

CITY COUNCIL

Gary Hansen, Mayor
Vincent Holvik, Vice Mayor
Jeff Cobb, Council Member
Sandie Hobbs, Council Member
Jim Yoder, Council Member

CITY MANAGER
Steve Holsinger

CITY CLERK
Natalie Butler



201 North Lassen Street
Willows, CA 95988
(530) 934-7041
www.cityofwillows.org

CITY COUNCIL MEETING AGENDA

Tuesday, February 8, 2011

7:00 p.m.

1. Call to Order Willows City Council Regular Meeting 7:00 p.m.
2. Pledge of Allegiance
3. Observe a Moment of Silence for Dr. Peter Towne and Dr. Bill Wesley Brown
4. Roll Call
5. **Agenda Review:** (Requested Changes by Council or Staff)
 - a.) Consider acceptance, by motion, of City Council February 8, 2011, Agenda.
6. **Presentations & Proclamations:** None
7. **Oral and Written Communications/Public Comment:** Persons wishing to speak on a matter *not on the agenda* may be heard at this time, however, no action will be taken unless placed on a future agenda. (*Oral communications are generally restricted to three minutes*).
8. **Consent Agenda:** Consent items are considered to be routine by the City Council and will be enacted in one motion. There will be no separate discussion on these items unless a Councilperson or citizen requests, in which event the item will be removed from the consent agenda.
 - a) Consider approval of General Check Register.
 - b) Consider approval of Payroll & Direct Deposit Check Registers.
 - c) Consider approval of the Minutes of the Regular Willows City Council Meeting held January 25, 2011.
 - d) Consider adoption of a Resolution appointing Coastland Civil Engineering as the Engineer of Work for the City of Willows Landscape and Lighting Assessment District, direct the preparation of the annual Engineer's Report for FY 2011-12.
 - e) Consider adoption of a Resolution to authorize the Chief of Police to apply for and if successful, to accept a grant from the California Department of Alcohol Beverage Control.
9. **Public Hearings:** None
(Persons wishing to speak on a Public Hearing item are asked to approach the microphone to address the Council and limit comments to three minutes. It is also requested that you please state your name for the record)
10. **Ordinances:** None

11. Items introduced by City Council or Administrative Staff for discussion purposes only:

12. New Business:

- a) Consider adoption of new Library Rules of Conduct for the Willows Public Library.
- b) City Council will provide clarification of Willows Municipal Code Section 2.05.130 pursuant to a request by Forrest Sprague on behalf of the Citizens for Economic Stability. Council to provide, as necessary, appropriate direction to Staff.

13. Referred Matters Pending:

- a) City Council will review and consider final approval/adoption of the City's Vision Statement or provide, as necessary, appropriate direction to Staff. City Council will review the "Economic Development Work Plan for the City of Willows" and the "Relationship and Communication Work Plan for the City of Willows" which were drafted as a result of the SWOT Analysis & Council will provide, as necessary, appropriate direction to Staff.

14. Council Member Reports:

15. Executive Session: None

16. Adjournment:

CERTIFICATION:

Pursuant to Government Code §54954.2 (a), the agenda for this meeting was properly posted on or before February 3, 2011.

A complete agenda packet, including staff reports and back-up information, is available for public inspection during normal work hours at City Hall or the Willows Public Library at 201 North Lassen Street in Willows or on the City's website at www.cityofwillows.org.

In compliance with the Americans with Disabilities Act, the City of Willows will make available to members of the public any special assistance necessary to participate in this meeting. The public should contact the City Clerk's office at 934-7041 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

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MINUTES OF THE WILLOWS CITY COUNCIL MEETING HELD January 25, 2011

1. The meeting was called to order at 7:00 p.m. by Mayor Hansen.
2. **PLEDGE OF ALLEGIANCE:** Council Member Yoder led the Pledge of Allegiance.

3. **ROLL CALL:**

Present: Yoder, Cobb, Hobbs, Holvik & Hansen

Absent: None

4. **Agenda Review:**

- a) Council Member Holvik pointed out that there was a typo on this item and that it should read "acceptance of the City Council January 25, 2011 agenda", rather than "2010". The Clerk noted the correction. It was then **moved** by Council Member Holvik and **seconded** by Council Member Hobbs to accept the City Council January 25, 2011 Agenda. The motion unanimously passed.

5. **Presentations & Proclamations:**

Police Chief Spears presented Certificates of appreciation to Kathleen Menezes, Starbucks, Denny's Restaurant, Sani-Food, Willows Hardware, Bank of America, Trammel's Public, Umpqua Bank, Tri Counties Bank, Sunshine Market and the Willows Public Library for their generosity in assisting with the Toys for Tots and Cans for Cops campaigns in 2010. He stated that both campaigns were highly successful and many toys and canned goods were collected.

6. **Oral and Written Communications/Public Comment:**

Rose Marie Thrailkill gave the Council an update on past and upcoming Chamber of Commerce and Community special events and fundraisers.

Forrest Sprague had submitted a written communication to the City Clerk on January 20 and asked that the communication be placed on the City Council's agenda. The letter was included in the agenda packet, and therefore was not read into the record. City Manager Steve Holsinger offered some comments in response to Mr. Sprague's letter. The City Manager addressed each of the three complaints/concerns and the four requests or action items mentioned in Mr. Sprague's letter. Upon concluding his comments, the City Manager requested that there be no further discussion of this letter, as he believed most of the issues raised in the letter were not actionable, but rather self-serving, and he believes it is more critical that the Council spend time discussing and tending to the business of the City and not spend any more time on the agenda of one person or a small group of individuals. Mr. Sprague then refuted the City Manager's comments, stating that he believes that the City has an obligation, pursuant to the City's Municipal Code, to allow any person or group to place an item on an agenda. City Attorney Gary Krup joined the discussion and characterized some of Mr. Sprague's comments regarding

City operations as argumentative. Mr. Krup further added some clarification to the issues pertaining to obligations of the City under the Municipal Code which Mr. Sprague mentioned in his letter. Mr. Sprague spoke once again, expressing his frustration and disappointment with City operating procedures, City Staff, the City Planner, the City Manager and conflicts within the Municipal Code and the Zoning Code. He concluded his statements by stating that he believes that there is a disconnect between the Planning Commission and the City Council that needs to be addressed and he wanted to bring his concerns before the Council and in his doing so, he felt ostracized by the City Manager. Upon conclusion of discussions the City Attorney excused himself for the remainder of the meeting.

7. **Consent Agenda:**

It was **moved** by Council Member Yoder and **seconded** by Council Member Cobb that the Consent Agenda be approved as presented. The motion unanimously passed and the following items approved/adopted:

- a) Approval of General Check Register (22659-22684).
- b) Approval of Payroll & Direct Deposit Check Registers (Z02221-Z02258 & 31053-31071).
- c) Approval of the January 11, 2011, City Council Meeting Minutes.

8. **Public Hearings:** None

9. **Ordinances:** None

10. **Items introduced by City Council or Administrative Staff for discussion purposes only (Including Economic Development Updates, if any):**

Council Member Holvik stated that he recently attended a Meeting discussing the topic of Senior Housing needs and said it was very interesting and informative. The meeting was held at the Senior Nutrition Center. He stated that the next meeting is scheduled to occur on March 2, again at the Senior Nutrition Center.

Council Member Hobbs stated that she and Council Member Cobb attended the New Council Members & Mayor's Conference last week and that she learned a lot. Mrs. Hobbs also stated that she recently attended a Kiwanis Club Meeting and addressed some questions that the group had pertaining to the activities happening throughout the City.

