



CITY COUNCIL

Pedro "Pete" M. Sanchez, Mayor  
Mike Hudson, Mayor Pro-Tem  
Jane Day  
Sam Derting  
Michael A. Segala

CITY COUNCIL MEETING

First and Third Tuesday  
Every Month

## A G E N D A

**REGULAR MEETING OF THE  
SUISUN CITY COUNCIL,  
SUISUN CITY COUNCIL ACTING AS SUCCESSOR AGENCY TO THE  
REDEVELOPMENT AGENCY OF THE CITY OF SUISUN CITY  
TUESDAY, MARCH 20, 2012  
7:00 P.M.**

---

**SUISUN CITY COUNCIL CHAMBERS -- 701 CIVIC CENTER BOULEVARD -- SUISUN CITY, CALIFORNIA**

---

(Next Ord. No. – 721)  
(Next City Council Res. No. 2012 – 16)  
Next Suisun City Council Acting as Successor Agency Res. No. SA2012 – 04)  
(Next Housing Authority Res. No. HA2012 – 02)

### **ROLL CALL**

Council / Board Members  
Pledge of Allegiance  
Invocation

### **PRESENTATIONS/APPOINTMENTS**

*(Presentations, Awards, Proclamations, Appointments).*

1. Approving Appointment to the Oversight Board of the Suisun City Council Acting as Successor Agency to the Redevelopment Agency of the City of Suisun City. Mayor's At-Large Appointment.
2. California Energy Commission Grant Culmination Report on Countywide Implementation of the Retrofit Bay Area Program– (Wooden).

### **PUBLIC COMMENT**

*(Requests by citizens to discuss any matter under our jurisdiction other than an item posted on this agenda per California Government Code §54954.3 allowing 3 minutes to each speaker).*

### **CONFLICT OF INTEREST NOTIFICATION**

*(Any items on this agenda that might be a conflict of interest to any Councilmembers / Boardmembers should be identified at this time.)*

DEPARTMENTS: AREA CODE (707)

ADMINISTRATION 421-7300 ■ PLANNING 421-7335 ■ BUILDING 421-7310 ■ FINANCE 421-7320  
FIRE 425-9133 ■ RECREATION & COMMUNITY SERVICES 421-7200 ■ POLICE 421-7373 ■ PUBLIC WORKS 421-7340  
SUCCESSOR AGENCY 421-7309 FAX 421-7366

**CONSENT CALENDAR**

*Consent calendar items requiring little or no discussion may be acted upon with one motion.*

**Joint City Council / Suisun City Council Acting as Successor Agency**

3. Council/Agency/Commission Approval of the Minutes of the Regular and Special Meetings of the Suisun City Council and Suisun City Council Acting as Successor Agency held on February 21, 2012 and March 6, 2012 – (Hobson).
4. Council/Agency Approval of the February 2012 Payroll Warrants in the amount of \$751,732.49. Council Approval of the February 2012 Payable Warrants in the amount of \$418,411.74 and Agency Approval of the February 2012 Payable Warrants in the amount of \$23,373.35 – (Finance).

**GENERAL BUSINESS****City Council**

5. Council Discussion and Direction Regarding Proposal by Sunset Bay Kayaks for a Temporary Structure on Public Property – (Wooden).

**PUBLIC HEARINGS:****REPORTS: (Informational items only.)**

6. City Manager/Executive Director/Staff
7. Mayor/Council -Chair/Boardmembers

**ADJOURNMENT**

A complete packet of information containing staff reports and exhibits related to each item for the open session of this meeting, and provided to the City Council, are available for public review at least 72 hours prior to a Council /Agency/Authority Meeting at Suisun City Hall 701 Civic Center Blvd., Suisun City. Agenda related writings or documents provided to a majority of the Council/Board/Commissioners less than 72 hours prior to a Council/Agency/Authority meeting regarding any item on this agenda will be made available for public inspection during normal business hours. An agenda packet is also located at the entrance to the Council Chambers during the meeting for public review. The City may charge photocopying charges for requested copies of such documents.

**PLEASE NOTE:**

1. The City Council/Agency/Authority hopes to conclude its public business by 11:00 P.M. Ordinarily, no new items will be taken up after the 11:00 P.M. cutoff and any items remaining will be agendized for the next meeting. The agendas have been prepared with the hope that all items scheduled will be discussed within the time allowed.
2. Suisun City is committed to providing full access to these proceedings; individuals with special needs may call 421-7300.
3. Agendas are posted at least 72 hours in advance of regular meetings at:

City Hall  
701 Civic Center Boulevard

Fire Station  
621 Pintail Drive

Senior Center  
318 Merganser Drive

# MINUTES

## REGULAR MEETING OF THE SUISUN CITY COUNCIL,

### SUISUN CITY COUNCIL ACTING AS SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF SUISUN CITY, AND HOUSING AUTHORITY

TUESDAY, FEBRUARY 21, 2012

7:00 P.M.

---

SUISUN CITY COUNCIL CHAMBERS -- 701 CIVIC CENTER BOULEVARD -- SUISUN CITY, CALIFORNIA

---

#### ROLL CALL

Mayor / Chairman Sanchez called the meeting to order at 7:00 PM with Council / Board Members Day, Derting, Hudson, and Segala present.

Pledge of Allegiance was led by Council Member Segala.

Invocation was given by Assistant City Anderson.

