



# City of San Juan Bautista

The "City of History"

[www.san-juan-bautista.ca.us](http://www.san-juan-bautista.ca.us)

## AGENDA

### REGULAR PLANNING COMMISSION MEETING

**TUESDAY ~ FEBRUARY 7, 2023 ~ 6:00 P.M.**

CITY HALL COUNCIL CHAMBERS

311 Second Street,  
San Juan Bautista, California

### **– HYBRID MEETING – PUBLIC PARTICIPATION BY ZOOM AND IN PERSON**

#### **PUBLIC NOTICE**

This Meeting Will Be Conducted Pursuant to Govt. Code §54953(E)(1)(A). In order to minimize the spread of the COVID 19 virus the Planning Commission is conducting this meeting by Zoom webinar and will be offering alternative options for public participation. You are encouraged to watch the meeting live on Zoom or Facebook.

#### **THIS MEETING WILL BE OPEN TO THE PUBLIC UNDER THE FOLLOWING CONDITIONS:**

*All Attendees must comply and wear a face covering if not fully vaccinated and show proof. If providing proof attendees will not need to wear a face covering. If you are exempt from the state face covering guidance or not fully vaccinated, you will be required to wear a mask to attend the meeting; All attendees must comply with any other rules of procedures/instructions announced by the Chair and/or City Staff. Any violations of the above may result in the Chair closing the meeting, effective immediately, or clearing the room, as well as other enforcement actions. The meeting will be available through Zoom for those who wish to join or require accommodations with the instructions below:*

#### **ZOOM WEBINAR PARTICIPATION**

#### **JOIN ZOOM WEBINAR TO PARTICIPATE LIVE**

<https://us02web.zoom.us/j/89275803128>

To participate telephonically:

**call 1 (669) 900-6833**

**Webinar ID: 892 7580 3128**

#### **PUBLIC COMMENT**

Public comments generally are limited to three minutes per speaker; the Chair may further limit the time for public comments depending on the agenda schedule. If you wish to make a comment on a specific agenda item, please join the Zoom Webinar and use the "Raise Hand" or if joining by telephone, press \*9 on your telephone keypad icon. **If you are unable to join the meeting, written comments may be mailed to the Deputy City Clerk at City Hall (P.O. Box 1420, San Juan Bautista, CA 95045), or emailed to [deputycityclerk@san-juan-bautista.ca.us](mailto:deputycityclerk@san-juan-bautista.ca.us)** not later than 5:00 p.m. on February 7, 2023, and will be read into the record during public comment on the item. Public comments will be taken on agenda items before action is taken by the city council.

**1. CALL TO ORDER**

- A. Pledge of Allegiance
- B. Roll Call

**2. INTRODUCTIONS**

Community Development Director, Brian Foucht, to Welcome and Introduce newly appointed Planning Commissioners Jose Aranda, Dan DeVries, David Medeiros, and Mishele Newkirk-Smith.

**3. ELECTION OF CHAIR AND VICE CHAIR**

Appoint a Commission Chair and Vice Chair for a one-year term.

**4. PRESENTATION**

- A. City Attorney to provide a presentation on Brown Act/Open Meeting Law.
- B. Robert Fulton to provide Christopher Ranch Annexation

**5. PUBLIC COMMENT**

*Public comments generally are limited to three minutes per speaker on items that are not on the agenda; the Chair may further limit the time for public comments depending on the agenda schedule.*

**6. INFORMAL PROJECT REVIEW**

*Any potential and/or future project applicant may present their project to the Commission during Informal Project Review for the purpose of gaining information as preliminary feedback only. No formal application is required and no action will be taken by the Commission on any item at this time.*

**7. ACTION ITEMS**

**A. Affidavit of Posting Agenda**

*Recommendation:* Approve the Affidavit of Posting Agenda.

**B. Appointment to the San Juan Bautista City Council Safety Sub-Committee**

*Recommendation:* Appoint two (2) Planning Commission representatives to serve on the City Council's Public Safety Committee.

**C. Appointment to the Urban Growth Boundary Ad Hoc Committee**

*Recommendation:* Appoint two (2) Planning Commission Representatives to the Urban Growth Boundary Ad Hoc Committee.

**8. INFORMATION ITEMS**

- A. Update: Community Plan, Sphere of Influence (SIB), Urban Growth Boundary (UGB) Committee Recommendation.

**9. COMMENTS**

- A. Planning Commissioners
- B. Community Development Director

**10. ADJOURNMENT**

## **AGENDA MATERIAL / ADDENDUM**

Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings, unless otherwise allowed under the Brown Act. City Council reports may be viewed at the City of San Juan Bautista City Hall at 311 Second Street San Juan Bautista, and are posted on the City website [www.san-juan-bautista.ca.us](http://www.san-juan-bautista.ca.us) subject to Staff's ability to post the documents before the meeting, or by emailing [deputycityclerk@san-juan-bautista.ca.us](mailto:deputycityclerk@san-juan-bautista.ca.us) or calling the Deputy Clerk (831) 623-4661 during normal business hours.

