing states currently serving and states ready to serve]
OUR TEAM

Experts You Can Trust

Our team has more than 50 years of combined experience in retail recruitment and development. We pride ourselves on being consultants and not brokers. We only do what is in the best interest of our client communities and their future retail growth.

OUR TEAM OF RETAIL RECRUITMENT EXPERTS:

Kelly Cofer, CCIM
President & CEO

Aaron Farmer
Senior Vice President

Charles Parker
Project Director

Will Kline
Project Director

Austin Farmer
Project Director

Matthew Lautensack
Director of Research & Development

Caroline Hearsberger
Retail Recruitment Specialist

Kyle Cofer
Project Manager

Shelby Nickol
Project Coordinator

Nancy Dees
Director of Finance

Retail Recruitment
Experts You Can Trust

- 50+ years of retail recruitment and development experience.
- We are consultants, not brokers. We have no conflicts of interest and will do what is best for the long-term growth of your community.
- Member of the most exclusive retail professional network - CCIM.

RETAILERS WE’VE RECRUITED

And Hundreds More...
Retail recruitment is a process, not an event. Through our proprietary Retail360® Process, we offer a dynamic system of products and services that enable communities to expand their retail base and generate additional sales tax revenue.

The Retail360® Process identifies the strengths and weaknesses of your community to attract retail and highlights your community’s advantage over competing cities. Through our multi-phase approach to recruiting new retailers, we’re able to help communities build a long-term retail economic development plan.

**Market-Based Solutions**

We understand that no two communities are the same, and that each one has its own unique set of development and/or redevelopment needs. Therefore, we work with our clients to determine those needs and to offer custom, tailored solutions. Our strategies are data-driven and verified through our comprehensive Retail360® Process.

**On-The-Ground Analysis**

Just as each client has their own set of needs, we know that each client has a unique position in the marketplace as it competes to recruit new retailers. We spend time in your community with leaders and stakeholders, which enables us to determine your market position and identify retailers that fit your community.

**Retail Action Plan**

We analyze, recommend, and execute aggressive strategies for pursuing the ideal retailers, as well as coaching our clients through the recruitment and development process. This partnership typically produces the best results when, together, we derive short-term and long-term strategies based on market data and opportunities.
# Scope Of Work & Deliverables

## Analyzing the Market
- Competing Communities Analysis
- Custom Retail Trade Area Map - Mobile Location Technology
- Retail Trade Area Demographic Profile - Historical, Current, Projected
- Retail Trade Area Psychographic Profile
- Lakeport Demographic Profile - Historical, Current, Projected
- Daytime Population Summary
- Stakeholder Discussions

## Marketing & Branding
- Retail Market Profile
- Retail Market Flyer
- Up to Twenty (20) Retailer Feasibility Packages
- Developer Opportunity Package
- Online Retail Dashboard
- Interactive Site Mapping - Up to Five (5) Preloaded Sites

## Determining Retail Opportunities
- Retail Gap Analysis
- Consumer Propensity Report

## Recruiting Retailers & Developers
- Proactive Retail Recruitment & Recruitment Updates
- Proactive Developer Recruitment & Recruitment Updates

## Identifying Development & Redevelopment Opportunities
- Analysis of up to Ten (10) Development/Redevelopment Sites
- Up to Ten (10) Retail Site Profiles

## Downtown Revitalization
- Discussions with Downtown Stakeholders
- Downtown Retail Trade Areas and Demographic Profiling
- Determine Downtown Daytime Population
- Identify Retail Sector Opportunities
- Retail Retention & Expansion Workshop

## Identifying Retailers & Developers for Recruitment
- Target list of up to Twenty (20) Retailers along with Contact Information
- Target list of up to Ten (10) Developers along with Contact Information

## Retail Recruitment Coaching
- Ongoing Coaching & Support from The Retail Coach Team
Analyzing The Market

PHASE 1

The Retail Coach will perform extensive market research and analysis to evaluate the area and the Lakeport community. This “macro” to “micro” approach enables The Retail Coach to analyze competitive and economic forces that may impact the community’s retail recruitment and development plan. The Retail Coach will gather market-specific data to assist in identifying Retail Trade Area boundaries, potential consumer bases, community issues and opportunities.