#### PRESENTATIONS/APPOINTMENTS

*(Presentations, Awards, Proclamations, Appointments).*

1. Approving Appointment(s) to the Suisun City Redevelopment Agency Oversight Board.

**Mayor Sanchez asked the City Council to ratify his appointment of George Guynn.**

**Motioned by Mayor Sanchez to appointment of George Guynn to the Redevelopment Oversight Board. Motion failed for lack of second.**

#### PUBLIC COMMENT

*(Requests by citizens to discuss any matter under our jurisdiction other than an item posted on this agenda per California Government Code §54954.3 allowing 3 minutes to each speaker).*

Richard Giddens expressed concern about budget issues and WalMart

Anthony Moscarelli expressed concern about City contract with WalMart and concern that the City Council would raise taxes to support WalMart.

George Guynn discussed City expenses, the Redevelopment Agency going away, selling assets and stated WalMart could not resolve financial issues.

Laura Calderon spoke regarding Earth Day at the waterfront and expressed opposition to WalMart.

Lionel King was in favor of having a fireworks booth in Suisun City for nonprofit.

Trish Abbatiello expressed opposition to WalMart and ask the City Council to consider approving a waterfront information / activity kiosk and the condition of the waterfront area. Mayor Sanchez directed staff to talk to Ms. Abbatiello and to agendize the possibility of an information kiosk.

City Manager Bragdon reported WalMart was still going through the regulatory process.

**CONFLICT OF INTEREST NOTIFICATION - None**

*(Any items on this agenda that might be a conflict of interest to any Councilmembers / Boardmembers should be identified at this time.)*

**CONSENT CALENDAR**

*Consent calendar items requiring little or no discussion may be acted upon with one motion.*

**City Council**

2. Council Adoption of Resolution No. 2012-11: In Support of the Ordinance Extending a Transactions and Use Tax for Countywide Library Programs that has Been Placed on the June 5, 2012 Ballot – (Anderson).
3. Council Adoption of Resolution No. 2012-12: Accepting the Community Development Block Grant (CDBG) Planning and Technical Assistance Grant-funded Phase I Senior Housing Feasibility Study, update on the related Metropolitan Transportation Commission (MTC) FOCUS Grant, and Authorization to Initiate Phase II Predevelopment Tasks – (Wooden).

**Joint City Council / Suisun City Council Acting as Successor Agency**

4. Council/Agency Approval of the January 2012 Payroll Check Registers in the amount of \$647,147.14. Council Approval of the January 2012 Payable Check Registers in the amount of \$929,651.89 and Agency Approval of the January 2012 Payable Check Registers in the amount of \$27,119.39 – (Finance).

**Joint City Council / Suisun City Council Acting as Successor Agency / Housing Authority**

5. Council/Agency/Commission Approval of the Minutes of the Regular and Special Meetings of the Suisun City Council, Redevelopment Agency Board, Suisun City Council Acting as Successor Agency, and Housing Authority Board held on January 31, 2012 and February 7, 2012 – (Hobson).

Ann Thompson spoke in favor of the City Council's support of the Library Program.

Lawrence Woods was in favor of the appointment of George Guynn to the Redevelopment Oversight Board and opposed the 4% increase in the water rate and suggested the City be more engage in education. .

George Guynn expressed concern about the City applying for Community Development Block Grant.

**Motioned by Council Member Day and seconded by Council Member Segala to adopt Resolution No. 2012-11. Motion carried by the following vote:**

**AYES: Council Members Day, Segala, Derting, Sanchez**

**NOES: Council Member Hudson**

**Motioned by Council Member Derting and seconded by Council Member Day to adopt Resolution No. 2012-12. Motion carried by the following vote:**

**AYES: Council Members Derting, Day, Segala, Sanchez**

**NOES: Council Member Hudson.**

**Motioned by Council / Board Member Day and seconded by Council / Board Member Derting to approve Item 4 of the Consent Calendar. Motion carried unanimously.**

**Motioned by Council / Board Member Day and seconded by Council / Board Member Hudson to approve Item 5 of the Consent Calendar. Motion carried unanimously.**

## **GENERAL BUSINESS**

### **City Council**

#### 6. HEARING

Council Adoption of Resolution No. 2012-13: Placing Liens for Unpaid Waste Collection Service Charges on Certain Lands Situated in the City of Suisun City, County of Solano, State of California. – (Anderson).

**Mayor Sanchez opened the hearing.**

Wanda , landlord in Suisun City, expressed concern about being charged for a tenant who moved out of her property that left a delinquent garbage bill.

**Hearing no further comments, Mayor Sanchez closed the hearing**

**Motioned by Council Member Segala and seconded by Council Member Hudson to adopt Council Resolution No. 2012-13 excluding 708 Village from the lien list. Motion carried unanimously**

#### 7. Council Discussion Regarding Development of a Fireworks Sales Ordinance – (Corey).

Dennis Revell, Revell Communications, commented on the possibility of revenue from the sale of fireworks.

Judy Thompson Chairman of Community Action Board works to get homeless off the street, stated looking forward to an opportunity to make some revenue from the sale of fireworks, was in favor of the surcharge and stated safe and sane fireworks were much safer than people being creative and making their own illegal fireworks.

Ruth Matz works with the Community Action Board, commented on their two homes that administer help for the homeless and asked that the City allow them the opportunity to make

Jeff Gray suggested the Council look at what revenue could be made and though it would be could for all nonprofits.