Council Member Cobb thanked the Council for allowing him and Council Member Hobbs the opportunity to attend the New Council Members & Mayor's Conference in Sacramento and he said that it was very educational.

Mayor Hansen requested that the SWOT analysis be put on the agenda for the next Council Meeting in order to get it finalized.

Council Member Holvik inquired when the City's Vision statement would be placed on the website. The City Manager stated that the Vision Statement had not yet been adopted by the Council, but that he will include the Vision Statement finalization and approval on the same report for the SWOT analysis approval at the next Council Meeting.

11. New Business:

- a) Consider approval to allocate funding from Community Discretionary Funds in the amount of \$175.00 for a "business-card advertising panel" on the Orland Chamber of Commerce 2011 Street Map and Community Guide for Orland, Willows and Glenn County:

The City Manager was recently contacted by Anthony McDemas, Cartographer of Design Maps from Tehachapi. Mr. McDemas provided him with a draft 2011 Orland Chamber of Commerce Street Map and Community Guide for Orland, Willows and Glenn County. The map is a dual-sided County and Cities street map, with specific call-outs for items of priority community interest and/or focal points. In conversations with Mr. McDemas he indicated he would reserve panel #34 on the map border, directly above the City of Willows street map. There are to be five thousand maps printed and distributed thru local merchants and city and county offices. Staff is requesting that Council approve to allocate the necessary funding to include our sponsorship advertisement on the map border.

It was **moved** by Council Member Yoder and **seconded** by Council Member Hobbs to allow the allocation of funding from Community Discretionary Funds in the amount of one hundred seventy-five dollars (\$175.00) for a "business card advertising panel" on the Orland Chamber of Commerce 2011 Street Map and Community Guide for Orland, Willows and Glenn County. The motion unanimously passed.

- b) Consider approval of a Resolution for additional allocation for Façade Improvement Program Projects and authorize an initial funding allocation for a Special Business Stimulus Incentive Fund in conjunction with new business start-up fees in the CC Zone:

In June of 2008 the City Council adopted Resolution #31-2008 which provided Façade Improvement funding assistance to property and business owners in the Central Commercial (CC) Zoning District. The initial funding allocation was established at twenty-four thousand dollars (\$24,000.00). One year later the Council augmented this initial funding with an additional six thousand dollar allocation. The last allocation was made in August 2009 in the amount of twenty thousand (\$20,000) dollars, following some specific enhancements to the program. To date this program has been extremely successful and responsible for over one-hundred thousand dollars (\$100,000) worth of capital improvements for businesses in the Downtown Commercail Core. This success can only be attributed to the dilligent efforts of the Greater Willows Improvement League (GWIL).

Recently several new business interests have approached the city for purposes of opening/establishing new business outlets in the Downtown District. These particular businesses require a "use permit" to operate within the Central Commercial Core. The Planning Commission during their recent deliberation concerning one of these business proposals was sympathetic to the fact former auto dealerships operated at this same location without a Use

Permit. Although that was true, Code changes in both 1991 and again 2000 added and re-emphasized this requirement. During these discussions with the Planning Commission one of the Commissioners suggested that the City of Willows might or should consider some type of business stimulus incentive in the CC District similar to the Sign Stimulus relaxation code amendment. City staff agreed to explore the possibility and determined it would be possible to fund such a program utilizing the unallocated funding available from the Wal Mart Economic Impact Fund.

However during a recent GWIL meeting held January 17th the group consensus was to oppose the use of the unallocated funds to provide supplemental funding to pay City Planning fees associated with Use Permit processing requirements. Staff received an e-mail advisement from GWIL Director, Terry Taylor-Vodden immediately following the group discussion on this topic. Fortunately, staff was able to contact Ms Vodden by phone the following day and clarify an apparent misunderstanding concerning the use of the Wal Mart Funds.

To date, a total of fifty thousand dollars has been allocated to the Façade Improvement Program. The program, as mentioned above, has been extremely successful and staff is happy to report that over forty-five thousand dollars has been invested in downtown improvements since the inception of this program. Currently there is approximately \$4,800 available for other projects. However, the GWIL members are aware of additional projects that may come forward in the near future and these projects are anticipated to exceed this available balance. GWIL members assumed the total sixty thousand dollars would be available for use in the program; despite the fact City Council had not authorized the use of additional funds for Façade Improvement to date.

Upon understanding the expectations of the GWIL membership and the fact that additional projects may be forthcoming, city staff has reconsidered the initial proposal to utilize these funds for development of a Business Incubator Program. However, staff believes strongly that both programs have merit; especially the continued funding of the Façade Improvement program with its demonstrated success history. Therefore staff wishes to secure some additional funding allocation for the Façade Improvement Program and would recommend at least seventy-five percent (75%) of the unallocated balance be made available immediately.

However, new business development in the CC Zone is an equally important project that should not be ignored. Therefore staff requests the remaining unallocated balance of the Wal Mart Funding be allocated to off-set the Planning Services Fee expenditures associated with "use permit" processing for new businesses within the Central Commercial Core. Staff requests a program effective date of January 1, 2011 and to continue until all allocated funds have been expended or June 30, 2012, whichever occurs first.

Brief Council discussion ensued and it was **moved** by Council Member Cobb and **seconded** by Council Member Yoder to adopt a Resolution authorizing additional funding allocation for the Facade Improvement Program and establishing funding for business incentives to off-set planning services fees for new businesses in the CC Zoning District. The motion unanimously passed.

12. Council Member Reports:

Mayor Hansen stated that he attended the most recent Transit & Transportation Committee Meeting. He then thanked the Planning Commissioners for all of the volunteer work that they do for the City and he wanted them to know that they do a very good job and the Council appreciates their hard work.

13. Executive Session: None

14. Adjournment: Mayor Hansen adjourned the meeting at 8:42 p.m.

Dated: January 25, 2010

NATALIE BUTLER

City Clerk

The City of Willows is an Equal Opportunity Provider

AGENDA ITEM

February 8, 2011

TO: Honorable Mayor Hansen and Members of City Council

FROM: Steve Holsinger, City Manager

SUBJECT: Landscape and Lighting Assessment District – Approve the Resolution appointing Coastland Civil Engineering as the Engineer of Work for the City of Willows Landscape and Lighting Assessment District; direct the preparation of the annual Engineer's Report for FY 2011 - 12

RECOMMENDATION

Approve the Resolution appointing Coastland Civil Engineering as the Engineer of Work for the City of Willows Landscape and Lighting Assessment District; direct the preparation of the annual Engineer's Report for FY 2011- 12.

SUMMARY

The Willows Landscaping and Lighting Assessment District ("District") was initially formed by the City in 2005 to pay for costs associated with maintaining landscaping and maintenance in the Birch Street Village subdivision; (Zone A), in accordance with the Landscaping and Lighting Act of 1972 ("Act").

The Landscaping and Lighting Act requires that the City undertake certain proceeding for any fiscal year in which assessments are to be levied and collected. These proceedings are typically accomplished at three separate Council meetings with the following actions:

- 1) Adopt a resolution appointing the Engineer of Work and directing the preparation of the annual Engineer's Report.
- 2) Approve the Engineer's Report, declare the City Council's intent to levy assessments and set a date for a public hearing.
- 3) Conduct a public hearing and authorize the levying and collection of assessments for the upcoming fiscal year.

