

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



City Manager's Report
January 9, 2024, City Council Meeting
Prepared by: Cleve Morris, City Manager
Item #: 12.1

Subject: Consider approving the purchase of thirty-four new banners from Sierra Display, Inc. in the amount of \$4,538.90 for Main Street, a funding agreement with the El Dorado Community Foundation, and a \$4,539 budget appropriation for the said banners.

Recommendation: Adopt a Resolution:

1. Approving the Banner Design as proposed by staff and the El Dorado Community Foundation, and.
2. Approving the purchase of the thirty-four proposed banners from Sierra Display, Inc. for a total cost of \$4,538.90, and
3. Authorize the City Manager to enter into an agreement with the El Dorado Community Foundation to fund the purchase of the banners; and
4. Approving a \$4,539 budget appropriation for a contribution from the El Dorado Community Foundation for the said banners.

Purpose: To enhance the aesthetics and business climate of downtown by providing new banners for light poles.

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.

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.

On March 14, 2023, staff brought this issue to the Council for consideration and noted that the Community Foundation had agreed to design and fund the banners with the stipulation that they be recognized on the banner. Over the summer, staff worked with the Community Foundation on potential designs and has developed the banner design.

In October of 2023, Staff brought the potential design to the Council for review, outlining four banner designs to be considered. Those were as follows:

Welcome Banners, Snowshoe Thompson Banners, Miner Banners and Grape Banners.

At that meeting, the Council directed staff to develop other banners. The following were added:

Studebaker Wheelbarrow, Native American, El Dorado Trail, and Stagecoach banners.

This will make a total of 8 different Banner designs. We will have 6 Welcome Banners and 4 each of the other designs, for a total of 34 banners in our Historic Downtown.

Discussion: Staff has taken the time working with others to make sure the banners will be good for our community. The attached proof shows the 8 banners that will be provided. Staff is recommending approval of the banners.

Note that the banners also have the El Dorado Community Foundation Logo at the bottom to recognize their contribution to fund the banners.

Staff is recommending approval to move forward with the banners. We hope to have the banners ready to put up when we take down the Holiday Decorations come down.

Options:

1. Approve the design and contribution from El Dorado Community Foundation.
2. Change the design and approve the contribution from the Community Foundation.
3. Fund the banners through City funding and remove the Community Foundation Logo from the banners.
4. Do not approve the banners and provide further direction to staff.

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 total cost of the Banners as currently designed is \$4,358.90 plus approximately \$180 for shipping for a total of \$4,538.90.

Budget Impact: The \$4,538.90 cost of purchasing the banners was not included in the adopted Fiscal Year 2023/2024 General Fund Budget. Staff recommends the Council approve a \$4,539 budget appropriation for the contribution from the El Dorado Community Foundation.



M. Cleve Morris, City Manager

Attachments:

- A: Proposed Banner Design
- B: Proposed Banner Order
- C. Resolution