JoAnn Chappa, Suisun Elementary PTA, commented it could be a good fund raiser to have TNT fireworks.

**Council directed the ad hoc committee continue meeting and directed staff to continue communications with TNT.**

### **PUBLIC HEARINGS: - None**

### **REPORTS: (Informational items only.)**

#### 8. City Manager/Executive Director/Staff - None

#### 9. Mayor/Council -Chair/Boardmembers

Council / Board Member Segala commented on 18 wheelers running red lights on Highway 12 and suggested talking to Caltrans regarding trucks being only allowed to travel in right lane of Highway 12.

Council / Board Member Derting expressed concern about enforcing the smoking in front of entrances of businesses.

Mayor / Chairman Sanchez

**ADJOURNMENT**

There being no further business, Mayor Sanchez adjourned the City Council meeting at 8:35 PM.

---

Linda Hobson, CMC  
City Clerk

# MINUTES

**SPECIAL MEETING OF THE  
SUISUN CITY COUNCIL,  
SUISUN CITY COUNCIL ACTING AS SUCCESSOR AGENCY TO THE  
REDEVELOPMENT AGENCY OF THE CITY OF SUISUN CITY,  
AND HOUSING AUTHORITY  
TUESDAY, MARCH 6, 2012  
5:00 P.M.**

---

**SUISUN CITY COUNCIL CHAMBERS -- 701 CIVIC CENTER BOULEVARD -- SUISUN CITY, CALIFORNIA**

---

## **ROLL CALL**

Mayor Sanchez called the meeting to order at 5:00 PM with Council / Board Members Day, Derting, Hudson, and Segala.

## **PUBLIC COMMENT - None**

*(Requests by citizens to discuss any matter under our jurisdiction other than an item posted on this agenda per California Government Code §54954.3 allowing 3 minutes to each speaker).*

## **CONFLICT OF INTEREST NOTIFICATION - None**

*(Any items on this agenda that might be a conflict of interest to any Councilmembers / Boardmembers should be identified at this time.)*

## **CLOSED SESSION**

Pursuant to California Government Code Section 54950 the Suisun City Council will hold a Closed Session for the purpose of:

### City Council/ Successor Agency

1. CONFERENCE WITH LEGAL COUNSEL--ANTICIPATED LITIGATION  
Significant exposure to litigation pursuant to Government Code Section 54956.9(b): One potential case.

### City Council

2. CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION  
Name of case: Shaniece Travis v. James Sousa, City of Suisun City  
Case No. 2:11-CV-01889-GEB-CKD
3. CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION  
Name of case: David Fong v. City of Suisun City Case #: # FCS038343
4. CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION  
Name of case: Welling v. City of Suisun City Case #: FCS035455
5. CONFERENCE WITH LABOR NEGOTIATOR  
Agency negotiator: Suzanne Bragdon, City Manager, Ron Anderson, Assistant City

Manager, and Tim Mattos, Police Commander.

Employee organization: SCPOA (Suisun City Police Officers' Association)

6. CONFERENCE WITH LABOR NEGOTIATOR

Agency negotiator: Suzanne Bragdon, City Manager, Ron Anderson, Assistant City Manager, and Dan Kasperson, Public Works and Building Director.

Employee Organization: SCEA (Suisun City Employees' Association).

7. CONFERENCE WITH LABOR NEGOTIATOR

Agency negotiator: Suzanne Bragdon, City Manager, Ron Anderson, Assistant City Manager, and Jason Garben, Economic Development Director.

Employee organization: SCMPEA (Suisun City Management and Professional Employees' Association)

**5:01 PM – Mayor Sanchez adjourned the meeting to Closed Session**

**CONVENE OPEN SESSION**

Announcement of Actions Taken, if any, in Closed Session.

**Mayor Sanchez reconvened the meeting and announced no decisions had been made in Closed Session.**

**ADJOURNMENT**

There being no further business, Mayor Sanchez recessed the meeting at 6:55 PM.

Linda Hobson, CMC  
City Clerk

# MINUTES

**REGULAR MEETING OF THE  
SUISUN CITY COUNCIL,  
SUISUN CITY COUNCIL ACTING AS SUCCESSOR AGENCY TO THE  
REDEVELOPMENT AGENCY OF THE CITY OF SUISUN CITY,  
AND HOUSING AUTHORITY  
TUESDAY, MARCH 6, 2012  
7:00 P.M.**

---

**SUISUN CITY COUNCIL CHAMBERS -- 701 CIVIC CENTER BOULEVARD -- SUISUN CITY, CALIFORNIA**

---

(Next Ord. No. – 721)

(Next City Council Res. No. 2012 – 14)

Next Suisun City Council Acting as Successor Agency Res. No. SA2012 – 04)

(Next Housing Authority Res. No. HA2012 – 02)

## **ROLL CALL**

Mayor Sanchez called the meeting to order at 7:00 PM with Council / Board Members Day, Derting, Hudson, and Segala present .

Pledge of Allegiance was led by Council Member Segala.

Invocation was given by City Manager Bragdon.

## **PUBLIC COMMENT**

*(Requests by citizens to discuss any matter under our jurisdiction other than an item posted on this agenda per California Government Code §54954.3 allowing 3 minutes to each speaker).*

Richard Giddens expressed concern about George Guynn not being appointed to the Oversight Committee of the Successor Agency (SA) and commented on newspaper article.