The attached resolution begins the proceeding for the FY 2011 - 12. The Engineer's Report will analyze the anticipated costs and determine the corresponding assessments amounts. The City Council can make changes to the Engineer's Report once it has been prepared and filed. The Engineer's Report should be approved by the City no later than the end of June of each year so that the information can be transmitted to the County for the inclusion on the tax roles. The County needs to have all information transmitted and correct no later than August 10th of each year. In order to meet this schedule and comply with the regulations of the Streets and Highways code for this type of Assessment District, the assessment engineering process should begin now.

FINANCIAL CONSIDERATIONS - None; costs associated with the Annual District Assessment Engineering Services are covered expenses within the assessments ultimately levied.

NOTIFICATION

None required at this time.

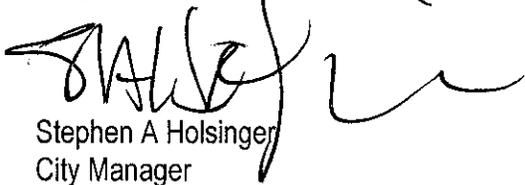
ALTERNATE ACTIONS

None recommended.

RECOMMENDATION

Approve the Resolution appointing Coastland Civil Engineering as the Engineer of Work for the City of Willows Landscape and Lighting Assessment District; direct the preparation of the annual Engineer's Report for FY 2011- 12.

Respectfully submitted,



Stephen A Holsinger
City Manager

Attachments: Resolution Appointing the Engineer of Work and directing the filing of the Annual Engineer's Report. Proposal for Assessment Engineering services for the City of Willows FY 2011-12 Landscaping and Lighting Assessment District.

**CITY OF WILLOWS
CITY COUNCIL
RESOLUTION NO. ____ - 2011**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WILLOWS APPOINTING
COASTLAND CIVIL ENGINEERING AS THE ENGINEER OF WORK FOR THE CITY
OF WILLOWS LANDSCAPING AND LIGHTING SPECIAL ASSESSMENT DISTRICT
AND DIRECTING THE PREPARATION AND FILING OF THE ENGINEER'S REPORT
FOR FISCAL YEAR 2009/2010 (PURSUANT TO THE LANDSCAPING AND
LIGHTING ACT OF 1972)**

WHEREAS, on October 11, 2005 the City Council adopted Resolution #22-2005; authorizing the formation of the Assessment District to levy and collect assessments pursuant to the Landscape and Lighting Act of 1972; and

WHEREAS, the City Council intends to levy and collect assessments within the Assessment District during FY 2011 - 12, located in the City of Willows, Glenn County; and

WHEREAS, pursuant to Section 22622 of the Streets and Highways Code, the City Council must annually appoint the Engineer of Work and direct the preparation and filing of the annual Engineer's Report in order to levy and collect assessments on any following fiscal year; and

WHEREAS, Coastland Civil Engineering, serves in the capacity of City Engineer and has demonstrated the expertise necessary to prepare the annual Engineer's Report.

NOW THEREFORE BE IT RESOLVED, that the City Council of the City of Willows does hereby appoint Coastland Civil Engineering as the Engineer of Work for the City of Willows Landscaping and Lighting Assessment District and is hereby directed to prepare and to file the Annual Engineer's Report showing any changes, pursuant to Section 22622 of the Streets and Highways Code.

PASSED AND ADOPTED by the City Council of the City of Willows this 8th day of February, 2011, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED:

ATTESTED:

Gary Hansen, Mayor

Natalie Butler, City Clerk

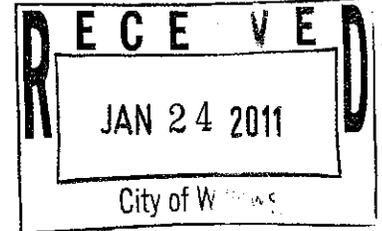


Coastland

Civil Engineering - Construction Management - Building Dept. Services

January 21, 2011

Mr. Steve Holsinger
City Manager
201 N. Lassen Street
Willows, CA 95988



RE: Proposal for Assessment Engineering services for the City of Willows FY 2011-12
Landscaping and Lighting Assessment District

Dear Steve,

Per your request, we have prepared this letter proposal for assessment engineering work associated with the City of Willows' FY 2011-12 Landscaping and Lighting Assessment District (LLAD). As you know, we have provided these services to the City of the last few years and are very familiar with the required annual proceedings, timelines and development of the engineer's reports.

The City authorized the formation of a Landscape and Lighting Assessment District for the Birch Street subdivision (consisting of 34 single family parcels) in 2005. The district funds the annual operation and maintenance as well as the construction of the improvements. The construction is financed over a five year period to repay the contractor and designer for the work. Once it is paid off, the only assessment charges will be for the operation and maintenance of the improvements.

In order to comply with the rules and regulations of the 1972 Act for this type of an assessment district, an annual engineer's report must be filed. With each annual engineer's report, changes must be noted, budgets must be established, fund balances must be calculated and assessments must be determined. It is our understanding that no additional areas are being annexed into the existing LLAD and the fixed line items of installation and design from the past years will remain the same. We will be double checking with the Public Works Department as to whether the maintenance monies collected are sufficient to cover costs for operation and maintenance of the landscaping of the subdivision.

Please note that the following scope of work assumes that budgets with this year's LLAD will not exceed the maximum allowed under the previous engineer's reports. If budgets increase assessments beyond the maximum allowed, tasks will have to be added to include a required public information meeting and for preparation and mailing of special ballots as required by

Proposition 218. We can provide this additional information to the City if and when it is determined that budgets will cause an increase in the assessments.

In order to keep the cost of this project as low as possible, we have written this proposal with the understanding that City staff will assist as much as possible, and specifically in the various areas noted below.

Based on our understanding of your needs, the following is our proposed scope of work to complete FY 2011-12 proceedings to levy and collect assessments:

SCOPE OF WORK

Task 1 - Meet and Coordinate with City Staff

Both at the onset of our work, as well as throughout the proceedings, we anticipate meeting with City staff, either by phone or in person, to ensure full coordination of the project. In the initial meeting we will provide the budget worksheets for the appropriate City staff to complete if it is discovered that the budgets shown in the FY 2010-11 report are not sufficient to cover expenses. A timeline will be prepared identifying deadlines and the three council meeting dates. One City staff person will need to be identified as our liaison. Coordination will become particularly important both with the City Council meetings and the timing of the Public Noticing as required by the provisions regulating the Landscaping and Lighting Act of 1972.

Task 2 - Preparation of Agenda Reports and Resolutions for Three City Council Meetings

In accordance with the provisions of the Landscaping and Lighting Act of 1972 of Streets and Highways Code, the annual proceedings to levy and collect assessments typically require three separate City Council actions. We will prepare the draft agenda reports and resolutions for the three City Council meetings. We ask that the City provide Coastland (CCE) electronic file copies and hardcopies of the final, signed agenda reports and final, signed resolutions after each of the three City Council meetings.

Task 3 - Background Information

During the development of the FY 2011-12 Engineer's Report, we will need to gather all the appropriate background information from City Staff. This information is typically gathered from Public Works, the Finance Department and the County Assessor's office. This includes completing a FY 2011-12 budget worksheet for each of the items included to be maintained, changes to parcels within the LLAD (the City should provide us with updated County Assessor rolls) and any other pertinent information necessary for inclusion within the FY 2011-12 Engineer's Report.

Task 4 - Budgets

Once the background information is collected, we will establish the budgets necessary for maintaining the LLAD improvements. The budgets in the FY 2011-12 Engineer's Report will be shown both in summary form and in a line item budget format in order to provide as much detail as possible. The maintenance, water and utility costs may each have a separate line item, as well

as City administrative effort necessary to administer the LLAD and maintenance oversight/staffing over the upcoming fiscal year.