Competing Community Analysis

It is important to monitor what is occurring in area communities from a retail economic development prospective. What are their advantages and/or challenges? Are they experiencing positive or negative growth? What are their current retail offerings?

A community must have a clear understanding of the competitive nature of retail recruitment. Before analyzing the Lakeport community, The Retail Coach will look at competing communities to identify a competitive advantage, via economic and market forces, that have a direct impact on retail recruitment and development in Lakeport.

Custom Retail Trade Areas

The Retail Trade Area is the geographical area from which the community’s retailers derive a majority of their business. It is the foundational piece of the retail plan and its accuracy is critical.

We utilize retail trade area data when communicating with retailers and developers to ensure that the community fully leverages the amount of shoppers coming into the community. The Retail Coach will hand draw retail trade areas for Lakeport based on cell phone/GPS data from shoppers as well as on-the-ground analysis from The Retail Coach team.

To best confirm a community’s Retail Trade Area, we will execute the following strategic steps:

**Mobile Data for Location Decisions**
The Retail Coach will utilize mobile location technology that analyzes location and behavioral data collected from mobile devices to determine consumer visits to Lakeport. This high-confidence data is used to verify Retail Trade Areas and validate retail site selection decisions.

**Retail Trade Area Mapping**
The Retail Coach will delineate a boundary map of the Retail Trade Area utilizing the mobile data collected.

Demographic Profiling

A community must be able to instantaneously provide information and data sets sought by retailers during the site selection and site evaluation process. The data must be accurate, current, and readily available.

The Retail Coach will create comprehensive 2010 Census, 2019, and 2024 demographic profiles for the Retail Trade Area and Lakeport community. The profile includes population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.
Psychographic Profiling

As retail site selection has evolved from an art to a science, psychographic lifestyle segmentation has become an essential element of retailers’ preferred location criteria. Understanding a consumer’s propensity to purchase certain retail goods and services—as well as specific retail brands—is valuable to national, regional, and independent retailers. Knowing the retail sectors and products that consumers demand removes a great deal of risk for an independent business.

Daytime Population

The daytime population, or workplace population, of a community’s labor market is important to quick-serve and casual dining restaurants that rely heavily on lunch business. The labor market may be confined to community boundaries, or it may include areas of employment outside community boundaries.

Stakeholder Discussions

Buy-in from key community leaders and stakeholders is crucial to the retail plan. Our belief is that, “if they are not in on it and up on it - they may be down on it.” One of our first meetings will be with independent businesses who may see our work as threatening.
Retail Gap Analysis

A community is able to quantify its retail demand through a Retail Gap Analysis, which provides a summary of the primary spending gaps - or opportunities - for 68 retail sectors. The analysis is ultimately used to identify recruitment targets for the community.

The Retail Gap Analysis will:

- Identify retail sales surpluses and leakages for more than 68 retail sectors.
- Distinguish retail sectors with the highest prospect for success, and quantify their retail potential.

The Retail Coach will determine the level of retail demand for the designated Retail Trade Area. The analysis computes the retail potential of the Retail Trade Area and then compares it to estimated actual sales in the community. The difference is either a leakage, where Lakeport consumers are traveling outside the community to purchase certain retail goods and services; or a surplus, where consumers are traveling from outside to Lakeport to purchase certain retail goods and services.
Identifying Development & Redevelopment Opportunities

**Identifying and Marketing Vacancies & Development Sites**

Retailers are interested not only in the market data on your community, but also in evaluating all available property vacancies and sites that fit their location preferences. A community must create and maintain a database of prime available properties along with accurate and current marketing information. Successful retail recruitment begins to happen with the introduction of available sites.

**Retail Site Profiles**

A critical step in attracting retail is providing accurate and current information on each identified vacancy and site.