George Guynn expressed concern about not being appointed to the Oversight Committee of the SA.

Mary Harrison expressed concern about losing Section 8 because father would not be away from home. (Commented under Item 5)

## **PRESENTATIONS/APPOINTMENTS**

*(Presentations, Awards, Proclamations, Appointments).*

1. Presentation by Solano County Grand Jury Members Robert Schussel and Maria McIntyre on the Functions of the Grand Jury and the process of nominating candidates and selecting Grand Jury Members.

Mr. Schussel and Mr. Wayne Goodman gave an explanation of the duties of the Grand Jury and the qualifications to be able to serve on the Grand Jury.

2. Approving Appointment(s) to the Oversight Board of the Suisun City Council Acting as Successor Agency to the Redevelopment Agency of the City of Suisun City. Mayor's At-Large Appointment and Recognized Employee Organization Appointment.

**Motioned by Council / Board Member Segala and seconded by Council / Board Member Derting to appoint John Kearns to represent the Redevelopment Employees bargaining group on the Oversight Committee. Motion carried unanimously.**

**CONFLICT OF INTEREST NOTIFICATION - None**

*(Any items on this agenda that might be a conflict of interest to any Councilmembers / Boardmembers should be identified at this time.)*

**CONSENT CALENDAR**

*Consent calendar items requiring little or no discussion may be acted upon with one motion.*

**City Council**

3. Authorizing the Mayor to Execute a Letter of Support for Solano Land Trust Projects – (Anderson).
4. Council Adoption of Resolution No. 2012-14: Approving the Refunding of the City’s “Side Fund” with CalPERS and Authorizing the City Manager to Execute a Professional Services Agreement with Brandis Tallman, LLC to Provide Placement Agent Services – (Joseph).

George Guynn stated WalMart should not be a part of the Solano Land Trust Projects.

**Motioned by Council / Board Member Derting and seconded by Council / Board Member Hudson to approve the Consent Calendar. Motion carried unanimously.**

**GENERAL BUSINESS**

**City Council**

5. Council Discussion and Direction Regarding the Development of a Fireworks Sales Ordinance – (Corey).

Lionel King, representing Suisun City Titans (youth football), reported there would be a spring program

Tara Bellino, representing Suisun City Titans, stated the fireworks would be a good money maker for the youth.

George Guynn commented on the insurance requirements, the fireworks displays that were going on during the City program of fireworks, and protecting everyone in the City.

Richard Giddens expressed concern about protecting the citizens, commented on water rate increase, and stop supporting the downtown area.

Dennis Revell, president of Revell Communications, commented on the fines, financial reporting of nonprofits, and closing time on the 4<sup>th</sup> of July.

**Council directed staff to continue with the ordinance and staff’s recommendations.**

6. Council Discussion and Direction Regarding the Independence Day Spectacular for July 4, 2012 and future years – (Corey).

Lori Wilson, member of the ad hoc committee, suggested reaching out to the community for donations.

**Council directed staff to continue with grass roots fund-raising concurrent with major donor outreach.**

7. Council Adoption of Resolution No. 2012-15: Affirming its Intent to Conform with the Reimbursement Agreements Requiring the Former Redevelopment Agency of the City of Suisun City to Repay the City for All Lease Payments Associated with the Financing of the Civic Center Project – (Garben).

**Motioned by Council Member Day and seconded by Council Member Derting to adopt Council Resolution No. 2012-14. Motion carried by the following vote:**

**AYES: Council Members Day, Derting, Segala**

**NOES: Council Members Hudson, Sanchez**

Suisun City Council Acting as Successor Agency

8. Receive and Accept a Draft of the Initial Recognized Obligation Payment Schedule and a Draft of the Proposed Administrative Budget for the Successor Agency to the Redevelopment Agency of the City of Suisun City – (Garben).

Chuck Kingeter asked staff to explain the amounts for Series A and Series B, definition of COP, Certificate of Participation, definition of various funds, asked if any of the bonds were voter approved,

**Motioned by Board Member Derting and seconded by Board Member Day to receive and Accept a Draft of the Initial Recognized Obligation Payment Schedule and a Draft of the Proposed Administrative Budget for the Successor Agency to the Redevelopment Agency of the City of Suisun City. Motion carried unanimously.**

**PUBLIC HEARINGS: None**

**REPORTS: (Informational items only.)**

9. City Manager/Executive Director/Staff - None
10. Mayor/Council -Chair/Boardmembers - None

**ADJOURNMENT**

There being no further business, Mayor Sanchez adjourned the meeting at 8:48 PM.

Linda Hobson, CMC  
City Clerk

## AGENDA TRANSMITTAL

**MEETING DATE:** March 20, 2012

---

**CITY AGENDA ITEM:** Council Discussion and Direction Regarding Proposal by Sunset Bay Kayaks for a Temporary Structure on Public Property.

---

**FISCAL IMPACT:** There would be no fiscal impact anticipated for this item.

---

**BACKGROUND:** At the February 21, 2012 City Council meeting, Trish Abatiello, owner of Sunset Bay Kayaks, addressed the City Council requesting consideration of a possible location for a temporary kiosk be located in close proximity to the visitor dock. Council requested that staff come back with a discussion and direction item on the proposal at an upcoming Council meeting.

