

CITY COUNCIL

Jeffrey T. Cobb, Mayor
Terry Taylor-Vodden, Vice Mayor
Larry Domenighini, Council Member
Lawrence Mello, Council Member
Gary L. Hansen, 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 REGULAR MEETING AGENDA

Tuesday, August 26, 2014

7:00 p.m.

1. Call to Order Willows City Council Regular Meeting - 7:00 p.m.
2. Pledge of Allegiance
3. Roll Call
4. Agenda Review: (Requested Changes by Council or Staff).
 - a) Consider acceptance, by motion, of City Council August 26, 2014, Agenda.
5. Presentations & Proclamations:
 - a) Mayor Cobb will present a Proclamation to Library Director Jody Meza declaring the month of September as "Adult Literacy Awareness Month".
6. Public Comment / Written Communications: Members of the public wishing to address the Council on any item(s) *not on the agenda* may do so at this time when recognized by the Mayor/Vice Mayor; however, no formal action will be taken unless placed on a future agenda. (*Public Comment is generally restricted to three minutes*).
7. 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, Payroll & Direct Deposit Check Registers.

8. **Public Hearings:** *(Persons wishing to speak during a Public Hearing are asked to approach the microphone to address the Council and limit comments to three minutes. Although not required, it is also requested that you please state your name for the record).*

a) **TK Development, LLC Appeal of Planning Commission Action (Continued from August 12, 2014 City Council Meeting):**

City Council will conduct a Continued Public Hearing based upon an Appeal filed by TK Development in conjunction with the Willows Planning Commission decision on July 16, 2014 consideration of the developer's request to modify or otherwise alter building materials approved for the Willows Senior Housing Project on W Sycamore Ave. (PLEASE NOTE: it is anticipated this hearing will be continued to a date established by the city council during the August 26, 2014 meeting. However, any interested parties are encouraged to attend this Public Hearing process and be heard at this time).

9. **Ordinances:**

a) By motion, consider reading by title only and passage of first reading of an Ordinance entitled "An Ordinance of the City Council of the City of Willows repealing section(s) 2.05.050 and amending Title II section 2.05.040 of chapter 2.05; City of Willows Municipal Code"

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

11. **New Business:**

- a) By Council consensus, consider directing staff to remove 11 (eleven) Sycamore trees in Sycamore Park and then assess the site and plant replacement trees as needed.
- b) Council to consider the formation of a 2-person temporary Utilities Subcommittee to address several important and related issues pertaining to City water and wastewater facilities.
- c) Council to give direction to staff concerning the approval to participate in the Community Showcase Video Program via GCI Communications Inc., and assignment of a 2-person subcommittee to work with GCI representatives on development of the Willows-specific video showcase and coordination of local business & non-profit sponsorships.

12. **Council Member Reports:**

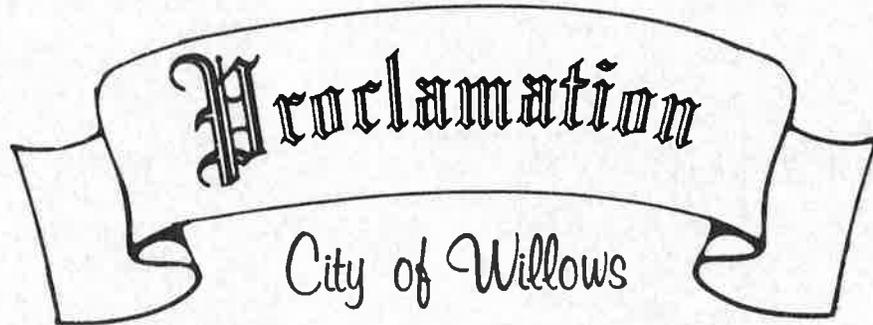
13. **Executive Session:** None

14. **Adjournment:**

CERTIFICATION: Pursuant to Government Code §54954.2 (a), the agenda for this meeting was properly posted on or before August 22, 2014. 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.

