



Town of Windsor
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Vice Mayor
Dominic Foppoli

Councilmembers
Debora Fudge
Mark Millan
Sam Salmon

Town Manager
John Jansons

A G E N D A

TOWN OF WINDSOR SPECIAL EVENT AD HOC COMMITTEE MEETING

**Thursday, November 1, 2018
4:00 p.m.**

**Town of Windsor Town Hall
9291 Old Redwood Highway, Building 400
Windsor, CA 95492**

(For further information please call Town Hall: 838-1000)

In compliance with the Americans with Disabilities Act, if you need special assistance to attend or participate in a Town Council meeting, please contact the Town Clerk's office at 838-5315. Notification at least 48 hours prior to the meeting will assist Town staff in assuring that reasonable accommodations are made to provide accessibility to the meeting.

- 1. ROLL CALL**
John Cain, Julian Cohen, David Culley, Dominic Foppoli, Ben Lehr, Rhoann Ponseti, Lorene Romero, Sam Salmon.
- 2. INTRODUCTIONS - Julian Cohen**
- 3. CHANGES TO THE AGENDA**
- 4. PUBLIC COMMENT**
Members of the public wishing to speak to the Committee on any item *not listed* on the agenda may do so at this time. Pursuant to the Brown Act, the Committee is not allowed to consider issues or take action on any item not listed on the agenda during this period. Each Public Comment is normally restricted to three (3) minutes in length and must be spoken into the microphone from the podium.
- 5. REGULAR CALENDAR**
 - 5.1 Approval of Minutes**
By motion, approve minutes of the Regular Meeting of September 26, 2018.
 - 5.2 Town of Windsor Special Event Policy Concept**
Discuss Windsor special events and develop a vision statement for the Special Event Policy.
- 6. ADJOURNMENT**

MINUTES
TOWN OF WINDSOR
SPECIAL EVENT AD HOC COMMITTEE
MEETING

Wednesday, September 26, 2018
4:00 p.m.

Town of Windsor Town Hall
9291 Old Redwood Highway, Building 400
Windsor, CA 95492

1. CALL TO ORDER

The meeting was called to order at 4:03 p.m.

The following Ad Hoc Committee Members were present:

Sam Salmon, Town Council Representative
Dominic Foppoli, Town Council Representative
John Cain, Parks and Recreation Commission Representative
Ben Lehr, Parks and Recreation Commission Representative
Rhoann Ponsetti, Public Art Advisory Commission Representative
David Culley, Old Downtown Merchants Association Representative
Lorene Romero, Windsor Chamber of Commerce Representative

The following Ad Hoc Committee Member was absent:

Linda Challoner, Public Art Advisory Commission Representative

Staff present: Town Manager John Jansons, Parks and Recreation Director Donna Legge, Recreation Manager Jon Davis, Management Analyst Olivia Lemen, and Recording Secretary Amanda Gray.

2. INTRODUCTIONS

Each representative provided a brief introduction of themselves.

3. CHANGES TO THE AGENDA

None.

4. PUBLIC COMMENT

None.

5. REGULAR CALENDAR

5.1 Town of Windsor Special Event Policy Concept
Receive an informational report regarding existing Town of Windsor special events; evaluate Special Event Policy concept(s) and provide recommendation(s) to Town Council. Schedule additional meetings, if needed.

Director Legge introduced the item and provided an informational report regarding existing Town of Windsor special events, special event policy concepts and discussed next steps.

The following items were discussed:

- Safety, venue and industry standards
- Two different types of events
 - Events that promote or build community at a local level
 - Events which support or enhance economic development at a regional level
- Local events pros and cons
- Regional events pros and cons

The Committee was separated into two groups for a breakout discussion. Group A discussed local events and Group B discussed regional events. Each group discussed the following:

- What is target audience/stakeholders?
- Are fees appropriate for this group?
- What cost recovery target should be applied?
- What is the appropriate frequency for these events?
- How do both types of events work together or balance each other?
- How does that look for Windsor?

Each group provided their feedback on the discussion points listed above. Staff and Committee discussion ensued regarding the discussion points.

The Committee will meet again to continue the discussion of local and regional events, how each event type works together and how this looks for Windsor, at a future date to be determined. Recommendations will then be forwarded to the Town Council.

6. ADJOURNMENT

At 6:04 p.m. the meeting was adjourned.