---

**STAFF REPORT:** Trish Abatiello has proposed to construct, solely at her cost, a waterfront kiosk (included in Attachment 1). The purpose of the kiosk would provide storage for items related to the Sunset Bay Kayaks business such as lifejackets and paddles, a location where she could stay while groups were out on the water, and a location where information regarding "all things Suisun City" could be displayed.

---

### **Facts Related to the Proposed Kiosk**

Dimensions: Approximately eight feet in diameter, designed in an octagonal shape. Similar to the Christmas market booths, there would be a "flap" that could be opened, or closed and secured.

Location: A number of locations were suggested in the waterfront. After reviewing the "100 foot shoreline band" and the public access areas set forth in the City's permit from BCDC, the only workable location is on the temporary parking area located at the northeast corner of Main Street and Solano Street.

Compensation: Currently, Sunset Bay Kayaks pays 10 percent of gross sales to the City for use of the visitors dock. Since the kiosk would be designed to promote the downtown in general, as well as provide a location for Sunset Bay Kayaks, the cost of construction would be borne by the owner. No additional compensation for use of public property has been proposed.

Issues to Consider: The owner participated in both "Groupon" and "Living Social" and has submitted information on the zipcodes represented by these customers. It demonstrates that her business brings people from a wide geographic area to the downtown, which benefits other downtown businesses.

Encroachment Permit: If the City Council approves the proposal, the owner would be required to obtain an encroachment permit. This would be similar to the encroachment permit that the Cast Iron Grill and Bar for use of the courtyard, which is also public property. An insurance policy listing the City as an additional insured would be a requirement of obtaining an encroachment permit.

---

**PREPARED BY:**  
**REVIEWED BY:**  
**APPROVED BY:**

John Kearns, Associate Planner  
April Wooden, Community Development Director  
Suzanne Bragdon, City Manager

---

**RECOMMENDATION:** It is recommended that the City Council provide staff with direction to either:

1. Negotiate an agreement with the owner of Sunset Bay Kayaks for the temporary use of a portion of the temporary parking lot located near the corner of Main Street and Solano Street and bring the agreement to the Council for approval; OR
2. Reject her proposal.

---

**ATTACHMENTS:**

1. Materials submitted by the owner of Sunset Bay Kayaks.
2. Plan view of location along Main Street.

## *Proposal for Waterfront Activities and Information Kiosk*

### *Purpose*

*The purpose for the kiosk is to display businesses which operate recreational activities, other Waterfront District businesses and information regarding the city's activities and events. This would provide a central, easy to find location, for visitors as well as residents. It will also be at the Plaza area where "All things Suisun City" happen.*

### *Participation*

*No business, event, special interest shall be excluded from the kiosk. Located there will be Sunset Bay Kayaks, Gypsy Island Tours and The River Otter Taxi. All information regarding restaurants, including their menus, and general information pertaining to Suisun City's event schedule will be available. Any business which established itself with recreation on the water and using the Plaza Guest dock will be welcome, i.e. Jet Ski, Bicycle and Paddle Board rentals.*

### *Location*

*Location is the priority for the businesses which work with the city and have contracts to provide the service of entertainment by water activities. The owners of both Gypsy Island Cruises and Sunset Bay Kayaks make contact with the public constantly. We frequently interact with the public, answering questions regarding restaurants, things to do, places to go etc. We are more than willing to act as*

*constant ambassadors for our community and other businesses. We are asked such questions due to our visibility and kinds of services we provide.*

### **Kiosk**

*The Kiosk or booth will be about 8 foot in diameter. It has been designed to resemble the front of the Harbor Master's building and City Hall. (Design enclosed) It will basically be an enclosed, secure structure.*

### **Support**

*Overwhelmingly we have the support of many businesses within the Waterfront District. These businesses see the two waterfront recreational business (Gypsy Island Cruises and Sunset Bay Kayaks) as an asset and very important part of building and showcasing our community and their business as well. We also receive complete support from Suisun City residents and our customers.*