The City of Willows is an Equal Opportunity Provider



**DECLARING THE MONTH OF SEPTEMBER AS
"ADULT LITERACY AWARENESS MONTH"**

Whereas, our community's greatest resource is its people; and

Whereas, the prosperity and stability of our community are significantly affected by every person's ability to read, write, and communicate effectively; and

Whereas, lack of literacy skills impacts not only our residents lives and the lives of their families, but their ability to work productively, and fully participate as citizens, residents and employees of our city, and

Whereas, the ability to read and write, and communicate effectively affects each individual's ability to participate fully in the social, political, and economic life of our City; and

Whereas, Glenn County Literacy Projects works with adults seeking to improve their literacy skills to enable them to achieve greater success in their lives – at home, at work, and in the community; and

Whereas, Glenn County Literacy Projects provides literacy instruction to adults and teach adult literacy students to read to their children and support them in their formal education; and

Whereas, Glenn County Literacy Projects has utilized the services of literacy professionals as well as volunteer literacy tutors since 1990 to help adults achieve their literacy goals by offering a variety of free literacy education; and

Whereas, Glenn County Literacy Projects is not simply a service, but a life altering program; and

Whereas, the students of Glenn County Literacy Projects are more able to carry out their responsibilities as family member, workers, and community members; and

Whereas, the need for a highly literate citizenry is necessary as the City of Willows moves toward an increasingly challenging future,

Now, Therefore, I, Jeffrey T. Cobb, Mayor of the City of Willows, and on behalf of the City Council, do hereby proclaim September as "**Adult Literacy Awareness Month.**" We urge our fellow citizens to learn more about the importance of literacy and to become more involved with literacy in the community.

Jeffrey T. Cobb, Mayor

Informational Only

Glenn County Literacy Projects (GCLP) is a service of the Willows and Orland libraries. GCLP has proudly served the people of Glenn County for 27 years. We provide free, one-on-one tutoring for adults who struggle with reading, writing, spelling, and math. GCLP works with students on GED preparation. Adult high school diploma and community college students can receive support in literacy skills. Volunteers from the community are trained to work with adults and support them in these areas.

California Library Literacy Services and the California State Library are our main funding source and the Glenn County Office of Education provides oversight. Our community partners include Glenn County Human Resource Agency, Glenn County Jail, Glenn County Child and Family Services/Head Start, First 5, and *Success One!* Charter School.

GCLP facilitates our Families For Literacy program at the Willows and Orland Libraries each spring for 6 weeks. FFL is designed to work with low literacy adults encouraging and modeling reading to children; preparing them for success in school and a more literate future. Adult students, with children under 5, and Head Start families are invited to participate. The entire family is encouraged to attend. The program includes story time, crafts, and snacks. Theme based, library quality, children's books are given to qualifying families to build their own home library. Families become familiar with the library and its staff, get a library card and learn what resources are available at their local library.

Another service GCLP provides is to the inmates at the Glenn County Jail. Our Families for Literacy based F.A.T.H.E.R.S. program: Fathers As Teachers, Helping, Encouraging, Reading, Supporting. Family literacy is encouraged using children's books, modeling reading as well as learning punishment versus discipline, talking with children about their incarceration, learning styles, brain development and stages of learning. After 16 hours of class fathers are able to select children's books for each child in their life and the books are sent to the families.

Glenn County Literacy Projects provides services to community members who struggle to succeed. Poor readers define themselves primarily by this lack of skill. They see themselves and their prospects through these shades of darkness. Low reading levels are a contributing factor in crime, teen and unwanted pregnancy, drug abuse, unemployment, and health problems. Children of poor readers face many obstacles to learning. They start behind other children in kindergarten. Their parents cannot help with their school work and are not involved or responsive to their schools because of embarrassment.

If you know someone who struggles with their literacy skills or you would like to become a volunteer tutor, contact Dawn George at 934-6906.

Steve Holsinger

From: Karen Mantele <kmantele@cityofwillows.org>
Sent: Wednesday, August 20, 2014 4:25 PM
To: Steve Holsinger
Cc: natalie Butler
Subject: Fwd: Re: Appeal

steve

ken koss's email request. he said he would back up with a letter.
K

----- Forwarded message from sylken1@sbcglobal.net -----
Date: Wed, 20 Aug 2014 15:08:29 -0700
From: "Ken Koss" <sylken1@sbcglobal.net>
Subject: Re: Appeal
To: "Karen Mantele" <kmantele@cityofwillows.org>
Cc: sylken1@sbcglobal.net

Karen,

Thanks for returning my phone call to you.

