

We are a welcoming, active, and business-friendly rural foothill community built on California's rich gold rush history.



City Manager's Report
March 14, 2023, City Council Meeting
Prepared by: M. Cleve Morris, City Manager
Item #: 12.8

Subject: Review Proposal to replace banners on Main Street and provide staff with direction.

Purpose: To review and approve a program to purchase new City banners for Main Street.

Strategic Plan Strategy: Maintain/Improve Quality of Life

Provide and maintain vibrant public spaces, events and programs and ensure a well-designed and protected City infrastructure.

Strategy - Develop and Expand Programs and Projects to Beautify the City

Background: For many years the City has placed Banners on Light Poles in the Downtown area to beautify the downtown and highlight the historical nature of the City. Staff has researched and attempted to find when the current banners were purchased but have not been successful in determining the date of purchase. In discussions with the vendor, Sierra Display, they feel the banners have been in place for at least 10 years. Staff also had discussions with former members of the Placerville Downtown Association to determine if they may have been purchased by PDA but have not been able to verify that.

When the banners were removed in November of 2022 to put up Holiday decorations, we were informed by our contractor, Eco Signs, that they could no longer put them back up due to banners being in bad shape. Staff began the process at that time to obtain costs to replace the banners and how to fund them.

In December of 2022, then Mayor Kara Taylor and the City Manager met with Bill Roby of the El Dorado Community Foundation. Mr. Roby wanted to discuss some funding he had for a project on Main Street. We strategized various projects that could be done. During that discussion we mentioned the need to replace the Main Street Banners. Mr. Roby stated that he thought he could fund the replacement of the banners.

Discussion:

This month, the City Manager and Bill Roby met to discuss the possibility of replacing the banners. It was decided that the Community Foundation could both fund and develop the program to replace the banners. One of the key questions is the design of the banners. Do we use the same design as currently exists or do we design a new banner? Attached is a document showing the current City banners that have been used for many years. The Community Foundation has also requested that if they fund the banners they can be recognized on the banner in small print.

The proposal is for the Community Foundation to design options for new banners and bring back those designs along with the existing design for options for the Council to approve. Once that is done the banners will be ordered and placed back on Main Street.

Options:

1. Approve the program as outlined, authorizing the Community Foundation to develop and recommend new banners and to fund the purchase of the banners.
2. Keep the same design for the banners and fund the purchase internally.
3. Consider another process for replacing the banners with the existing design.
4. Take other action to design and fund new banners.

Environmental:

This program does not qualify as a project under the California Environmental Quality Act (CEQA) and therefore no Environmental Statement is necessary.

Cost: The quoted cost for the banners by Sierra Display, is \$112 per banner. We currently have 34 banners which would bring the total cost to \$3,808 plus \$314.16 in Sales Tax for a total of \$4,122.16. It is proposed that this cost would be funded by the El Dorado Community Foundation.

Budget Impact: If approved and funded by the Community Foundation, this program would have no effect on the budget.

Recommendation: Review Proposal to replace banners on Main Street and provide staff with direction.



M. Cleve Morris, City Manager

Attachments:

Att. A: Existing Banner Design