### **Internet Marketing**

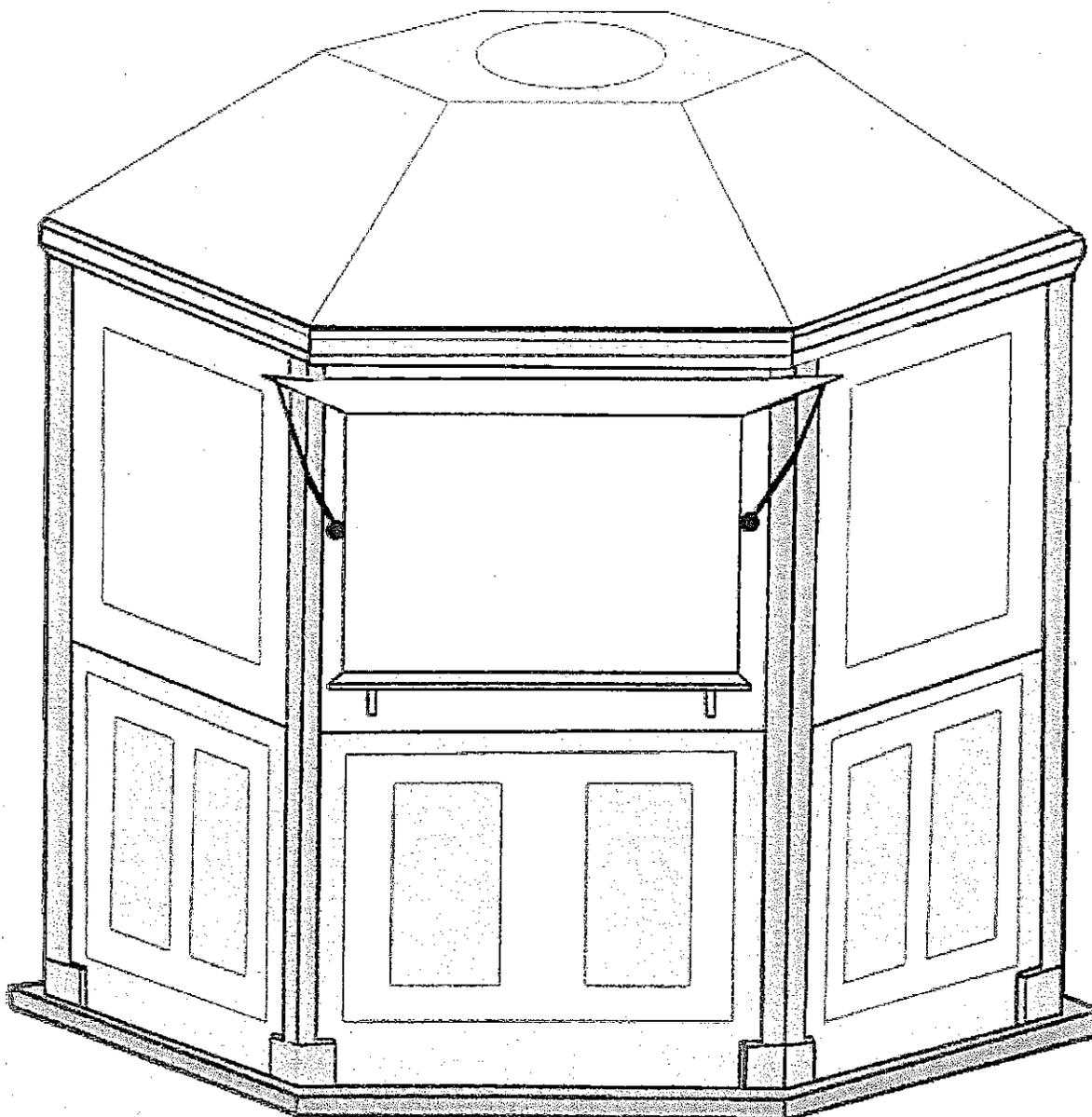
*During the past summer, Sunset Bay Kayaks participated in two on-line mass media marketing offers. The two, were Groupon and Living Social. Both proved to be extremely beneficial and together brought almost 400 new visitors to Suisun City. These customers came from the North Bay, East Bay, South Bay, Sacramento and beyond and other parts of the U.S. All of these customers continued to spend visitor dollars by eating at many of our restaurants. Some also stayed at the Hampton Inn and Suites.*

## ***Newspaper Article***

*Recently the Daily Republic featured a front page piece on making Suisun City a gateway city to the Suisun Marsh. I have touted this for the almost 13 yrs. If in fact the state recognizes our area as a state park, it would be even more necessary to have the kiosk at the plaza guest dock area.*