Task 5 – FY 2011-12 Engineer's Report

We will use the methodology of apportionment described in the last year's Engineer's Report to equitably spread the FY 2011-12 LLAD costs to each of the parcels within the LLAD. Please note, if any changes to the budget result in an increase of the annual assessments, balloting to all impacted property owners will be required.

Because there are no annexations proposed to the District in 2011-12, the existing LLAD maps (Assessment Diagrams) outlining those parcels included in the LLAD from last years report should not have to be modified.

All the budgeting information as mentioned in Task 4 will be included within the Engineer's Report, as well as background on the formation of the LLAD, narrative description of the Zone within the LLAD, the improvements maintained, any improvements or changes proposed for FY 2011-12 and a listing of the specific assessment that will be levied on each of the parcels within the LLAD. The FY 2011-12 Engineer's Report will include all items as required in Sections 22565 through 22574 of the Streets and Highways Code. For the second City Council meeting, a draft Engineer's Report in electronic PDF form will be forwarded to the City for review and comment. Once finalized, an electronic PDF of the Engineer's Report will be submitted to the City for copying and distribution in order to preliminarily approve at the second City Council's meeting. For the third City Council meeting (Public Hearing) the Final Engineer's Report in PDF format will be forwarded for copying and distribution for final approval at the third City Council meeting. In addition, two hardcopies of the final Engineer's Report will be sent following the third City Council meeting for three signature certifications, typically by the City Manager. One signed copy is for the City's files; the other is to be returned for our files. A certified copy of the final authorizing resolution to levy and collect assessments will also be needed from the City in order to forward the assessment rolls to the County.

Task 6 – Assistance at City Council Meetings

We have included the cost to attend one Council meeting, scheduled for a day that I am currently in the Willows office (and don't have to make a separate trip for the meeting). We will be available to attend additional Council meetings associated with processing the LLAD on an as-needed, time and materials basis. It should be noted that, per our experience with other districts, the first Council meeting to appoint the District Engineer is typically a consent item.

Task 7 - Information to County Assessor' Office

Once the City Council approves the FY 2011-12 Engineer's Report at the Public Hearing and authorizes the levy and collection of the annual assessments to parcels within the assessment LLAD, we will compile the necessary digital information in the format desired by the County Assessor's Office and transfer this information to the County Assessor's Office for inclusion on the tax rolls for FY 2011-12. As prescribed by law, this information will be transmitted prior to August 10, 2011.

Project Fee

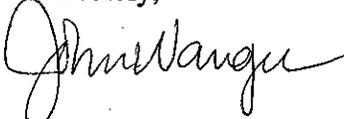
Based upon our described scope of work, we propose to provide our professional engineering services on a time and materials basis for a not to exceed amount of \$4,020. The total amount we have specified is only for our described Scope of Work. If you request work to be performed outside the scope of work or if the scope of work changes, we reserve the right to negotiate the cost for the extra work. Please note that we have estimated a budget of \$200 for reimbursable costs. This amount is included in the above total and is for reimbursable costs that are typically billed on an as-incurred basis plus 15%.

Schedule

As prescribed by the Landscaping and Lighting Act of 1972, we will complete all work associated with the Engineer's Report for FY 2011-12 by the end of April (for the preliminary engineer's report.) Assuming no revisions are needed to this report, the report will also be used in at the Public Hearing in June. Once fully approved, we will transmit the required information to the County no later than August 10, 2011.

We hope this proposal meets with your approval. If you have any questions regarding this proposal please let me know. We appreciate the opportunity to serve the City and look forward to completing this important project for the City.

Sincerely,



John Wanger

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February 8, 2010

AGENDA ITEM

TO: Steve Holsinger, City Manager
FROM: William Spears, Chief of Police
SUBJECT: ALCOHOL BEVERAGE CONTROL GRANT

RECOMMENDATION

To authorize, by Resolution, the Chief of Police to act on behalf of the City of Willows to apply for and if successful to accept a grant from the California Department of Alcohol Beverage Control.

SITUATION

The regulation of businesses licensed to sell alcohol in the State of California is the responsibility of the Department of Alcohol Beverage Control (ABC). In that ABC can not adequately conduct appropriate over site over all licensed premises throughout the state the California Legislature established the empowerment and responsibility of local law enforcement to enforce the Alcohol Beverage Control Act.

To assist offset expenses associated with the special types of monitoring required ensuring all (alcohol sales) licensees adhere to state law, the state has authorized the creation of financial grants to local law enforcement agencies.

The Willows Police Department previously operated an ABC grant in the 2007/2008 fiscal year. For the 2008/2009 fiscal year no agency within Glenn County received an ABC grant. In the current, 2009/2010, fiscal year the Orland Police Department is the grant agency.

The Willows Police Department with authorization of Council would be seeking a 1 year ABC task force grant. The task force would involve personnel from Orland Police, Glenn County Sheriff's Department, Glenn County Probation Department, and the California Department of Alcohol Beverage Control. Willows Police Department would be the lead agency for the task force.

Operations associated with the 1 year grant would include; Minor Decoy stings, Shoulder taps, Licensee training and Lamb Derby/County Fair monitoring and enforcement operations.

The total grant package is for \$ 16,477.00 These funds would pay for personnel overtime,

overtime, equipment (1 computer, and PAS device mouthpieces), personnel training (1 conference in July in Sacramento) and operational or purchase funds.

All equipment obtained through the grant would become property of the Willows Police Department. There are no matching fund requirements.

FINANCIAL CONSIDERATIONS

Should the grant application be successful the department shall receive \$16,477.00 in funding.

Should the grant application be unsuccessful, the department will not lose any current funding.

NOTIFICATION

Orland Police Department
Glenn County Sheriff's Department
Glenn County Probation Department
WPSA

ALTERNATE ACTIONS

1. To authorize, by Resolution, the Chief of Police to act on behalf of the City of Willows to apply for and if successful to accept a grant from the California Department of Alcohol Beverage Control.
2. To authorize, by Resolution, as amended, the Chief of Police to act on behalf of the City of Willows to apply for and if successful to accept a grant from the California Department of Alcohol Beverage Control.
3. To not authorize the Chief of Police to apply for or accept a grant from the California Department of Alcohol Beverage Control.
4. To return the proposed project back to staff for further development to be presented again at a later time.

RECOMMENDATION

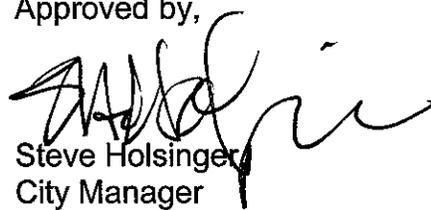
To authorize, by Resolution, the Chief of Police to act on behalf of the City of Willows to apply for and if successful to accept a grant from the California Department of Alcohol Beverage Control.

Respectfully submitted,



William Spears,
Chief of Police

Approved by,



Steve Holsinger,
City Manager

Attachments:

- EXHIBIT A: RESOLUTION
- EXHIBIT B: ABC Grant Proposal

RESOLUTION NO. _____

EXHIBIT A

**CITY COUNCIL
OF THE
CITY OF WILLOWS**

A RESOLUTION APPROVING THE SOLICITATION BY THE WILLOWS POLICE DEPARTMENT OF A GRANT WITH THE CALIFORNIA DEPARTMENT OF ALCOHOL BEVERAGE CONTROL AND IF SUCCESSFUL TO AUTHORIZE THE CHIEF OF POLICE TO ENTER INTO AN AGREEMENT FOR THE EXECUTION OF SUCH GRANT.