In compliance with the Americans with Disabilities Act, and Govt. Code 54953(e)(1)(A), the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Deputy City Clerk a minimum of 48 hours prior to the meeting at (831) 623-4661.

## **PUBLIC NOTIFICATION**

This agenda was posted on Friday, February 3, 2023 on the bulletin board at City Hall, 311 second street, the bulletin board at the City Library, 801 second street, the bulletin board at the entrance to the United States Post Office, 301 the Alameda, and the City's website.

Meetings are streamed live at <https://www.facebook.com/cityofsanjuanbautista/> and televised live on local Channel 17 on the date of the regularly scheduled meeting.

## **DISCLOSURE**

If you challenge any planning or land use decision made at this meeting in court, you may be limited to raising only those issues you or someone else raised at the public hearing held at this meeting, or in written correspondence delivered to the City Council at, or prior to, the public hearing. Please take notice that the time within which to seek judicial review of any final administrative determination reached at this meeting is governed by Section 1094.6 of the California Code of Civil Procedure.

This portion of the meeting is reserved for persons desiring to address the Commission on matters not on this agenda. The law does not permit Commission action or extended discussion of any item not on the agenda except under special circumstances. If Commission action is requested, the Commission may place the matter on a future agenda.



## **CITY OF SAN JUAN BAUTISTA PLANNING COMMISSION STAFF REPORT**

**DATE:** FEBRUARY 7, 2023

**DEPARTMENT:** ADMINISTRATION

**FROM:** ELIZABETH SOTO, CMC, CPMC, DEPUTY CITY CLERK

**TITLE:** ELECTION OF COMMITTEE CHAIR AND VICE CHAIR

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**RECOMMENDED MOTION:**

A motion to appoint a Commission Chair and Vice Chair to serve for a one-year term.

**RECOMMENDATION:**

It is recommended that the Planning Commission appoint a Chair and Vice Chair to serve a one-year term.

**EXECUTIVE SUMMARY:**

The Planning Commission may choose to elect a Chair and Vice Chair that will serve until the next committee elections during the January 2024 meeting.

**BACKGROUND:**

Annually, during the month of January, the Commission will elect from among its members a Chairperson and Vice-Chairperson who shall serve for a term of one year. A minimum of three votes are required for electing each position.

**PROCESS:**

In the absence of the Chair and Vice Chair, the Deputy City Clerk will open the floor to nominations for the Officer position of Chair and Vice Chair. Self-nominations are acceptable.

Once a nomination is received in the form of a motion, a second to that motion will be required to carry the item to a Roll Call Vote. In the event two nominations are made for the Chair Officer position, it is recommended a commissioner concedes and the motion for the respective conceding Commissioner is canceled prior to calling for a vote. Following the completion of the election for Chair, the newly elected Officer will take their place at the head of the Dais.

## CALIFORNIA OPEN MEETING LAW:

### THE RALPH M. BROWN ACT

SAN JUAN BAUTISTA PLANNING COMMISSION MEETING  
FEBRUARY 7, 2023

Presented by:  
Robert Rathie  
City Attorney

## Purpose and Intent

All meetings  
of the legislative body  
of the local agency  
shall be open and public  
and all persons shall be permitted to  
attend any meeting except  
as otherwise provided. (Section 54953)

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## Legislative Bodies

**A local governing body**

Includes newly elected members

**A commission or committee**

(If created by charter, ordinance or formal action of the legislative body)

May be permanent or temporary

Decision making or advisory

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## Exception

An ad hoc committee consisting solely of less than a quorum of the legislative body is not a legislative body subject to the Brown Act.

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## Exception to the Exception

A standing committee, irrespective of its composition, which has 1) a continuing subject matter jurisdiction or 2) a meeting schedule fixed by any formal action of a legislative body, is a legislative body.

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## Meeting Defined

“Any congregation of a **majority** of the members of a legislative body at the **same time and location** to **hear, discuss, deliberate or take action** on any item that is within the subject matter jurisdiction of the legislative body.”

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## Not Meetings:

Under the Brown Act the following are not meetings (subject to the proviso, to be mentioned later):

Attending a conference or similar gathering,

Attending an open & publicized community meeting organized to address a topic of local community concern,

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## Not Meetings:

Attending an open and noticed meeting of another body, or

Attending a social function (e.g., a chamber of commerce party); or

Observing the meeting of one of the body's standing committee (note the "observe-only exception.")

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## Not Meetings:

The Proviso: Provided in each case just mentioned that a majority of the members do not discuss among themselves business of a specific nature within the subject matter jurisdiction of the legislative body.

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## Seriatim (Serial) Meetings

\* Use of a series of communications **of any kind**, directly or through **intermediaries**, to **discuss, deliberate or take action** on any matter that is **within the subject matter jurisdiction** of the legislative body.