***Attached Kiosk Picture, Groupon Demographics and Daily Republic Front Page Article.***

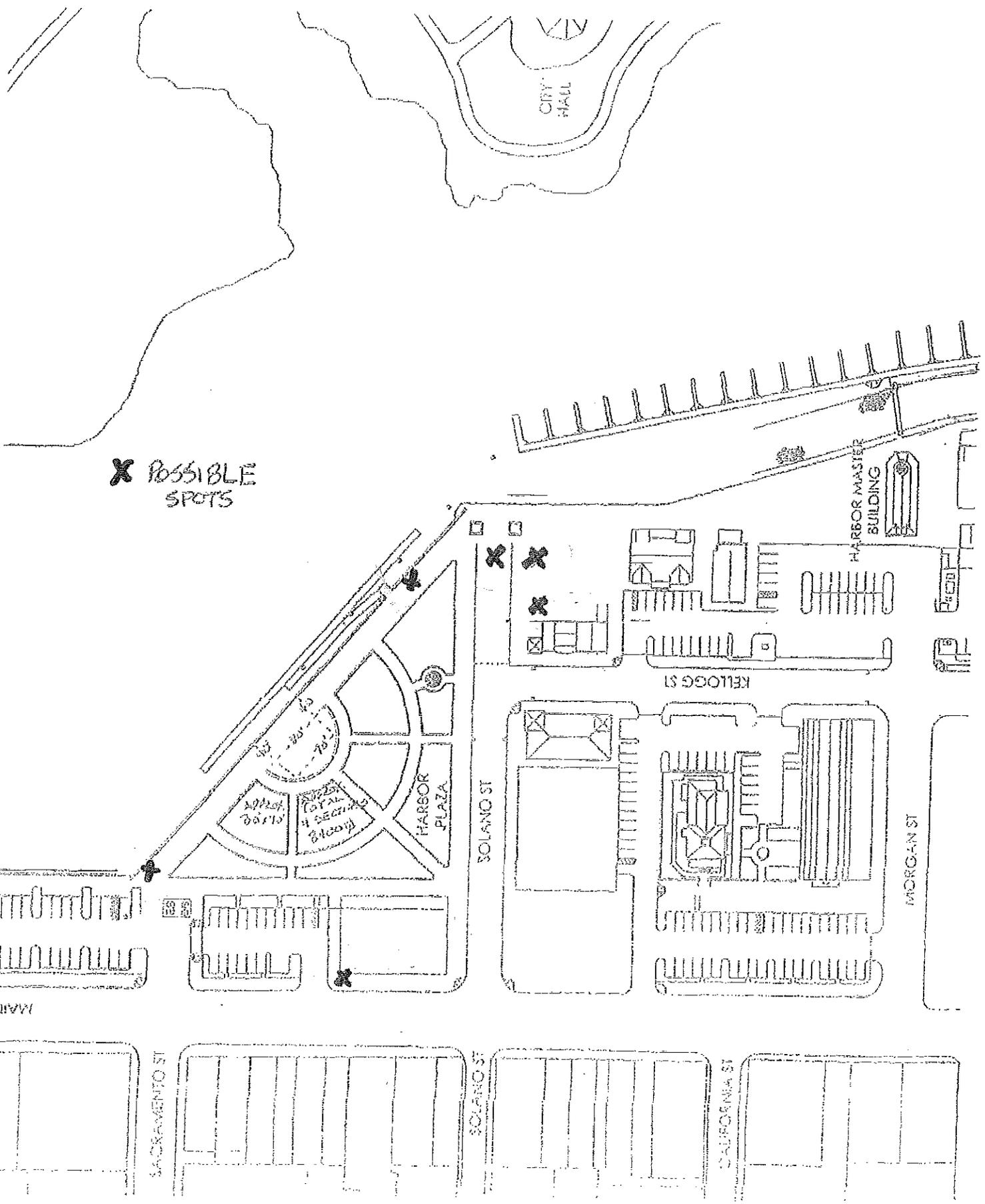
From: Derrick Davidson <degzdesignz@mac.com>  
To: TAofSBK@aol.com  
Subject: house  
Date: Tue, Apr 20, 2010 12:36 pm



Derrick Davidson  
Northern California Kayaks  
ACA Certified Kayak Instructor

Website: [www.norcal-kayaks.com](http://www.norcal-kayaks.com)  
Email - [info@norcal-kayaks.com](mailto:info@norcal-kayaks.com)  
Phone - 707 688 4008

On Apr 19, 2010, at 8:58 PM, [TAofSBK@aol.com](mailto:TAofSBK@aol.com) wrote:



X POSSIBLE SPOTS

CITY HALL

HARBOR MASTER BUILDING

HARBOR PLAZA

SOLANO ST

KELLOGG ST

MORGAN ST

SACRAMENTO ST

SOLANO ST

CALIFORNIA ST

MAIN

APPROX 30' x 15'  
SUNSET (TOTAL 4 SECTIONS 6' x 100')



# Sunset Kayak Tour or Paddling Lesson for Two at Sunset Bay Kayaks

## Napa / Sonoma, California

### **Purchases**

Total number sold

182 (Breakdown)

First purchase

08/22/11 12:14 AM

---

### **Purchase Demographics**

Gender

Male 22%  
Female 77%

Age

18 25 8%  
26 35 35%  
36 50 31%  
50+ 23%

### **Deal Details**

Launched

08/22/11 12:01 AM

Promoted in email

Yes

Close date

08/25/11 12:02 AM

### **Purchase Locations**

ZIP/Postal Code % of Total

94558	7.69%
94559	4.95%
94534	4.40%
94928	4.40%
94585	3.85%
94952	3.30%
94510	2.75%
94591	2.75%
95688	2.75%
95687	2.20%
95404	2.20%
94574	2.20%

**ZIP/Postal Code % of Total**

95747	0.55%	94533	1.65%
94582	0.55%	95407	1.65%
95822	0.55%	99669	1.10%
94560	0.55%	95433	1.10%
95833	0.55%	94065	1.10%
95401	0.55%	94503	1.10%
94549	0.55%	95448	1.10%
95403	0.55%	94513	1.10%
95838	0.55%	94547	1.10%
99208	0.55%	95835	1.10%
94521	0.55%	94945	1.10%
95605	0.55%	94949	1.10%
95487	0.55%	94951	1.10%
94508	0.55%	95618	1.10%
95458	0.55%	94305	0.55%
94501	0.55%	95112	0.55%
94401	0.55%	95051	0.55%
95120	0.55%	94954	0.55%
94134	0.55%	94953	0.55%
94132	0.55%	95123	0.55%
94121	0.55%	95131	0.55%
94066	0.55%	95350	0.55%
95409	0.55%	94947	0.55%
94015	0.55%	95376	0.55%
92692	0.55%	949312207	0.55%
91942	0.55%	95630	0.55%
91775	0.55%	94901	0.55%
91770	0.55%	94709	0.55%
89015	0.55%	94708	0.55%
45202	0.55%	95678	0.55%
45014	0.55%	94599	0.55%
37067	0.55%	94597	0.55%
19607	0.55%	95691	0.55%
18901	0.55%	94590	0.55%
		94587	0.55%

# State eyes Suisun as destination

## Agency seeks to label city as gateway to Marsh

By BARRY EBERLING  
DAILY REPUBLIC

SUISUN CITY — That Suisun

City is a gateway to Suisun Marsh has never been a secret in Suisun City, though the world at large is another story.