The Retail Coach will identify priority retail vacancies and development/redevelopment sites to market. Factors influencing site selection for priority sites will include:

- Existing market conditions
- Retail Trade Area population
- Traffic counts and traffic patterns
- Site-line visibility from primary & secondary traffic arteries
- Ingress/regress
- Adequate parking
- Site characteristics
- Topography
- Proximity to retail clusters

The Retail Coach will create a **Retail Site Profile** for each identified vacancy and site with current site-specific information, including:

- Location
- Aerial photographs
- Site plan
- Demographic profile
- Property size and dimensions
- Traffic count
- Appropriate contact information
The Retail Coach has been successful in recruiting leading retail brands to our client communities for more than 18 years. Our process is driven by providing accurate and current data sets, as well as site-specific information to retailers that “fit” the community.

**Identifying Potential Retailers**

The Retail Coach will target national and regional retail brands that are a good “fit” for the community. This means that the Retail Trade Area population, disposable incomes, consumer spending habits, and education levels meet the retailers’ ideal location criteria.

**Identifying Potential Developers**

Much of our recruitment success comes from establishing a network of regional and national retail developers over the past 18 years. Developer networking and recruitment have become key components in a community’s retail recruitment and development/redevelopment success. If a higher-tier retailer were to express interest in a community, and there was not sufficient ready-to-lease properties matching their needs and brand requirements, a developer must be identified to build the interested retailer a suitable property.

The Retail Coach will develop and review a master list of potential retailers with Lakeport staff and work together to prepare a final target list of retailers for recruitment. This list will include retailers from TRC’s analysis as well as new retail/restaurant concepts or regional retailers and restaurants that may be a good fit for the community.

The Retail Coach will use its network to identify retail real estate developers active in Lakeport and the region for recruitment. We will also work with Lakeport staff to contact and build relationships with developers active in the region.
**PHASE 5**

**Marketing & Branding**

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**Retail Market Profile**

To attract targeted retailers, the most critical step is to provide accurate and current community data and site-specific information on available vacancies and sites. It is important that this marketing information positively reflects the community’s attributes and brand to corporate site selectors, real estate brokers, and developers, because it is essential in making initial decisions about locating in the community.

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**Retailer-Specific Feasibility Packages**

Unlike the more general Retail Market Profile, a Retailer Feasibility Package is developed to send specifically to the real estate department or broker for individual retailers.

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The Retail Coach will develop a Retail Market Profile tailored to the specific needs of targeted retailers’ essential site selection and location criteria for Lakeport. The profile serves as a community introduction, and includes:

- Retail Trade Area Map
- Location Map
- Traffic Count Map
- Demographic Profile Summary
- Appropriate logo and contact information

The Retail Coach will create Retailer-Specific Feasibility Packages to address essential location criteria. These feasibility packages include:

- Community Overview
- Retail Site Profiles
- Location Map
- Retail Trade Area Map
- Existing Retailer Aerial Map
- Retailer Location Map
- Retail Trade Area Demographic Profile Summary
- Retail Gap Analysis Summary Table
- Retail Trade Area Psychographic Profile
- Retail Trade Area Demographic Profile
- Community Demographic Profile
- Area Traffic Generators
- Appropriate logo and contact information
PHASE 5
Marketing & Branding (Cont.)

Developer Opportunity Package
Our team creates a Developer Opportunity Package to send specifically to retail developers active in the community and/or region to spark their interest in retail opportunities.

The Retail Coach will create a Developer Opportunity Package to highlight development/redevelopment opportunities in Lakeport. This will include:
- Community Overview & Location Map
- Retail Trade Area & Demographic Trends
- Aerial Imagery & Traffic Counts
- Site-line visibility from major and secondary traffic arteries
- Ingress/egress for primary and secondary traffic arteries
- Median cuts or possibilities
- Traffic signal existence or possibilities
- Site characteristics and topography
- Area Retail & Zoning
- Residential clustering and support
- Proximity to “anchor” retailers
- Top Employers & Workplace Population
- Potential retail tenants

Online Retail Dashboard
Being able to quickly and easily access and share retail opportunity information greatly increases a community’s opportunity for success. To assist with this, we develop a custom online retail dashboard that can be accessed online anytime through a branded Retail360® link.