WHEREAS, THE Willows Police Department desires to solicit for and if selected undertake a certain project designated as 2011 Glenn County Alcoholic Beverage Control Grant to be funded in part from funds made available through the Grant Assistance Program (GAP) administered by the Department of Alcoholic Beverage Control (hereafter referred to as ABC);

NOW, THEREFORE, BE IT RESOLVED that the Chief of Police of the City of Willows Police Department is authorized to direct the solicitation and if approved to execute on behalf of the City of Willows a contract for the implementation of a grant between ABC and the City of Willows, including any extensions or amendments thereof and any subsequent contract with the State in relation thereto.

IT IS AGREED that any liability arising out the performance of this contract, including civil court actions for damages, shall be the responsibility of the grant recipient and the authorizing agency. The State of California and ABC disclaim responsibility for any such liability.

BE IT FURTHER RESOLVED that grant funds received hereunder shall not be used to supplant expenditures controlled by this body.

IT IS ALSO AGREED that this award is not subject to local hiring freezes.

PASSED AND ADOPTED by the City Council of the City of Willows, State of California, this _____ day of _____, 2011, by the following vote:

- AYES:
- NOES:
- ABSENT:

GARY HANSEN, MAYOR

Attest:

City Clerk

EXHIBIT B



State of California Department of Alcoholic Beverage Control Grant Assistance Program

PROPOSAL COVER SHEET (TO BE COMPLETED BY APPLICANT AGENCY)

1. Name of Applicant Agency: Willows Police Department	
2. Description of Applicant Agency: Provide a brief summary including department size, staffing, and structure. The Willows Police Department is comprised of six (6) Police Officers, one (1) Detective, two (2) Sergeants, and the Chief of Police. There are currently three (3) unfunded positions (two Police Officers and one non-sworn Community Services Officer) due to budgetary issues.	
3. City or County Served: Willows / Glenn County	4. Population of Service Area: 29,190
5. Project Description: Summarize the proposed project covering the objectives, method of procedure, evaluation, and end product. The Willows Police Department will establish a multi agency task force operation in conjunction with the Orland Police Department, the Glenn County Sheriff's Office, and ABC to implement a minimum of six (6) Minor Decoy Operations and two (2) Shoulder Tap Operations in Glenn County to reduce the unlawful sales to, purchase and consumption of alcohol by minors. The task force will also work on compliance issues at off-sale and on-sale establishments within the County of Glenn. LEAD Training will be provided to licensees, their employees and applicants throughout Glenn County.	
6. Funds Requested: \$16,477.00	7. Project Period: July 1, 2011 - June 30, 2012
8. Acceptance of Conditions: By submitting this proposal, the applicant signifies acceptance of the responsibility to comply with all requirements stated in the Request for Proposals. The applicant understands that ABC is not obligated to fund the project until the applicant submits correctly completed documents required for the contract.	
A. Project Director (person having day-to-day responsibility for the project)	B. Chief of Police or Sheriff (authorizing official)
Name: Jason Dahl Address: 201 N. Lassen Street Willows, CA 95988 Phone: (530) 934-3456 Fax: (530) 934-4964 E. Mail Address: jdahl@cityofwillows.org Signature:	Name: William Spears Address: 201 N. Lassen Street Willows, CA 95988 Phone: (530) 934-3456 Fax: (530) 934-4964 E. Mail Address: wspears@cityofwillows.org Signature:
Title: Sergeant	Title: Chief of Police
C. Fiscal or Accounting Official	D. ABC USE ONLY
Name: Tim Sailsbery Address: 201 N. Lassen Street Willows, CA 95988 Phone: (530) 934-7041 Fax: (530) 934-7402 E. Mail Address: tsailsbe@cityofwillows.org Signature: _____	
Title: Finance Director	

OTHER FUNDING SOURCES

Complete the following to report the total funds available to support the activities related to accomplishing the goals and objectives of the contract. In the "Grant Funds" column, report the ABC funds requested by category. In the "Other Funds" column, report all other funds available to support the project by category (if none, leave blank). Then calculate the totals by category in the "Program Total" column. Total each column down to arrive at the total program funds available. (Round all budget amounts to the nearest dollar.)

BUDGET CATEGORY	GRANT FUNDS	OTHER FUNDS	PROGRAM TOTAL
Personnel Services	\$12,541.00		\$12,541.00
Operating Expenses	\$500.00		\$500.00
Travel/Registration Fees	\$1,000.00		\$1,000.00
Equipment	\$2,436.00		\$2,436.00
TOTALS	\$16,477.00	\$0.00	\$16,477.00

(This form does not become part of the contract.)

City
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February 21, 2011

Department of Alcoholic Beverage Control

3927 Lennane Drive, Suite 100

Sacramento, CA 95834

Attn: Suzanne Pascual, Grant Coordinator

Re: Grant Assistance Program (GAP)

Summary:

I am submitting this grant request on behalf of the Willows Police Department. I am currently a Sergeant with the department and have worked with the Willows Police Department for four years. Our department is very interested in the Minor Decoy Program, Shoulder Tap Program, and LEAD Training that are offered as part of the GAP. Our department would like to form a task force style operation in conjunction with the Orland Police Department, Glenn County Sheriff's Office, Glenn County Probation Department, California Highway Patrol, and Alcoholic Beverage Control (ABC) to combat alcohol related crimes in Glenn County.

The Willows Police Department is a small police department consisting of a Chief of Police, two (2) Sergeants, one (1) Detective, six (6) sworn officers, and one (1) Administrative Service Manager (non-sworn). The Willows Police Department will be working in conjunction with the Orland Police Department and Glenn County Sheriff's Office throughout the operational period of this grant. The current population of Glenn County is approximately 29,190. There are approximately 84 on-sale and off-sale license holders within the county. Orland and Willow are the largest towns within Glenn County. Orland has a population of approximately 7,353 while Willows has a population of approximately 6,266.

The demographic breakdown of the County of Glenn is as follows:

- 60.6% of the population is White/Caucasian
- 31.1% of the population is Hispanic

City of Willows

POLICE DEPARTMENT

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- 8.2 % of the population is Asian, American Indian, & African American
- The largest age group within Glenn County is the 10-19 year old range of over 4,600 people
- The median household income of Glenn County is \$32,107
- The average poverty rate of Glenn County = 15.2%
- The unemployment rate of Glenn County is approximately 16%

There have been several gas stations, convenience stores, and eating establishments that have been under investigation or issued citations by ABC for selling alcohol to minors within Glenn County. The City of Willows has received reports of an on-sale premises (within the city limits) that is selling alcohol to minors, selling alcohol to overly intoxicated individuals, and has employees that are drinking alcohol while working at the establishment. The Willows Police Department has also received reports that juveniles have been successful in obtaining alcohol at establishments by using the "shoulder-tap" method. The Willows Police Department has worked closely with the Orland Police Department, Glenn County Sheriff's Office, and ABC in prior years to help reduce the incidents of minors acquiring alcohol.

The Willows Police Department is funded out of the City's general fund with limited resources to facilitate a sustained minor decoy and shoulder tap operation without the help from an outside funding source. The funding requested would cover overtime salaries, equipment, operating expenses, and travel expenses for the GAP Conference. The total funding that we are requesting is \$16,477.00.