Anybody taking the marsh's main road -- Grizzly Island Road -- leading to the biggest marsh wildlife preserves and to popular fishing areas -- must pass through

Suisun City. Plus, boaters have long entered the marsh from the city using the watery highway of Suisun Slough.

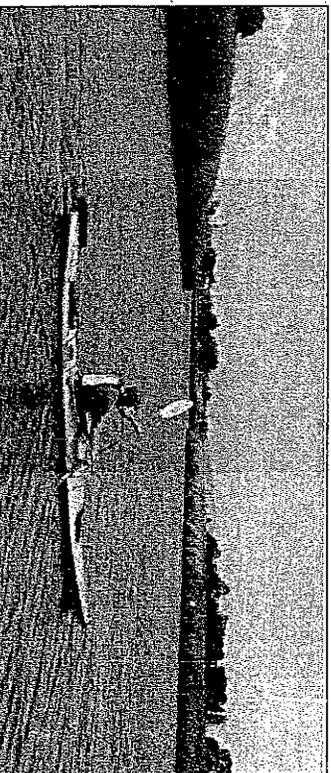
Suisun Marsh is some 115,000 acres of sloughs, wetlands and uplands, a world that beckons hikers, hunters, bird watchers, anglers and boaters. Now it's a matter of getting the word out to potential marsh visitors. These visitors could use Suisun City as a starting point for their marsh

experience and spend money in town.

That's the way California State Parks sees it. The agency wants to help.

California State Parks a few months ago released its draft "Recreation Proposal for the Sacramento-San Joaquin Delta and Suisun Marsh." Among the ideas is to declare Suisun City the gateway city to Suisun Marsh.

This report includes an imagi-



Brad Zwerink/Daily Republic file

Bob Wilson, of Sonoma, paddles from Suisun's boat launch in June.

nary tale about some London visitors to San Francisco who have already seen such California attractions as Napa and Yosemite. They want to do something different and their concierge advises a

Suisun Marsh ecotour.

"The Amtrak train took us to Suisun City where we met our guide Maria," the report said.

See *Marsh*, Page A12

# Marsh: Parks agency aims to promote city

From Page A1

"After a delicious crawfish stew at the marina, she brought our kayaks to the public dock and we headed into the tules. We spent two days at the ecolodge surrounded by birds.

"Maria brought wine, ice and fresh Delta produce every morning, grilled fish for dinner and led us through wetlands full of melodious Suisun song sparrows and other rare birds. Maria knew where to find the best birds without disturbing them. We bought two nature paintings from a waterfront gallery before heading back to San Francisco."

That's the gateway dream. Maria and that ecolodge exist only in the imagination. But some pieces of this scenario are already in place.

For example, Trish Abbatiello and her waterfront business Sunset Bay Kayaks are very real. Abbatiello has rented kayaks for 13 years in Suisun City. She offers kayak tours that have guests paddling along local

waterways that cut through the Suisun Marsh tules.

Kayakers might see such wildlife as river otters, beavers and turtles, as well as a variety of marsh birds. They learn about the American Indians who once lived in the marsh.

"This year, I honestly think I have crossed the line to making it a destination because I had people from all over the country, even more this year than I had in the past," Abbatiello said. "They're coming into Suisun and they're saying, 'My God, I never knew this existed.'"

Having the state recognize Suisun City as the Gateway to Suisun Marsh would be one more way to tell people about the area, Abbatiello said.

"We are the waterfront city," she said.

Suisun City Mayor Pete Sanchez already knows that Suisun City is a Suisun Marsh gateway, with or without official state designation. He lives in Lawler Ranch on the edge of the marsh and recalled doing a recent 45-minute walk along the marsh. He saw

rabbits, otter and herons. It reminds him of the Philippines, where he grew up, he said.

Should Suisun City get official state gateway status, Sanchez can envision the city incorporating the title into its signs along Highway 12. Maybe the state would include Suisun City in brochures, he said.

"I would think and I would hope there are a lot more advantages that will make us embrace the idea," Sanchez said.

But the state must first embrace the idea. At this point, the California State Parks study remains a draft that is being brought to the Delta Stewardship Council and the Delta Protection Commission. It is being tossed into a far larger effort to rethink how the Delta works as an ecosystem, farming area and delivery system for water to some 25 million Californians and Central Valley farms.

"I really don't know how they're going to use it," said Dan Ray of California State Parks, who worked on the study.

Nor is it yet clear what type of marketing plan might emerge for the various proposed Delta gateway cities and for Suisun City as a gateway to Suisun Marsh. The California Parks report mentions having the Delta Conservancy and Coastal Conservancy collaborate with state and local agencies and businesses to promote recreation and tourism.

Suisun City and Suisun Marsh have long been linked. In fact, when pioneers came to the future site of Suisun City in the 1850s, the land was an island inside of Suisun Marsh. In the late 1800s, people traveling between Fairfield and Suisun City used a wooden walkway to avoid getting their feet dirty in the wetlands.

The marsh and the city share a name. The California State Parks report depicts them sharing a successful future.

Reach Barry Eberling at 427-6929, or [beberling@dailyrepublic.net](mailto:beberling@dailyrepublic.net).

# Temporary Kiosk Sample Location: NE Main/Solano