As we discussed, PWC Appeal of the Planning Commission decision on the fencing material will be continued to a later date. At Steve direction, look forward to discussion's with members of the City Council in the near future.

Do I need to be at the Council Meeting next week?

Thanks again.

Ken

Sent from my iPad

On Aug 19, 2014, at 5:22 PM, "Karen Mantele" <kmantele@cityofwillows.org> wrote:

> ken
>
> I know we talked last week about the exhibits for the CC meeting.
> but I realized I never checked to see what I had in my files. Can you
> send me the pdf of the fence details/elevations ??
>
> Karen
>
>
> Quoting "Ken Koss" <sylken1@sbcglobal.net>:

>
>> Karen,
>>
>>
>>
>> Because of a personnel scheduling problem, PWC is requesting to move
>> the Appeal Hearing from August 12, 2014 to August 26, 2014.
>>
>>
>>
>> Hoping this doesn't create any problems and thanking you in advance.
>>
>>
>>
>> Best Regards,
>>
>>
>>
>> Ken
>>
>>
>>
>> Ken Koss
>>
>> TK Development, LLC
>>
>> 6420 Via Del Cerrito
>>
>> Rancho Murieta, CA 95683
>>
>>
>>
>> Phone: 916-425-2743
>>
>> Fax: 916-354-8488
>>
>> E-Mail: sylken1@sbcglobal.net
>>
>>
>>
>
>

----- End forwarded message -----

AGENDA ITEM

August 26, 2014

TO: Honorable Mayor Cobb and Members of City Council

FROM: Steve Holsinger, City Manager

SUBJECT: Consideration and possible adoption of an Ordinance Amending Title II, Section 2.05 of the Willows Municipal Code; establishing regulations regarding City Council Meetings

RECOMMENDATION

Staff is recommending adoption of an Ordinance; repealing prohibited language within Title II, Section 2.05.050 and amending Section 2.05.040 of the Willows Municipal Code; establishing regulations regarding the date, time & frequency of City Council Meetings in accordance with California Government Code, Section 54952.

SUMMARY

Recently City Council directed staff to draft revisions to Title II, Section 2.05 of the Willows Municipal Code, regarding specific language establishing a date, time and frequency of city council meetings. California Government Code, Section 54952; allows the Legislative Body to establish meeting regulations via a schedule fixed by charter, ordinance, resolution, or formal action of a legislative body. Therefore, staff recommends the adoption of the proposed Ordinance; as consistent with the requirements of State Law and establishing regulations for City Council meetings to be incorporated within a Resolution adopted by the City Council.

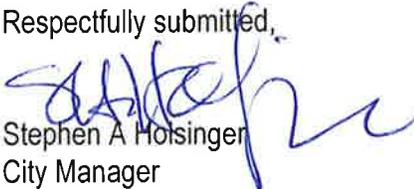
FINANCIAL CONSIDERATIONS

None at this time

RECOMMENDATION

Staff is recommending adoption of an Ordinance; repealing prohibited language within Title II, Section 2.05.050 and amending Section 2.05.040 of the Willows Municipal Code; establishing regulations regarding the date, time & frequency of City Council Meetings in accordance with California Government Code, Section 54952.

Respectfully submitted,


Stephen A Holsinger
City Manager

ORDINANCE NO _____ 2014

**AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WILLOWS
REPEALING SECTION(S) 2.05.050 AND AMENDING TITLE II SECTION
2.05.040 OF CHAPTER 2.05; CITY OF THE WILLOWS MUNICIPAL CODE**

**NOW, THEREFORE BE IT ORDAINED BY THE CITY COUNCIL OF THE
CITY OF WILLOWS:**

SECTION 1. Chapter 2.05 of the Willows Municipal Code is hereby amended to read as follows: **Section: 2.05.040**

2.05.040 - Meetings.

- A. Meetings of the city council shall be held and conducted in accordance with Section 54954 of the California Government Code, and all other provision of the general law of the State of California.
- B. The city council shall establish by Resolution the time, place and frequency of its regular meetings.