The Retail Coach will create a Retail360® Retail Dashboard for Lakeport, which will be available for visual presentation and easy downloading of all data sets and marketing information. With a few clicks, retailers, brokers and developers can learn about your community’s retail potential like never before.

Interactive Site Mapping
Retail site selectors do much of their research while in hotel rooms and in airports, so a visual GIS platform that streamlines data and sites into one interactive and centralized location is a powerful tool.

The Retail Coach will develop a concise, easy-to-access, interactive site mapping platform for Lakeport, along with the preloaded prime vacancies and development/redevelopment sites that we will be marketing. Data can be presented by demographic, socioeconomic, psychographic, and retail spending layers that are detailed down to the block level, to meet the needs of each individual user - whether they be a retailer, developer, or even a local entrepreneur.
Recruiting Retailers & Developers

Recruitment of Retailers

The Retail Coach is the **first national retail recruitment firm to introduce retailer and developer recruitment specifically for communities.** Eighteen years and 500 projects later, the recruitment of retailers remains one of the primary metrics of success. Today, our experience has proven that a community must move beyond just gathering data sets, and proactively recruit retail.

The Retail Coach will **actively recruit retailers on Lakeport’s behalf.** Our retailer recruitment process includes:

1. Introductory emails and retail market profile are sent to each targeted retailer.
2. Personal phone calls are placed to measure interest level.
3. Personal emails and retailer feasibility packages are sent to each targeted retailer.
4. Personal emails and retail site profiles for prime vacancies are sent to the appropriate targeted retailers.
5. Personal emails are sent to inform targeted retailers of significant market changes.
6. Personal emails are sent to decision markers once per quarter to continue seeking responses regarding their interest level in the community.
7. A retailer status report is provided with each retailer’s complete contact information and comments resulting from recruitment activities.

Recruitment of Developers

Much of our recruitment success comes from having established a network of national retail developers over the past 18 years. Oftentimes, a retailer may have interest in a community, only to find that suitable “for lease” properties do not exist.

The Retail Coach will **actively recruit developers on Lakeport’s behalf.** Our developer recruitment process includes:

1. Introductory emails and opportunity packages are sent to developers.
2. Personal telephone calls are placed to measure interest level.
3. Personal emails are sent to inform developers of the status of interested retailers, and any significant market changes.
4. A developer status report is provided with each developer’s complete contact information and comments resulting from recruitment activities.

Retail Conferences

We help communities connect with retailers and developers at retail conferences such as the annual ICSC Recon Conference and other regional events.

The Retail Coach will **assist in marketing Lakeport, and its vacancies and sites, to retailers, developers, and brokers at retail industry conferences.**
Downtown Retail Market Analysis

For years, many communities’ retail recruitment efforts were focused on chasing national big box retail developments - many times at the expense of the downtown district and its independent retailers. Our belief is that a community benefits from a healthy balance of national, regional, and independent retailers, and that local leaders should not abandon their vision of downtown districts providing a vibrant place for living, shopping, and dining.

The Retail Coach will conduct an assessment of the downtown and provide targeted data sets and educational opportunities focused on sustaining and enhancing existing businesses as well as recruiting new ones.

**Step 1: Discussions with Downtown Stakeholders**
The Retail Coach will meet with public and private downtown stakeholders to gather input on goals and objectives, business retention and expansion, development and redevelopment, and key opportunities and challenges.

**Step 2: Determining Downtown Retail Trade Areas**
The downtown Retail Trade Area is the geographical area from which downtown retail businesses receive a majority of their business. The Retail Coach will map the Retail Trade Area based on mobile phone data collected.

**Step 3: Demographic Profiling**
The Retail Coach will create a comprehensive summary of demographic profiles of the Retail Trade Area.

**Step 4: Psychographic Profiling**
The Retail Coach will develop a lifestyle segmentation profile of the households in the downtown Retail Trade Area.

**Step 5: Determining Daytime Population**
The Retail Coach will provide an employment summary report detailing the total number of establishments by industry, associated establishments, and employee counts within the downtown district.