Goals & Objectives

The goals and objectives for our operation would be to develop and implement a multi-agency task force to conduct Minor Decoy and Shoulder Tap Operations in Glenn County. During the grant period, the Willows Police Department will schedule and coordinate LEAD Training for on-sale and off-sale licensees, their employees, and applicants as a preventative measure. The operation will include a minimum of 6 Minor Decoy Operations targeting businesses with on-sale and off-sale licenses throughout Glenn County. The operation will also include a minimum of 2 Shoulder Tap Operations during the course of the grant period. All of these operations will be conducted over the entire length of the grant period. However, the number of operations may well exceed the minimum number that is required by judicious scheduling and the use of our Volunteer In Police Services unit. Press releases will be issued throughout the grant period.

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Problem Statement

During the 2010 year, the City of Willows dealt with numerous alcohol related offenses. Our agency had 49 arrests of subjects that were intoxicated in public, 40 arrests for driving under the influence of alcohol, and two businesses that were cited for selling alcohol to minors. The Orland Police Department had 35 arrests for public intoxication, 45 driving under the influence arrests, and one that was cited for being a minor in possession of alcohol. The Glenn County Sheriff's Office had 64 driving under the influence arrests (62 of them were turned over to CHP) and over 30 arrested for being intoxicated in public.

During the 2009 to 2010 school year, there have been more than 25 juveniles that were contacted for possession of alcohol and/or tobacco products in the County of Glenn. There are over 15 schools in the County of Glenn that have 100+ students enrolled on each campus.

The County of Glenn showed that from January 1, 2010 to December 31, 2010, the Glenn County Probation Department handled approximately 120 felony arrests and approximately 80 misdemeanor juvenile arrests. Approximately 25% of the arrests were alcohol and/or tobacco related offenses.

Project Description

The Willows Police Department, working in conjunction with the Orland Police Department and the Glenn County Sheriff's Office, will implement a sustained Minor Decoy Operation over the grant funding period. A minimum of six (6) Minor Decoy Operations will take place over the grant funding period.

A minimum of two (2) Shoulder Tap Operations will take place during the funding period of this grant. Additionally, the Willows Police Department will provide LEAD Training for licensees, their employees, and applicants within the County of Glenn. This training will be conducted with and promoted through various business improvement organizations.

The overall goal of the program is to identify and target licensed establishments that are failing to meet the standards of the Alcoholic Beverage Control and bring the businesses into compliance. Our hope is to gain voluntary compliance from all establishments. Enforcement efforts will be used when necessary.

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The Willows Police Department had a close relationship with the agents from Alcoholic Beverage Control in the past. ABC Agents have conducted county-wide operations with the assistance of the Willows Police Department, Orland Police Department, and the Glenn County Sheriff's Office Previously.

The County of Glenn has several community gatherings in which an ABC operation or program would be beneficial. There is the Glenn County Fair, the Willows Lamb Derby, and car shows in Orland and Willows.

The Willows Police Department and Orland Police Department have long-standing relationships with the "Every 15 Minutes" program that give presentations to youth in regards to drinking and driving. The Orland Police Department has had a long relationship with the Friday Night Live program as well. We would like to continue to work with these programs during the grant funding period to reach out to the schools and promote alcohol awareness and education.

Project Personnel

1 Sergeant - Project Director	80 hours (includes operations and conference)
2 Officers – Not designated	160 hours for operations
1 Decoy – Not designated	40 hours total

The Willows Police Department will be responsible for the grant operations. The operations will be carried out in 2-3 person teams. The decoy will, at all times, be escorted by a sworn officer. The cover unit will consist of the operation's Sergeant (of supervisor) and another officer. All operations will be documented so contact can be made with the businesses for advisement if they passed or failed the operation. As business owner's become trained and educated they will become more involved in call law enforcement to report minors trying to get adults to purchase alcohol to minors.

The Willows Police Department has a good working relationship with members of the local media. Media logs are prepared and sent on a daily basis to the local media. Additionally, press releases are sent on an "as needed basis". We will write and disseminate all required

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press releases to members of the local media and copies will be forwarded to Alcoholic Beverage Control. The release of this information should help educate the public and business owners of the County of Glenn.

The Willows Police Department, Orland Police Department, and Glenn County Sheriff's Office are funded out of the general fund from each jurisdiction. The recent budget crisis in the State of California has caused serious cutbacks in each department. Without the funding from this program, it will be impossible for each department to implement this program.

If the Willows Police Department is considered for this grant (as the applicant agency), I would request that the grant monies are used to cover overtime salaries, operating expenses, one (1) desktop computer and monitor (analysis purposes), one (1) Intoximeter Alco-Sensor FST, and travel expenses related to the GAP Conference in Sacramento.

This grant would help build a better working relationship between Alcoholic Beverage Control, the local businesses and community, and the law enforcement agencies within the County of Glenn. Thank you for your consideration and I look forward to hearing from you in the near future.

Respectfully,

A handwritten signature in black ink, appearing to read "Jason Dahl", is written over a horizontal line.

Sergeant Jason Dahl

Willows Police Department

AGENDA ITEM

February 8, 2011

TO: Steve Holsinger, City Manager
FROM: Jody Meza, Library Director
SUBJECT: Consideration of adoption of Library Rules of Conduct

RECOMMENDATION

Adopt new Rules of Conduct for the Willows Public Library

SITUATION (or BACKGROUND)

Due to a number of incidents in the library related to the situations covered by the proposed Rules of Conduct and a lack of formal policy regarding these matters it would be beneficial to the public and staff to have an established and posted policy. These rules of conduct will also give the staff guidelines so that they can enforce library rules equitably and will help to ensure that patrons have access to a safe and orderly facility. The Library Board approved the rules of conduct on November 10, 2010.

FINANCIAL CONSIDERATION

none

NOTIFICATION

- Library Board Agenda was posted in newspaper of general circulation as well as on library bulletin board
- Open Library Board meeting was held on Thursday, November 10, 2010

ALTERNATE ACTIONS

Revise Rules of Conduct

RECOMMENDATION

Adopt, by motion, new Rules of Conduct for the Willows Public Library

Respectfully submitted,

Jody Meza

Library Director

The Willows Public Library welcomes all patrons who comply with these

Rules of Conduct.

The purpose of these rules is to ensure that all patrons of the Willows Public Library have access to and use of library facilities in a quiet, orderly, sanitary and safe atmosphere, unhindered and undisturbed by the disruptive actions and behavior of others.

A person will be immediately expelled and suspended for committing or attempting to commit a serious offense, including assault; battery; theft; vandalism; sexual offenses; offensive touching; harassment, stalking or threatening behavior; the use of alcohol or controlled substances; or having unsanitary bodily hygiene so offensive to other persons that it constitutes a nuisance in the Library.

A person engaged in the following behaviors will be asked to stop the behavior, and may be asked to leave the library. Failure to comply with requests may result in suspension from the Library premises. **Any person who refuses to leave the library when asked to do so will be suspended from the Library premises and authorities will be notified. (California Penal Code 602)**

- Disorderly behavior, loud talking, offensive language, or engaging in noisy or boisterous activities.
- Using cell phones, computers or other auditory devices in a manner that disturbs others. Loud or extended conversations should be moved outside the library.
- Leaving children unattended anywhere on the Library premises if they are under the age of 9 or if such children interfere with or disrupt other's use of the library.
- Misuse of library furniture or equipment.
- Interfering with or blocking free passage with bicycles, large backpacks, and other bulky items.
- Leaving personal belongings unattended.
- Giving speeches or handing out literature in the Library (however, such conduct may be allowed at Library programs upon receiving permission from the appropriate Library staff).
- Soliciting money on the Library premises.
- Smoking, bathing or sleeping in the library. Smoking within 20 feet of library entrances and windows is prohibited. (California Government Code 7597) Eating and drinking are only allowed in tiled floor area and prohibited in all other areas.
- Bringing animals, other than service animals, into the Library.
- Entering or remaining in the Library without shirt and/or shoes.
- Grouping around single computer stations.
- Using someone else's identification or library card number to access computers or check out items.
- Possessing weapons of any kind on Library premises.