**TOWN OF WINDSOR
AGENDA REPORT**

Special Event Ad Hoc Committee Meeting Date: November 1, 2018

To: Special Event Ad Hoc Committee
From: Donna Legge, Parks and Recreation Director
Subject: Town of Windsor Special Event Policy Concept

Recommendation to Committee:

Discuss Windsor special events and develop a vision statement for the Special Event Policy.

Background and Discussion:

At its regular meeting of August 2, 2017, Council directed staff to form a Special Event Ad Hoc Committee to review the current schedule and evaluate the Special Event Policy concept and provide recommendation(s) to Town Council at a future meeting.

On September 26, 2018, the Special Event Ad hoc Committee (Committee) met to discuss various perspectives of local and regional special events including pros and cons of local and regional events (Attachment 1).

In addition, the Committee did group work to answer and discuss the following questions:

1. What is target audience/stakeholders?
2. Are fees appropriate for this group?
3. What cost recovery target should be applied?
4. What is the appropriate frequency for these events?
5. How do both types of events work together or balance each other?
6. How does that look for Windsor?

Group A – Summary of Local Events	Group B – Summary of Regional Events
Food trucks - takeaway	Interests: health, food, drinks (senses)
Draw from out of town	- Higher End
Businesses/residents	Geographic and demographic
Masters class - before/after event	Should benefit local as well
	Target week nights - conference center
	Expand Use of Keiser Park - Music Festivals, Oktoberfest, Ironman, Sports
	How to charge non-residents versus residents
	Ride and bike for a chair - Carmel, Indiana

Staff recommends that the Committee, as one group, further discuss the above local and regional concepts and summarize the outcomes.

As a preliminary exercise to drafting criteria and an outline for a Special Event Policy (Policy), it is recommended that the Committee initiate the development of a vision and or mission statement. Below is a sample vision statement:

To make Windsor a destination where residents and visitors experience cultural, educational and recreational activities that celebrate, engage and build community while supporting the economy and fostering lifelong relationships with civic groups and businesses.

Staff further recommends maintaining a “Parking Lot” of ideas that have come up during the first Committee meeting that did not relate directly to some of the topics but are anticipated to be important for a future discussion or meeting where the items will be related and timely. The topics below, along with future topics, will be placed in the “Parking Lot” for tracking until discussed or deemed no longer applicable:

1. Consider partnering with the Wine Growers Association
2. Consider partnering with the Russian River Brewery and using Wilson Ranch Soccer Park. Consider a Battle of the Brews.
3. Review use or format of the Summer Nights on the Green Band Selection Committee
4. Explore amending the Town Facility Use & Reservation Policy to include private events on the Town Green
5. Utilize Community Calendars
6. Review Alcohol Ordinance
7. Specific event ideas: Battle of the Brews, Music Festivals, Art and Wine Festivals, Sporting events, Oktoberfest, Wine Events, Harvest Table, Ride-a-Bike for a chair event

Fiscal Impact:

There is no fiscal impact related to the proposed Council action.

Environmental Review:

Not applicable.

Attachment:

- 1) Pros and Cons of Local and Regional Events

Prepared by:

Donna Legge
Parks and Recreation Director

Special Event Ad Hoc Committee Meeting

Wednesday, September 26, 2018

Local Community-based Events

PROS	CONS
Get to know neighbors	Cost versus turn out
Mix generations	Return on investment
Fun for residents (tax payers)	Traffic/parking
Pride and community	Impact to parks – turf, trash, no ownership
Local business opportunities	Loss of opportunities (parking)
“free loaders”	“free loaders”
Collaboration	Fewer stakeholders
Volunteerism	
Use of facilities	
Outreach to nonprofits	
Problem-solve	
Inclusive opportunities	
Access- bike/walk	
Sense of ownership	
Attract employees/residents	
Name recognition	
Health element	
Competition (timing)	Competition (timing)
Build community	

Regional Economic-based Events

PROS	CONS
Event Example: Vineman/Ironman	Road closures
- Participation during week before and after	Single day
Future conference/hotel	Attract big events (multi-day)
Performing arts center	Lack of resources
Multi-day events	Hard to re-coop costs
Sports Tournaments	Small - not a variety of businesses or attraction
Wine Growers Association	No boutique hotel
Economic support	Existing Policies/Ord (private/commercial)
Wine Country Century Bike ride	Parking is not convenient or abundant
Business Improvement District (tourism based)	Business Improvement District (tourism based)
Future – SMART Train, attract visitors	Future – SMART Train, crossing tracks is prohibited
Chili cook off	
Art and Wine Festival	
Event Coordination	