2.05.050 - Special Meetings

- A. Section 2.05.050 is hereby repealed; because it is not consistent with the requirements of current California Law, Government Code, Section 95456.
- B. The city council shall establish by Resolution the requirements of Special Meetings in accordance with Government Code, Section 95456

SECTION 2: It is found and determined that all formal actions of this City Council concerning and relating to the adoption of this Ordinance were adopted in open meetings of this City Council, and that all deliberations of this City Council and any of its committees that resulted in such formal actions were in accordance with all legal requirements, and the Codified Ordinances of the City Council.

SECTION 3: The City of Willows City Council may make rules or regulations and from time to time may amend, revoke, or add rules and regulations, not consistent with this Section, as they may deem necessary or expedient in respect to establishing the time, place and frequency of its regular meetings.

SECTION 4. Severability. Should any provision of this ordinance, or its application to any person or circumstance, be determined by a court of competent jurisdiction to be unlawful, unenforceable or otherwise void, that determination shall have no effect on any other provision of this ordinance or the application of this ordinance to any other person or circumstance and, to that end, the provisions hereof are severable.

SECTION 5. *Effective Date.* This ordinance shall take effect and be in force thirty (30) days after its adoption as provided by Government Code Section 36937.

SECTION 6. *Certification.* The City Clerk shall certify to the passage and adoption of this ordinance and shall cause the same to be published in accordance with State Law.

I HEREBY CERTIFY that the foregoing ordinance was introduced at a regular meeting of the City Council of the City of Willows on the 26th day of August 2014 and passed and adopted at a regular meeting thereof, held on _____ day of _____ 2014, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

ATTESTED:

Jeffrey T Cobb, Mayor

Natalie Butler, City Clerk

AGENDA ITEM

August 26, 2014

TO:  Steve Holsinger, City Manager

FROM: Skyler Lipski, Parks & Public Works Director

SUBJECT: Tree Removal in Sycamore Park

RECOMMENDATION

Staff recommends that the City Council direct Staff to remove 11 Sycamore trees in Sycamore Park, then assess the site and plant replacement trees as needed.

SITUATION

Eleven Sycamore trees in Sycamore Park are infected with Anthracnose disease and are beyond rehabilitation. The trees will soon become a hazard as dead wood begins to fall. Staff is requesting approval to remove 11 infected trees, then assess the site for appropriate locations to plant replacement trees.

ALTERNATE ACTIONS

- a) Deny recommendation
 - b) Request more information from Staff
-

RECOMMENDATION

Staff recommends that the City Council direct Staff to remove 11 Sycamore trees in Sycamore Park, then assess the site and plant replacement trees as needed.

Respectfully submitted,

Skyler Lipski
Parks & Public Works Director

Attachments: Exhibit A: North Valley Tree Service Arborist's Assessment



NORTH VALLEY TREE SERVICE

Certified Arborists and Tree Workers
3882 Esplanade, Chico, CA 95973
(530) 893-9649 (530) 893-9650 FAX

PROPOSAL & AGREEMENT Contractor License #664421



This business inspected & accredited for superior:
Ethics
Customer Service
Quality
Safety



City Of Willows Public Works Department
201 N. Lassen St
Willows, CA 95988
Phone 530-934-7041
Mobile 530-520-4776 Skylar

JOB LOCATION: Sycamore Park, -corner of Sycamore & Culver
DIRECTIONS: Hwy 162 in Willows, south on S Culver St,

Sycamore Park (Trees have been inspected by a Certified Arborist, Tom Bettencourt, #2123A)

Eleven trees (Sycamores) are in very poor health. They have a disease called Anthracnose. Anthracnose causes major die back in the upper crown of certain types of Sycamore. After several years, the trees get worse and eventually will die out completely. Trimming out the deadwood will not help the trees health. I would remove the eleven infected trees and replace them with the newer type of Sycamore that is resistant to Anthracnose.

