

**MINUTES
REGULAR JOINT CITY COUNCIL/SUCCESSOR AGENCY
MEETING**

August 26, 2014

City of Watsonville
Council Chambers
275 Main Street, 4th Floor

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	<u>4:33 P.M. Session</u>	8.2	Reso 106-14/SA Reso 3-14
1.0	Roll Call	11.0	Adjournment
8.1	Reso 105-14 Ford & Bonilla		

4:33 P.M.

1.0 ROLL CALL

Mayor Cervantez, Mayor Pro Tempore Hernandez, and Council Members Bilicich, Coffman-Gomez, Dodge, Hurst, and Montesino were present.

8.0 NEW BUSINESS

8.1 PROJECT TO DEVELOP & IMPLEMENT A COMMUNICATIONS (BRANDING & MARKETING) STRATEGY AT THE LOCAL, STATE, & NATIONAL MEDIA LEVEL TO IMPROVE WATSONVILLE'S IMAGE

(a) Staff Report

The report was given by Environmental Project Manager Templeton as well as Rolando Bonilla and Ryan Ford from Ford & Bonilla, LLC.

(b) City Council Questions

Mr. Bonilla & Mr. Ford answered questions from Member Dodge regarding the approach they would take to market the natural assets of Watsonville during the term of their contract.

Mr. Ford & Mr. Bonilla answered questions from Member Coffman-Gomez regarding deliverables and results from the marketing efforts.

Mr. Bonilla and Mr. Ford answered questions from Mayor Cervantez regarding strategies for expanding the marketing efforts of the City.

Environmental Project Manager Templeton listed for Member Bilicich, the efforts the City had made to market the City's assets and listed the challenges. Mr. Ford spoke about the goals set for effectively marketing the City's assets.

(c) Public Input (None)

(d) City Council Discussion

Mayor Pro Tempore Hernandez spoke about City's struggle to attract visitors and improve the City's image.

Member Coffman-Gomez requested that Ford & Bonilla LLC. take youth into account in their marketing efforts.

Member Dodge stressed the importance of highlighting the assets and attractions of the City.

Member Bilicich stressed the importance of including the senior community in the marketing efforts.

- (e) **RESOLUTION NO. 105-14 (CM):
RESOLUTION APPROVING AGREEMENT WITH FORD & BONILLA, LLC., TO DEVELOP UNIFIED CITY MESSAGES & IMPLEMENT A COMMUNICATIONS (BRANDING & MARKETING) STRATEGY THAT WILL USE LOCAL, STATE, & NATIONAL MEDIA TO IMPROVE WATSONVILLE'S IMAGE, IN AN AMOUNT NOT TO EXCEED \$12,000, AND AUTHORIZING AND DIRECTING THE CITY MANAGER TO EXECUTE SAME**

MOTION: It was moved by Member Dodge, seconded by Member Hurst, and carried by the following vote to approve the above resolution (e):

AYES:	MEMBERS:	Bilicich, Coffman-Gomez, Dodge, Hernandez, Hurst, Montesino, Cervantez
NOES:	MEMBERS:	None
ABSENT:	MEMBERS:	None

Mayor Cervantez recessed the regular City Council meeting at 5:18 PM.

**REGULAR JOINT CITY COUNCIL/SUCCESSOR AGENCY
FOR THE FORMER REDEVELOPMENT AGENCY MEETING**

8.2 FOURTH LOAN AGREEMENT BETWEEN THE CITY AND THE SUCCESSOR AGENCY

(a) **Staff Report**

The report was given by Administrative Services Director Vega.

(b) **City Council Questions**

In answering Members Bilicich and Coffman-Gomez, Administrative Services Director Vega stated that the State would reimburse the City its legal fees.

(c) **Public Input (None)**

(d) **City Council Discussion**

Member Hurst spoke about the complexity of the dissolution of the Redevelopment agency and all the effects from it.

- (e) **RESOLUTION NO. 3-14 (SA):
RESOLUTION NO. 106-14 (CM):**

JOINT RESOLUTION APPROVING FOURTH LOAN AGREEMENT WITH SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF WATSONVILLE UNDER HEALTH & SAFETY CODE SECTION 34173(H)

MOTION: It was moved by Member Coffman-Gomez, seconded by Member Hurst, and carried by the following vote to approve the above resolution (e):

AYES:	MEMBERS:	Bilicich, Coffman-Gomez, Dodge, Hernandez, Hurst, Montesino, Cervantez
NOES:	MEMBERS:	None
ABSENT:	MEMBERS:	None

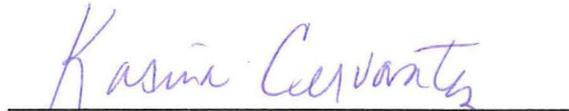
11.0 ADJOURNMENT

The meeting adjourned at 5:32 P.M.

ATTEST:



Beatriz Vázquez Flores, City Clerk


Karina Cervantez, Mayor/Chair

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