Approved by Library Board of Trustees on 11/10/2010.



Citizens for Economic Stability

Advocating Business Opportunity and Economic Sustainability for the Benefit of All

February 2, 2011

Steering Committee

Chairperson
Rick Thomas
(530) 514-0754

Secretary
Rae Ann Titus
(530) 934-8300

Legislative
Analyst
Forrest Sprague
(530) 514-8700

Directors

Ben Titus
(530) 517-2172

Rick Reynolds
(530) 934-4273

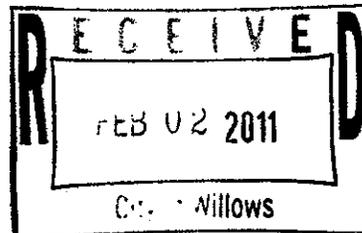
Holly Myers
(530) 934-3204

Vern Roberts
(530) 934-9642

Karen Roberts
(530) 934-9642

Ms. Natalie Butler
City Clerk
City of Willows
201 North Lassen Street
Willows CA, 95988

Hand Delivered



Dear Ms. Butler:

On January 20, 2011, I hand delivered to you a letter asking that certain items be placed on the Agenda for the January 25, 2011 City Council meeting. Contrary to what was clearly requested, our group's letter was itemized as "written communication."

When the Agenda was publicized, I immediately emailed you asking to please "...identify the person (s) who made this determination and please explain the justification for the decision." My message cited the Willows Municipal Code titled: "Prior presentation of matters to [the] city desk." However, no response to my inquiry was returned.

During the January 25th council meeting and before I was allowed to speak, the City Manager Holsinger concluded his remarks on this matter saying, "We've wasted enough time on the agenda of a single person for this small group."

Clearly, some city officials and the City Attorney have differences in opinion as to the procedure for adding matters to the City Council's Agenda which are allowable for discussion and action.

It is the intent of all CES members to follow proper City protocol when asking for items to be placed on the Council's Agenda. Moreover, we want to maintain appropriate decorum during those meetings. We expect to bring other items before the Council for open discussion and possible action in the future. Therefore, we want all those involved to follow the City's adopted procedures and public meeting etiquette.

Although, we will respectfully disagree with anyone who might conclude that we do not have the right to openly discuss certain subjects, no matter how uncomfortable or insignificant those topics might appear to any city officials.

Likewise, we resent being mocked, defamed or otherwise intimidated by elected and appointed officials or city staff. In early 2010, we were assured by the then-City Council that these practices would cease, but clearly they have not.

In addition, we will resist all attempts by city officials and staff to reframe the issues and to redefine our objectives. These acts are intended to confuse the audience, camouflage the real concerns, and are transparent tactics meant to discredit our purposes.

Our premise is that the City Council should be receptive to and appreciative of a citizen's and businessperson's perspective during the public discourse on items brought before the Council. Currently, the majority of the advice and input the Council receives are from City employees and not necessarily those from the private-sector who can be most impacted by your decisions.

Therefore, we request to be placed on the Agenda for the February 8, 2011 City Council to openly discuss the intent and appropriate procedure as described in Municipal Code Section 2.05.130 which states in part:

Agenda – Prior presentation of matters to city desk – Posting and delivering agenda.

Any person, group or agency having any reports, communications or other matters to be presented at a council meeting shall notify the city clerk of the fact in writing before 5:00 p.m. of the fifth day (Sunday included) preceding the day of such meeting. Upon receipt of notice of such matters the city clerk shall prepare a list of same for presentation in the form of an agenda to be used in the direction of the order of business at such meeting.

Please understand that the intent of this request should not be misinterpreted merely as "written communication." Instead, this petition includes, but is not necessarily limited to participation by the City Attorney, public discussion and possible City Council action with regard to the following aspects of this topic:

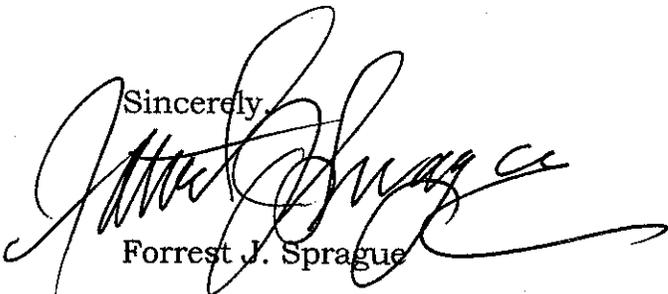
- How large must a group be to have items placed on the Council's agenda?
- From the City, who has the authority to determine if a matter is suitable to be listed on the Agenda for discussion and possible action?
- The statute, case law or municipal code that limits a person to three minutes of comments and/or discussion on a matter.

City of Willows
February 2, 2011
Page Three

Attached are copies of our organization's brochures. Please pass these along to the City Council members for their review before the meeting.

Thank you in advance for your attention to this important matter.

Please call if there are any questions.

Sincerely,

Forrest J. Sprague

C: Gary Krup, City Attorney

Preamble to the Constitution of America

We, the People of the United States, in order to form a more perfect union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessing of liberty to ourselves and our posterity, do ordain and establish the Constitution of the United States of America.

Preamble to the Constitution of California

We, the People of the State of California, grateful to Almighty God for our freedom, in order to secure and perpetuate its blessings, do establish this Constitution.

SECTION 1. All people are by nature free and independent and have inalienable rights. Among these are enjoying and defending life and liberty, acquiring, possessing, and protecting property, and pursuing and obtaining safety, happiness, and privacy.

Preamble to the Brown Act

In enacting this chapter, the Legislature finds and declares that the public commissions, boards and councils and the other public agencies in this State exist to aid in the conduct of **the people's** business. It is the intent of the law that their actions be taken openly and that their deliberations be conducted openly.

The people of this State do not yield their sovereignty to the agencies which serve them. **The people**, in delegating authority, do not give their public servants the right to decide what is good for the people to know and what is not good for them to know. **The people** insist on remaining informed so that they may retain control over the instruments they have created.

Steering Committee

Chairperson
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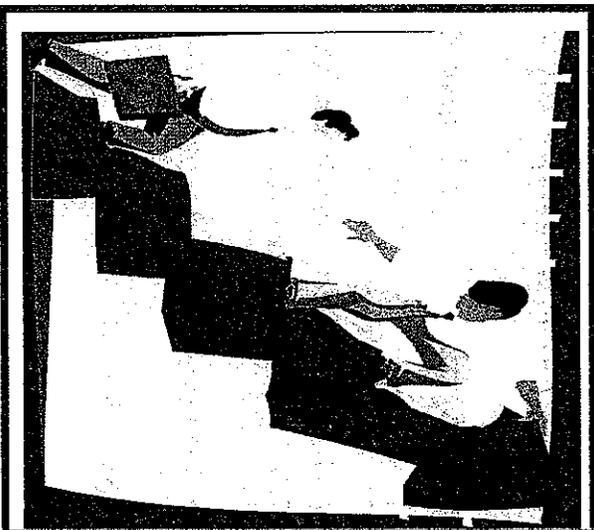
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CITIZENS for Economic Stability



*Advocating
Business Opportunity
and
Economic Sustainability
For the Benefit of All*

Founded 2008

Who We Are

A network of concerned and actively involved citizens and local business people focused on the economic future and fiscal sustainability of Willows, Orland and Glenn County.