EXHIBIT A

- Remove 11 trees safely
- Chip the brush and clean up
- Haul the wood
- Grind out the stumps

Amount Due Upon Completion of Project \$ [REDACTED]

Acceptance of Proposal _____

Tom 624-9713 Date 8-8-14

North Valley Tree Service, Inc. agrees to perform all tree work in accordance with the above Proposal and the General Terms and Conditions described on reverse side of Proposal. The person signing this Proposal on behalf of North Valley Tree Service, Inc. hereby represent and warrant to Customer that this Proposal is duly authorized, signed, and delivered by North Valley Tree Service, Inc.

Field Use Only: Crew 4 ET: _____ Tools: grapple

Equipment: Boom Small Med Large Grinder Chipper Other: _____ SC

Firewood: Cut 16" Rounds Haul Away Stump(s): Yes No How Many? 11 Clean Up: Excellent Good Med None

AGENDA ITEM

August 26, 2014

TO:  Steve Holsinger, City Manager
FROM: Skyler Lipski, Parks & Public Works Director
SUBJECT: Formation of a Utilities Subcommittee

RECOMMENDATION

Staff recommends that the City Council form a Temporary Utilities Subcommittee to address several important and related issues pertaining to Water and Wastewater City Facilities.

SITUATION

In order to keep City Council informed, and allow various courses of action to be vetted in an efficient manner, the City of Willows Public Works Department finds it necessary to create a temporary utilities subcommittee to address several complex, but related water and wastewater issues as outlined below:

Water: Chromium VI removal options from the City-owned, South Willows Industrial Water System

Water: Rate Study

Wastewater: Rate Study

Wastewater: Municipal Supply Beneficial Use (MUN Use) Basin Plan Amendment

Wastewater: Biosolids (Sludge) Removal

Wastewater: Capital Improvements (Collection System & WWTP)

The last Wastewater Subcommittee was retired in 2008 following the completion of wastewater treatment plant upgrades.

FINANCIAL CONSIDERATIONS

None

NOTIFICATION

No published notice is required.

ALTERNATE ACTIONS

- a) Deny recommendation
 - b) Request more information from Staff
-

RECOMMENDATION

Staff recommends that the City Council form a Temporary Utilities Sub-Committee to address several important and related issues pertaining to Water and Wastewater City Facilities.

Respectfully submitted,

Skyler Lipski
Parks & Public Works Director

Attachments: None

AGENDA ITEM

August 26, 2014

TO: Honorable Mayor Cobb and Members of City Council
FROM: Steve Holsinger, City Manager
SUBJECT: Council consideration of participation in the 2014 Community Showcase Video Program

RECOMMENDATION:

Staff is seeking direction from the City Council concerning the approval to participate in the Community Showcase Video Program via GCI Communications Inc., and assignment of a sub-committee to work with GCI Representatives on development of the Willows Specific Video Showcase and coordination of local business & non-profit sponsorships.

SUMMARY

Staff was recently contacted by GCI Communication, Inc., concerning an invitation for Willows to participate in the Community Showcase Video Program. The Video production and all relative services are provided free of charge to the City of Willows. The result would become a professionally developed series of one minute video showcase highlights of Willows' specific accomplishments; up to a total of four videos. And an opportunity for local businesses and non-profits to co-sponsor specific community highlights as well. Staff is recommending approval and appointment of two council liaisons to spearhead the Willows Project Development. Staff would suggest the council consider appointment of the two Economic Development Steering Committee members to spearhead these efforts.

RECOMMENDATION

Staff is seeking direction from the City Council concerning the approval to participate in the Community Showcase Video Program via GCI Communications Inc., and assignment of a sub-committee to work with GCI Representatives on development of the Willows Specific Video Showcase and coordination of local business & non-profit sponsorships.

Respectfully submitted,


Stephen A. Holsinger
City Manager

Attachments: Back-up materials from GCI Communications, Inc.

Steve Holsinger

From: Jessica Carey <jcarey@cgicommunications.com>
Sent: Friday, August 08, 2014 9:49 AM
To: sholsinger@cityofwillows.org
Cc: Amy Curran
Subject: CGI- Community Showcase Video Program Follow Up
Attachments: Willows, CA Agreement.pdf; Willows, CA Intro Letter.doc; 2014 FAQ's.doc

Follow Up Flag: Follow up
Due By: Tuesday, August 19, 2014 10:00 AM
Flag Status: Flagged

Good Morning Steve,

Thank you for taking the time to speak with Amy Curran today regarding our cost-free Community Showcase Video Program.