**Step 6: Identifying Retail Sector Opportunities**
The Retail Coach will conduct a retail opportunity analysis that estimates the potential retail demand for 68 retail sectors.

**Step 7: Retail Retention & Expansion Workshop**
As displaced and underemployed workers look for sources of long-term employment opportunities, we have seen a national resurgence in attention to downtown revitalization.

The Retail Coach will conduct a downtown retail workshop to share Retail Trade Area findings, demographic and psychographic profiles, and specific retail sector opportunities. The workshop focuses on existing retail businesses, as well as entrepreneurs who are exploring new business opportunities, who may use the data to make “informed” decisions about expanding their merchandise lines and pursuing new sector opportunities.
PHASE 8

Ongoing Retail Coaching

Retail Coaching

We partner with communities on a long-term basis and are available when clients have questions, new ideas, or need access to GIS mapping and current data statistics. We are also available if clients need to brainstorm opportunities as the community grows and develops.

The Retail Coach will provide ongoing coaching and support for retail recruitment activities for Lakeport.
Comprehensive Retail Recruitment & Development Plan

Includes:

- **Phase 1:** Analyzing the Lakeport Retail Market
- **Phase 2:** Determining Retail Opportunities
- **Phase 3:** Identifying Development & Redevelopment Opportunities
- **Phase 4:** Identifying Retailers and Developers for Recruitment
- **Phase 5:** Marketing & Branding
- **Phase 6:** Recruiting Retailers & Developers
- **Phase 7:** Downtown Revitalization
- **Phase 8:** Ongoing Retail Coaching

**$30,000**

Plus up to $3,000 in reimbursable expenses

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**Work Fees**

The total fee for completion of this work is **$30,000**, payable in three installments:

- a) **$10,000** upon execution of the agreement;
- b) **$10,000** at 90 days following execution of contract; and
- c) **$10,000** at 180 days following execution of contract.

If Lakeport elects to extend the agreement, the additional fee shall be **$30,000** for each additional 12 month period of data updates, recruitment and coaching.

Work fees are payable within 30 days of receiving invoice.

**Reimbursable Project Expenses**

It is estimated that reimbursable expenses will be approximately **$3,000**. Reimbursable expenses include:

- a) All travel costs;
- b) Cost of special renderings and maps, if any;
- c) Cost of copies for reports and maps/drawings; and
- d) Cost of shipping expenses, if any.

Project expenses are payable within 30 days after receipt of the expense invoice.
Optional Contract Extensions

Because we believe retail recruitment is an ongoing process, and not an event, we offer the ability to extend the project agreement for up to two additional years. Your agreement can be extended at any time to ensure you have the tools, resources, and support you need to successfully recruit retailers.

**Year 2 Contract Extension**

$30,000

Extends your agreement by an additional 12 months. During that 12 month period, you will continue to receive the following:

- Data Updates
- Site Evaluations
- Online Dashboard Update
- Access to GIS Site Mapping
- Recruitment of Retailers and Developers
- Coaching and Support from The Retail Coach Team

**Year 3 Contract Extension**

$30,000

Extends your agreement by an additional 12 months. During that 12 month period, you will continue to receive the following:

- Data Updates
- Site Evaluations
- Online Dashboard Update
- Access to GIS Site Mapping
- Recruitment of Retailers and Developers
- Coaching and Support from The Retail Coach Team
**REPORTING**
The Retail Coach will provide written or electronic project updates on a bi-monthly basis.

**COMMUNITY TRIPS**
The Retail Coach team will make at least two (2) site visits to Lakeport during the project.

**PROJECT TIMELINE**
The Retail Coach is available to begin work immediately upon agreement of terms with a project duration of 12 months.
Client Testimonials

“As a customer of The Retail Coach I have witnessed first-hand success with Aaron Farmer and his skilled team. The staff at The Retail Coach deliver the knowledge, skill, and rapport necessary to recruit retail into regions seeking progression, all while taking the difficulty away from the municipalities. They are a strong catalyst in retail expansion for any community that is looking for increased economic growth.”
Sean Overeynder
Economic Development Director
Floydada, Texas

