

Cotati City Council

Agenda Staff Report

Item type: CONSENT CALENDAR (ACTION)
To: City Council
Subject: 2017 City of Cotati Holiday Tree Lighting Event in La Plaza Park.
Date: August 22, 2017
Written by: Ashley Wilson, Recreation/Facilities Coordinator

Recommendation

It is recommended that the City Council adopt a resolution approving the 2017 City of Cotati Holiday Tree Lighting Event.

Background

The Annual Holiday Tree Lighting is an event that the City of Cotati sponsors each year, bringing the community to La Plaza Park to celebrate the holiday season. Continuing this year, we would like to incorporate crafts and other goods that vendors can sell throughout the evening, as well as food vendor and truck options.

Analysis/Discussion

Below is a summary of the event. The logistics, operation and participants are anticipated to be very similar to the 2016 event. The request includes the following: 1) exclusive use of La Plaza Park; 2) closure of public streets, including parking spaces; 3) food truck and other vendor sales in the park; 4) live, amplified entertainment as well as animals in the park.

Event	Attendance	Dates/Times (including set-up)
Holiday Tree Lighting	200-300	Friday, December 1 st 5:00pm-8:00pm

California Vehicle Code Section 21101 (e) authorizes the temporary closing of any street for celebrations, parades, local events and other purposes when, in the opinion of local authorities having jurisdiction, the closing is necessary for the safety and protection of persons who are to use that portion of the street during the temporary closing. In these instances, the public street would be heavily used for vendor logistics, porta-potties and equipment, so closure would be in the best interest of public safety. The Police Department will notify the appropriate public and

emergency response agencies of the closures.

The Holiday Tree Lighting is a yearly event that brings many children and adults together. The event will begin at 5:00 pm with vendors selling items in the park. Participants will then enjoy multiple activities and events in La Plaza Park, including amplified live entertainment, story time, visits with Santa, and the lighting of the tree. Exclusive use of La Plaza Park, the Bandstand, and La Plaza from Old Redwood Highway to West Sierra Avenue, including parking spaces from 12:00pm through 10:00pm to allow for set-up, breakdown, and clean-up, is requested. In order to maximize the safety of those attending, the Police Department would need to temporarily close La Plaza Street from Old Redwood Highway to West Sierra Avenue from 12:00 pm through 10:00 pm. Additionally, the southbound lane of Old Redwood Highway between La Plaza and West Sierra Avenue, closest to La Plaza park, would be closed during the event (approximately 5:00 pm – 8:00 pm) to allow for horse and carriage rides.

Financial Considerations

This event is widely marketed and has increased the number of visitors to the City. The increased visitation is evidenced not only at the event, but at local businesses as well. The event provides increased opportunity to promote economic development and increased sales tax revenue. Financial considerations for the City would be expenditure of a total of approximately \$1500 in staff costs. The staff costs are comprised largely of Recreation staff (\$1000) and Public Works staff (\$500), and are broken out below.

Staff Time - 32 hours, estimated cost \$1500

Recreation Staff prep work & day of event – 25 hours

Install/Remove overhead banner at Old Redwood Highway – 1.5 hours

Street Closure – 1.5 hours

Setup/Cleanup - 4 hours

Environmental Issues

The action of approving a Holiday Tree Lighting event does not constitute a project as defined by California Environmental Quality Act Guidelines Section 15378; therefore, no further environmental review is required.