You will find three documents attached. The first document is our one page agreement. The second is the letter of introduction that we ask to be placed on your official letterhead.

To reserve your spot in our production queue, please sign both documents and either scan and email or fax them to 866-429-8611. I have also attached our FAQ sheet for your review.

Amy will follow up with you shortly to see if you have any questions. You can also contact her at 800-398-3029 x 589 or amyc@cgicommunications.com.

We look forward to speaking with you further about this exciting opportunity!

Best Regards,

Jessica Carey
Marketing Associate
CGI Communications Inc.
130 E Main Street 1st Floor
Rochester, NY 14604
Office: 800.398.3029 ext.309
Cell: 315.335.8389
Fax: 585.427.0075
Email: jcarey@cgicommunications.com
www.cgicommunications.com

Like us on Facebook www.facebook.com/cgicommunications
Follow us on Twitter www.twitter.com/cgi_comms
Connect on Linked In www.linkedin.com/company/cgi-communications

The 2014 Community Showcase Video Program

CGI Communications, Inc.
130 East Main Street, 5th Floor
Rochester, NY 14604
(800) 398-3029 phone
(866) 429-8611 fax

Name: Steve Holsinger
Title: City Manager
Address: 201 N Lassen St
City, State, Zip: Willows, CA 95988
Phone: 530-934-7041
Email: sholsinger@cityofwillows.org
Website: www.cityofwillows.org

This agreement is between CGI Communications, Inc. ("CGI") and the City of Willows (the "City") and shall remain in effect from the date it is signed by both parties until the third anniversary of the date that the completed and approved Community Video Program is made available for viewing via a link on the www.cityofwillows.org homepage, including any alternate versions of your homepage, for viewer access on different devices. Any termination or modification of this Agreement shall not take effect until the expiration of the current term.

CGI shall provide a Community Video Program as follows:

- One Welcome video from your Mayor or other civic leader
- Up to three additional videos to showcase various aspects of your community, for a total of (four) 1 minute community highlight videos
- One Community Organization chapter to promote charities, nonprofits and community development organizations
- Script writing and video content consultation
- A videographer will come to your location to film videos
- We reserve the right to use still images and photos for video production
- All aspects of video production and editing, from raw footage to final video including professional voiceovers and background music
- Final draft of Community Video Showcase content subject to your approval (up to 3 sets of revisions allowed). Any request for approval of revision, including final draft, shall be deemed approved if no response received by us within thirty (30) days of request
- Patented OneClick Technology and encoding of all videos into multiple streaming digital formats to play on all computer systems, devices, browsers, and Internet connection speeds; recognized player formats include WindowsMedia and QuickTime
- Store and stream all videos on CGI's dedicated server
- Business sponsors allowed on the perimeter of video panels
- Businesses will be allowed to purchase various digital media products and services from CGI and its affiliates
- Duration of sponsor participation will be one to two years and CGI is solely responsible for sponsorship fulfillment including all related aspects of marketing, production, printing, and distribution
- Viewer access of the Community Video Program from your website shall be facilitated by CGI, providing HTML source code for a graphic link to be prominently displayed on the www.cityofwillows.org -website homepage as follows: "Coming Soon" graphic link designed to coordinate with existing website color theme to be provided within 10 business days of execution of this agreement; "Video Tour" graphic link to be provided to replace the "Coming Soon" link upon completion and approval of videos
- CGI will own copyrights of the master Community Video Program
- The City will assume no cost or liability for this project and CGI will honor any request for termination of sales upon 30 day Notice and only if the City continuously provides the Community Video linkage from its Homepage for the duration of this contract

Program Add-On:

- CGI will provide its GOCast recording app and up to three (3) instant GOCast video widgets for placement on the City website. Each Cast allows for up to two (2) minutes of video which can be replaced or updated anytime

The City of Willows shall:

- Provide a letter of introduction for the program on its letterhead
- Assist with the content and script for the Community Video Showcase
- Grant CGI the right to use City's name in connection with the preparation, production, and marketing of the Program
- Display the "Coming Soon" graphic link prominently on the www.cityofwillows.org homepage within 10 business days of receipt of HTML source code
- Display the "Video Tour" link, of no less than 150 by 400 pixels, prominently on its www.cityofwillows.org homepage, including any alternate versions of your home page, for viewer access on different devices for the entire term of this agreement
- Ensure that this agreement remains valid and in force until the agreed upon expiration date, regardless of administration
- Grant full and exclusive streaming video rights for CGI and its subsidiaries, affiliates, successors and assigns to stream all video content on Community Video Program and all related CGI Programs, including but not limited to its "Community Video Network"
- Represent and warrant that any and all photographs, videos, and other content it submits to us for use in any video or other production does not infringe on any third party's copyrighted material, trademark or other intellectual privacy or publicity rights and shall defend and indemnify us from any such claim or action

This Agreement constitutes the entire agreement of the parties and supersedes any and all prior communications, understandings and agreements, whether oral or written. No modification or claimed waiver of any provision shall be valid except by written amendment signed by the parties herein.

We, the undersigned, have read and understand the above information and have full authority to sign this agreement.

The City of Willows, CA

CGI Communications, Inc.

Signature:



Name (printed):

Name (printed): Nicole Rongo

Title:

Title: Vice President of Marketing

Date:

Date: August 7, 2014



FREQUENTLY ASKED QUESTIONS

Who is CGI Communications, Inc.?

Formed in 1988, CGI Communications, Inc. is a leading provider of high-impact marketing solutions to communities and small businesses. CGI is one of Upstate New York's top growth companies, receiving the Top 100 Award for 6 years since 1999 in the Greater Rochester Area.

Are there any hidden costs?

No. There is never a point where your municipality will ever see an invoice for any services we provides.

What if no businesses sign up for sponsorship?

Even if zero sponsors participate, your Community will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.

How long does the video production take?

Video production is typically takes 10 to 14 weeks from inception to completion.

What is the relationship between CGI and the United States Conference of Mayors, the National League of Cities, and National Association of Counties?

CGI works closely with the USCM and NLC to provide a myriad of digital marketing tools to showcase and promote individual municipalities nationwide. Our Community Showcase Program is an opportunity that both members and non-members can participate in. In addition, CGI is a Premier Corporate Member of NACo and have partnered with hundreds of counties on our County Showcase Program.

Who fulfills the sponsorship element of the Community Video Program?

CGI takes care of all sponsorship fulfillment, however if your community would like to recommend businesses that you would like to see have first right of refusal, we encourage and welcome you to do so.

Do we have a choice of what season we are filmed in?

Absolutely! It is our goal to film municipalities in the season you feel best represents your community as a whole. Keep in mind however, being a free program our production calendar fills up quickly no matter what time of year.

Do we need an Official Representative in our Welcome video?

Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.

Does our city have a choice in what type of establishments can participate in the sponsorship fulfillment?

Of course! Your community has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy.

Is there a special rate for non-profit organizations that want to get involved?

We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.

DATE

Dear Valued Business Owner:

The City of Willows is excited to announce a partnership with CGI Communications, Inc. to produce a series of online videos that highlight everything our community has to offer residents, business owners, and visitors.

Media technology has changed the world we live in and businesses must adapt or risk falling behind. For many businesses, getting noticed online is a challenge, particularly when competing against big brands with large marketing departments and seemingly endless budgets. However, more and more local companies are finding success cutting through the clutter using online video.

Statistics show that **utilizing video dramatically improves online visibility and drives more action to your website** than plain images and text. According to the BIA Kelsey Group, viewers engage more after watching a video, with clicks for more information increasing by 30-40% and phone inquiries increasing by 16-20%.

With an easily viewable interface on the official city website (www.cityofwillows.org) this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and so much more. The City of Willows is dedicated to highlighting the advantages of living and working in our community, and we feel that this video program can do just that!

A representative from CGI Communications will be contacting you to educate you further on their digital marketing tools and how to enhance your online presence. We encourage you to consider participating in this program as it provides an exciting new opportunity to showcase your business and our community.

Best Regards,

Signatory
Title