Why We Do What We Do

We know that a strong, vibrant, local economy is beneficial to the entire community.

We recognize that the private business stability and private sector job creation are the *primary* economic stimulations that increase the tax revenue needed for the government services the public expects and deserves.

We believe that decisions, policies, actions or inactions by government officials and staff can at times adversely impact the local economy.

We agree that civil government exists for the benefit of all the citizens of the community, and we think that government should be accessible and responsive to all its citizens.

We know that much of what government does often happens without the awareness and consent of the tax-paying citizens and business people who could be negatively affected by legislative decisions and subsequent procedures.

How We Do What We Do

We advocate for business retention, expansion and attraction, *in that order*.

We monitor the Planning Commission and City Council meeting agendas, increase the public awareness of important issues, and ensure public participation in the decision-making process.

We work to restore genuine transparency and true accountability to local government.

We provide a means to redress the abuse and intimidation of local government officials.

We want respectful and reliable responses from our local government officials and staff.

We support pro-taxpayer and pro-business elected and appointed officials.

We oppose governmental decisions, actions, inactions, rules, policies and regulations that unreasonably hinder productive business activity or delay sensible business expansion.

We inform the media, our members and the entire community of the positive and negative impacts to the local economy caused by our local elected and appointed officials' directions and their staffs' resulting actions or inaction.

MEMO

To: Steve Holsinger, City Manager
From: Christine Zoppi
Date: 9.27.2010
Re: SWOT Summary

Message:

Thank you for the opportunity to facilitate the planning sessions for the City of Willows. I hope that you, the City Staff, City Council and Community will benefit from the efforts made by the individuals who participated.

I have attached two final "draft" work plans which include priority ideas and needs expressed throughout the planning session. The vision statement and sign in sheet from the final session are also included.

Specific to the work plans are two key findings that found consensus on the final night:

1. It would be the recommendation of the committee, that the City Government identify an entity or committee to act as an economic development planning body for the City. That committee would carry out and guide efforts and progress of the Economic Development work plan.
2. The second recommendation would be the development of a committee or entity to oversee the work on the Communication and Relationship work plan.

The objective of each group would be to bring together parties, government, community and business, to share in the responsibility for achieving the vision of Willows. Both entities would facilitate relationship building, and most importantly *shared* communication, responsibility, and accountability for the idea/needs described in both work plans.

The SWOT participants are interested in the next steps, which were left at my providing these documents to you to review and present to the City Council as protocol would allow. Participants have requested to have a copy of these final documents by emailed.

Final Vision Statement Draft

Willows-

- *Where we celebrate our heritage of agriculture and outdoor recreation*
- *Where we foster economic growth and value innovation*
- *Where you will find all of this nestled in a safe and charming hometown environment*

Economic Development Work Plan for "City of Willows"

<p>Goal (Long-Term Outcome/Impact/Vision): The City of Willows has a strong and resilient economy comprised of a diverse mix of businesses and employers, which is in line with the vision of the community's citizenry and leadership.</p> <p>Outcome (Short-Term & Mid-Term Outcomes): New and existing businesses exist and thrive; employment is available; a vibrant downtown business community supports a rich quality of life; a skilled employable labor force exists. A common Vision guides future direction.</p>					
Activities/Tasks	Who's Responsible	Timeline	Indicator(s) of Success	Data/Documentation/ Product/Outputs	
Economic Planning					
Form economic development committee	City to develop or identify/recognize		Bring new businesses to town	ID type of business Willows wants	
Identify an Approach and Develop a Vision for the City of Willows specific to Economic Development; 1-5 and downtown; working with County	City/Committee		A shared vision specific to growth and economic development exists	Increased airport related businesses in compliance with compatible land use guidelines; increased businesses on Corridor	
Develop methods to proactively seek compatible employers to bring to willows	City/Committee				
Working Together to Market Willows					
Develop a Marketing Strategy for Willows Business Community	City/Committee		Patrons are drawn to local business; resulting in profitability and sustainability	A Shared Strategy for Marketing Willows Business Community Exists	
Develop presentation to sell "Willows"	City/Committee				

Economic Development Work Plan for "City of Willows"

Activities/Tasks	Who's Responsible	Timeline	Indicator(s) of Success	Data/Documentation/ Product/Outputs
City Govt more involved with Business community (how? Biz expo)	City & Business Community	Continuous	Increased Collaborative efforts; perception	City booth at expo? How do we define and measure? 3/50
Join & build relationships between business community and Chamber in "Marketing" Willows (HOW? Mixers, planning sessions?)	City, county, orland vs. willows-med: priority		Increased exposure; Increased business exist and survive; bond	
Business Services				
Inventory available services for businesses and produce packet for new businesses	City Staff HRA/Chamber	11.2010	Expand to all... welcome packet	Paid for with reallocation of econ funds; Med-High
Increase Awareness of Available Business Resources; Retraining of workers	HRA/Colleges, other tech schools			How do we link and build awareness?
Increase Awareness of Available Business Resources; For example Small Business workshops/training; HRA/County Business Services	HRA/Chamber/City			
Increase Awareness of Business Advisory Council	County CDBG Reuse, HRA Business Services Community	In progress		

Relationship and Communication Work Plan for "City of Willows"

<p>Goal (Long-Term Outcome/Impact/Vision): The City of Willows Government and Community Members work together to ensure that Willows remains a "Great" place to live with respect to quality of life, and develops in line with the vision of the community's citizenry and leadership.</p>				
<p>Outcome (Short-Term & Mid-Term Outcomes): Positive relationships and a sense of shared responsibility exist between City Government and its Citizenry; Communication is open and resulting in a rich and vibrant community and growth and change toward the future.</p>				
Activities/Tasks	Who's Responsible	Timeline	Indicator(s) of Success	Priority
		Planning		
Develop a committee/task force to carry out the R&C work plan	City-shared responsibility of all			High
Develop and adopt a work plan which lists activities/goals which will support continued communication and progress	Initial list developed by SWOT Group; Future Committee	Following this process & Annually	This or a similar document exists allowing both City Government and Citizens to reflect on tasks and progress	High
Develop and adopt a Vision for the City of Willows	City of Willows and Community via SWOT process	10/19/2010	A common, understood vision specific to growth, development and quality of life exists	High
Draft and Distribute a Survey to Willows Citizenry to help understand their perspective on "change."	This should be determined and follow logically from this plan	When needed	Survey results provide insight to affirmation, community support and/or perspective	Low
Communication & Engagement				
Info Meetings (town hall) with city govt and community		Quarterly	Govt updates business reports, seasonal activities, (real estate and bus climate) to help plan for future	High

Relationship and Communication Work Plan for "City of Willows"

<p>Organize activities that include community –example clean downtown, festivals</p>			<p>Bring gov't and community together plus better environment to town and community members</p>	<p>High</p>
<p>Use website, updates and outreach to increase communication; joining together to share common goals and activities</p>			<p>Better relationship building and communication to community members</p>	<p>High</p>
<p>Produce and distribute promotional materials; ID key values unique to willows to target audiences</p>	<p>City Mgr, ED committee ex, mailer with water bills-cal water?</p>	<p>3 mos for materials mail</p>	<p>Feedback requested in mailer</p>	<p>High</p>
<p>Help for citizens who plan on submitting info to the planning department; ID and contract parallel city and begin dialogue to gain forms and experiences</p>	<p>ED, committee</p>		<p>Help preparing plans and paperwork prior to submitting (save time and \$)</p>	<p>Med-High</p>
<p>Communication Workshops</p>			<p>Respectful to all and both "sides" feeling heard</p>	<p>Med</p>