

**MINUTES
OF THE
SPECIAL MEETING
CLAYTON CITY COUNCIL**

TUESDAY, November 23, 2010

1. **CALL TO ORDER & ROLL CALL** – The special meeting was called to order at 9:06 a.m. by Mayor Stratford in Hoyer Hall of the Clayton Community Library, 6125 Clayton Road, Clayton, CA. Councilmembers present: Mayor Stratford, Vice Mayor Shuey, Councilmembers Geller, Medrano and Pierce. Staff present: City Manager Gary Napper, Assistant to the City Manager Laura Hoffmeister, Police Chief Dan Lawrence, and City Clerk Laci Jackson.

2. **PUBLIC COMMENT ON NON-AGENDA ITEMS**- None.

3. **STUDY SESSION**

The following business owners/ community members were present: Steve Thomas (NUCP, Flora Square), Sue White (Accurate Business Sevice), Frank Lagan (Clayton Fitness), Jennifer Lutz (Clayton Community Church), Shawn Robinson (Clayton Community Church), Ed Moresi (Ed's Mudville Grill and Moresi's Chophouse), Doug Van Wyck (State Farm), Ted Meriam (Clayton Historical Society), Ilima Henerman (Vevity Fitness), Mike Monaghan and Sabrina Mendoca (SNAP Fitness), Tamara Steiner (Clayton Pioneer), Johnny Sandu (Johnny's Deli), Dennis Mitchell (Clayton Club), Jim Frazier (Hair by Jim), Sam Sandu (Village Market), Joe Sanchez (J&R Floors), Steve Barton (Clayton Club Saloon).

- (a) Study Session with Town Center business owners and local merchants to discuss matters of mutual interest to include the following subjects:

1. **Critique of the 2010 Concerts series and suggestions for 2011 series.**

Councilmember Pierce stated she and Councilmember Geller handed out approximately 100 surveys at each of the 10 concerts. She stated not all people responded to every question.

The groups consensus was the concerts went extremely well, the frequency and times were good, and the Concerts promoted higher sales at the local eateries.

Johnny Sandu stated he would like to see more signs for the concerts in places like the Shell Station in order to create more foot traffic downtown. Councilmember Geller stated the advertising is done locally because the concerts are intended for Clayton residents and due to the capacity of the park.

Vice Mayor Shuey suggested maybe at Oktoberfest and the Art and Wine Festival businesses could hand out coupons or information about their business.

The Assistant to the City Manager also suggested businesses give flyers to the crowd themselves at the concerts if they are having specials.

2. Request to allow City-approved food and/or alcohol booth(s) at Concerts series.

Councilmember Medrano stated this idea was intended to help find a funding source to offset RDA/City the cost of the concerts. He stated beer and wine companies would donate the beverages and the City would sell it during the concerts.

Councilmember Pierce asked the Police Chief about alcohol related regulations for such booths.

The Police Chief responded the vendor would have to get an ABC license to sell alcohol and it would have to stay in a specified area. He stated this could become a challenge for the Police Department.

Steve Barton commented the event holder would also have to obtain an ABC catering permit.

Shawn Robinson asked if this would be competition for the other businesses in the area selling like beverages.

Councilmember Medrano stated another option would be to have one food booth and one beer/wine booth at each concert which could be run by the local businesses.

Councilmember Geller stated at this time there has not a problem with drinking in the park and people seem to be self monitoring; he stated the event does not need to encourage people to drink more. He stated the original intent of the concerts was to showcase the downtown businesses and encourage attendee patronage.

Steve Barton asked if the concerts will be sustainable without additional funding? Councilmember Geller responded the concerts have strong sponsors with the CBCA and Allied Waste and the donations each year have increased.

Shawn Robinson asked if there could be a major sponsor with each concert, and suggested a \$500 fee to promote the businesses with their logo or banner during the concert.

Tamara Steiner recommended that before the City proceeds with alcohol sales they figure out the impacts it would cause for the other businesses.

Councilmember Pierce stated the concert surveys reveal that most people purchased something from a downtown business on concert nights.

Jim Frazier stated he goes to every concert and noted he gets a lot of new business from being at the concerts and networking. He stated he would be willing to pay more on his business license in order to help fund the concerts.