“In my opinion, The Retail Coach’s strategy and assistance has netted us over 325,000 square feet of occupied retail development during one of the most significant retail downturns in the last 20 years. Money well spent.”
Samuel D. R. Satterwhite
Executive Director
Wylie Economic Development Corporation

“United Supermarkets showed interest in Brownwood directly through the efforts of the consulting firm The Retail Coach which was hired by the City, Chamber and Brownwood Economic Development Corporation in 2010. Aaron Farmer of The Retail Coach initiated the idea of a location in Brownwood with United.”
Mayor Stephen Haynes
City of Brownwood, Texas

“The location of Sprouts Farmers Market was a direct result of meetings coordinated by The Retail Coach between our community and site selectors at ICSC/Recon in 2012.”
Warren Unsicker, CEcD
Vice President, Economic Development
Broken Arrow Economic Development Corporation

“For years I researched firms to help me with retail development and The Retail Coach continued to surface as the best choice provider. Over and over again I heard about their ‘service after the sale.’ This was important. You see a lot of firms can run data and put together fancy reports. What allows The Retail Coach to stand out is their coaching. A tool is useless unless someone ‘coaches’ you on the best way to utilize it. When you hire The Retail Coach you are not just buying data, you are hiring a coach to help you with your retail development needs. I highly recommend them to any community seeking to effectively recruit retail development.”
Dave Quinn, CEcD, Executive Director
Previously Bastrop, Texas Economic Development Corporation
Currently Frisco, Texas
Prepared For:
The City of Lakeport, CA

Primary Contact:
Austin Farmer
Project Director
Ph: (817) 845 - 4220
Email: austin.farmer@theretailcoach.net
STAFF REPORT

RE: Mural Project for Downtown Lakeport

MEETING DATE: July 16, 2019

SUBMITTED BY: Margaret Silveira, City Manager,

PURPOSE OF REPORT: □ Information only □ Discussion □ Action Item

WHAT IS BEING ASKED OF THE CITY COUNCIL/BOARD:

The City Council is being asked to approve a proposal for the painting of three murals in the downtown area. This project is a partnership with the Lakeport Main Street Association and the Lake County Rural Arts Initiative, a nonprofit arts organization, and the City of Lakeport.

BACKGROUND/DISCUSSION:

During the 2019-20 goal setting meeting, one of the City Council goals for this year was to bring more arts to Lakeport, and one of the specific projects that Council wanted to see was a mural project in the downtown. Soon after a member of the Lake County Rural Arts Initiative (LCRAI) approached staff about doing more murals in Lakeport, and creating a mural contest.

LCRAI has contacted several local artists who do murals and asked for proposals of murals that were of historic nature with a connection to the lake. It is also a component of the LEDAC Strategic Plan to connect downtown with the lake; this project provides an opportunity for this connectivity.

The contracts with the artists and the property owners will be through the Lakeport Main Street Association (LMSA), which will be funding part of the cost. The LCRAI will be funding the prize monies for the winners of the mural contest.

Attached are four proposals which include our local birds, a water skier which will be changed to one of the vintage posters of water skiing and with a Lakeport welcome, a Native American scene, and the large historic seaplane that Clear Lake hosted in the past.

Peggy Campbell has selected the local bird scene for her building, which will be painted between the panels on the south side of her building at Main and Fourth streets.

Staff is recommending the waterskiing mural for the north side of City Hall and the Native American mural for the south side of the Lakeport Community Center.

OPTIONS:
FISCAL IMPACT:

☐ None ☑ $17,000

Budgeted Item? ☑ Yes ☐ No

Budget Adjustment Needed? ☐ Yes ☐ No

If yes, amount of appropriation increase: $

Affected fund(s): ☑ General Fund ☐ Water OM Fund ☐ Sewer OM Fund ☐ Other:

Comments:

SUGGESTED MOTIONS:

Approve proposed murals and authorize city manager to assign specific spaces.

☑ Attachments:

1. Mural images - PanAm Clipper Ship
2. Mural images - Birding in Lakeport
3. Mural images – Michael Divine
4. Mural images – Bob Minuzzo