

Sebastopol Community Development Agency

Mission Statement

The mission of the Sebastopol Community Development Agency is to encourage and enhance the economic viability of the City's designated Redevelopment Area through a combination of infrastructure, business and institutional assistance, economic development and business outreach efforts.

Goals and Priorities - Fiscal Year 2010 - 11

Existing Business Retention and Development			
Project/Task	Lead Party	Assistant	Timeframe
City/CDA website improvements	Executive Director	Website Subcommittee	October 2010
Technology Loans for Local Businesses	Executive Director	Finance Director	June 2011
Encourage businesses to focus marketing activities on "Local Flavor, Global Vision" and Sebastopol "brands" such as arts, food products, health care, technology, education and agriculture	Business Outreach Committee	Economic Development Coordinator	On-going
Coordination of various city plans	Planning Director	City Manager	June 2011
Develop an annual marketing Plan	Economic Development Coordinator	Business Outreach Committee	June 2011
Business incubator development	TBD Outside Entity	Economic Development Coordinator	On-going

Project/Task	Lead Party	Assistant	Timeframe
Mural development	Mural Subcommittee	Planning Director	June 2011
Create an Attractive, Business Friendly Environment			
Construct Plaza restroom with emphasis on green construction techniques/materials	Planning Director	Engineering Director	April 2011
Develop Plans for Urban Core streetscape improvements. Improvements should reflect the nature and history of Sebastopol as an art and agricultural focused community. Creating/Improving outdoor spaces a priority.	Planning Director	Engineering Director	June 2011
Develop safer/improved travel for pedestrians and bicyclists	Engineering Director	Public Works Supervisor	On-going
Revisit Redevelopment Area Map	Economic Development Coordinator	Planning Director	June 2011
Encourage Long Term Economic Development Opportunities			
Inventory and Study Parking Lot Usage	Planning Director	Economic Development Coordinator	June 2011
Investigate the feasibility of daylighting creek from Rodota Trail to Ives Park	Engineering Director	Planning Director	June 2012
Investigate Greenway Connector from Rodota Trail to Ives Park (creek or no creek)	Planning Director	Engineering Director	June 2012
Fiscal Analysis of City Owned Properties	Executive Director	Economic Development Coordinator	June 2011
South Gravenstein Highway Outreach to businesses	Economic Development Coordinator	Business Outreach Committee	On-going
Explore possibility of investing CDA funds in regional or local institutions	Economic Development Coordinator	Executive Director	June 2012

Address Long Term Quality of Life Issues in Redevelopment Area			
Project/Task	Lead Party	Assistant	Timeframe
Continue to explore and encourage low and moderate income and senior housing opportunities	Planning Director	Executive Director	On-going
Continue to provide a facade improvement program to improve the appearance of our downtown business core	Economic Development Coordinator	Executive Director	On-going
Continue to seek a diverse economic base to attract potential shoppers and businesses to Sebastopol and strengthen the City's sales tax base	Economic Development Coordinator	Executive Director	On-going
Actively Manage the Agency's Finances			
Plan for Potential Revenue Downturns	Executive Director	Finance Director	On-going
Monitor State budget issues and potential impacts to the Agency	Executive Director	Finance Director	On-going
Develop quarterly financial report for the Board of Directors	Executive Director	Finance Director	On-going