The City Manager stated a BID (Business Investment District) could be formed by the business owners who could agree to levy or surcharge the business license tax in order to use the funds for programs or marketing of the specified area. The business owners would form a committee and decide how to spend the money levied. It is placed in a restricted-use account and by law cannot be used for any other purpose.

The Assistant to the City Manager stated Walnut Creek has two BID's and they are having success.

Johnny Sandu stated he likes the way the concerts are run right now and suggested selling concert memorabilia might be a way to raise further revenue.

Dennis Mitchell stated the concerts were meant to get people going to the local businesses, not create further competition for them.

Steve Barton asked the Council to look into the sponsorship idea and suggested setting a threshold for donations (maybe \$500), or there could be levels of sponsorship so a group of businesses could get together to sponsor a concert.

Ed Moresi asked how much money CBCA paid toward the concerts. Councilmember Geller state approximately \$7,000. The City Manager added CBCA was invited to the meeting and does hold several events each year from which the City does not receive any direct revenue. He stated if the business owners feel the CBCA should contribute more to the business community from this event then they should communicate that to CBCA.

Jim Frazier stated his goal as a new CBCA Boardmember is to talk with businesses owners and find out why they are not part of CBCA or are not attending meetings. He also stated the CBCA did provide money for the Gazebo and the Daffodil Hill project.

Frank Lagan stated the park is not designed to hold many people. He also stated as a business owner in the Clayton Station area they feel like orphans.

Tamara Steiner asked what could be done to support the Clayton Station businesses. Frank Lagan responded the businesses in that area are not acknowledged and so many merchants come and go.

3. Consideration of suggestions/improvements to various community events held in the Town Center (e.g. CBCA festivals; 4th of July Parade; Labor Day Derby/Car Show, Farmers' Market, etc.).

Sam Sandu started the conversation by stated the fences around his store during the Oktoberfest hurt his business. He stated he sells more than alcohol and being cut off from event hurt all grocery sales.

Shawn Robinson stated this year's Oktoberfest seemed to be the most rowdy and kids were being hassled.

The Police Chief stated the venue of Oktoberfest is a challenge and the location of location of Village Market makes things difficult. He stated because the CA ABC licenses must be kept separate and to proved better security for the event holder (CBCA), the Village Market was fenced off from the event. He did note this year the Police Department recorded less fights than in previous years.

Johnny Sandu stated that because the fencing required customers to walk much further around the fences to get to his deli he lost businesses. He suggested an entry and exit point be opened on Morris Street in order to allow people easier access to the Village Market and his deli.

Jim Frazier stated as a member of the community he loses business over the weekends of the large events, but because he is a member of the community he accepts that. He suggested Johnny talk with the CBCA and see if they could work out a reduced rate for his deli to be in the food court area.

The Car Show/Labor Day Derby was discussed and no modifications were suggested.

Councilmember Pierce stated this year the free Kiddie Land was eliminated for the 4th of July Parade due to lack of funds and she did not hear any complaints.

4. Roundtable discussion of ideas or programs to promote a healthier local business economy.

Mayor Stratford asked if there was anything the Council could do to help make businesses more successful.

Steve Barton asked what happened to the downtown marketer and analysis. Vice Mayor Shuey responded because of the downturn in the economy the retail specialist was unable to bring any businesses downtown; instead of putting more money into the consultant the Council decided to stop spending money for the time being and await market recovery.

Doug Van Wyck suggested the Council consider using the surrounding universities and their students for marketing projects.

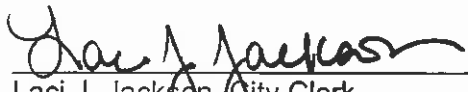
Shawn Robinson stated a health faire might be an interesting event to host each year.

Councilmember Pierce asked if another meeting should be scheduled now to discuss issues such as the BID. The City Manager suggested staff put some program information together and mail a notice to the business owners in early 2011. He also stated if a business owner has a suggestion for a project or something in the downtown there is an Economic Development sub-committee of the City Council where ideas could be directed.

4. **COUNCIL ITEMS**- None received.

5. **ADJOURNMENT**- On call by Mayor Stratford the meeting adjourned at 11:00 a.m.

Respectfully submitted,


Laci J. Jackson, City Clerk

APPROVED BY CLAYTON CITY COUNCIL


Hank Stratford, Mayor