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## Seriatim (Serial) Meetings

- \* No action need be taken
- \* There need not be any attempt to develop a collective concurrence

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## Seriatim (Serial) Meetings

- \* The “Daisy Chain” Serial Meeting:
- \* A calls B and discusses a matter of legislative body business
- \* B then calls C on the same matter, and so on until a quorum is reached.

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## Seriatim (Serial) Meetings

- \* The “Hub and Spoke” Serial Meeting:
- \* A calls B and C and discusses the same matter (and so on until a quorum is reached)

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## Seriatim (Serial) Meetings

- \* Problems From E-mails (and chat rooms, etc.  
– communication by technological device)
- \* “Reply to All” and other ways to violate the Brown Act without really trying.

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## Social Media

- ▶ A public official may communicate on social media regarding a matter within the legislative body's subject matter jurisdiction. But those communications are only allowed if members of the same legislative body do not use social media to discuss topics within the body's subject matter jurisdiction among themselves.
- ▶ Thus, posting, commenting, and even using emojis that express reactions to communications made by other members of the legislative body is prohibited.
- ▶ Social media contacts between two public officials are more restrictive than in-person contacts, in that on social media a Brown Act Violation can result from an exchange amongst less than a majority.

## Seriatim (Serial) Meetings

The Messages from all this are:

- 1) You cannot be too careful when any communication involves social media or could involve a majority of the council or commission.
- 2) If it's really important enough for you to write or talk about with your colleagues and to hold an opinion about, have it put on an agenda and work it out there.

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## One More: Not a Meeting

\* Contacts by the Public,

**Provided** a serial meeting does not result (i.e., a majority using a series of communications to discuss, etc. a matter – “hearing” alone is okay)

**But consider** the Due Process – Fair Hearing Implications (discussed later)

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## Notice/Agenda Requirements

Agenda requirements

- \* 72-hour advance posting
- \* Time and location of meeting
- \* Description of each item of business
- \* Traditional teleconference rules remain available for use.

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## Non-Agendized Items

No discussion of Non-Agendized items, except

- \* Brief response to public comment
- \* Brief report of own activities
- \* Refer items to staff

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## Exceptions to Agenda Requirements

- Immediate action required (2/3 vote) and need arose after the agenda was published
- \*Emergency situations (i.e., only if public health or safety may be threatened (work stoppage, disaster)

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## Public Comments

- ▶ A public comment period must be on the agenda for a regular meeting – for any matter in agency jurisdiction
- ▶ The public may also comment on items on the agenda prior to or during legislative consideration
- ▶ Duration of comments may be limited by regulation

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## Special Meetings

- ▶ 24-Hour Posting/Notice
- ▶ Same Agenda Content Requirements
- ▶ Public Comment Required Only On Agenda Items
- ▶ No Non-agendized Matters

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## Closed Sessions

Exception to Open Meeting Requirement

Agenda requirements

“Safe Harbor” descriptions

Open session announcements

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## Closed Sessions

Limited Situations

- \* Personnel: Appointment, employment, evaluation of performance or dismissal
- \* Labor Negotiations
- \* Real Estate Negotiations: Purchase, sale, lease or exchange, price and terms of payment
- \* Litigation: Potential, threatened or actual

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## Criminal Penalties

- \* A Criminal Violation Requires:
  - \* A meeting where action is taken
  - \* A violation of Brown Act
- \* An intent to deprive the public of information

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## Civil Penalties

- Invalidating action brought by an interested person
  - “Cure and correct” demand within 30 days
  - Action usually voided
- \* Injunctive relief
- \* Attorneys’ fees

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## Civil Penalties

- \* Disclosure of confidential information from closed sessions
- \* Injunctive relief
- \* Agency Employees  
Discipline if willful
- \* Council Members  
Refer to grand jury if willful

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## New Brown Act Provisions

- ▶ Effective January 1, 2024
- ▶ Teleconferencing – Legislative body may hold a hybrid meeting without compliance with certain procedures if one or more members (but less than a quorum) have “just cause” for not attending in person or they have an emergency situation.
- ▶ Limit of two times per year per member for “just cause.” Just cause is defined as caregiving, a contagious illness, need related to physical or mental disability, or travel on business of the legislative body.

## New Brown Act Provisions

- ▶ Emergency circumstance is a physical or family medical emergency that prevents in person attendance.
- ▶ Emergency participation must be allowed by the body and a general description of the emergency is required..
- ▶ For a hybrid meeting a two-way audio/visual system is required in addition to webcasting.
- ▶ Call-in or internet-based access options must be identified on the agenda and if a disruption of the online meeting occurs, no further action on agenda items allowed until public access is restored.

▶ WELLINGTON & RATHIE LAW OFFICES

## Future Emergency Situations

- ▶ Brown Act has now codified new regulations for meeting during declared states of emergency by the Governor, but current emergency regulations remain in effect until January 1, 2024.
- ▶ COVID-19 emergency is expected to end on February 28, 2023.
- ▶ A member may not participate in meetings remotely for more than three consecutive months or 20% of the agency's regular meetings in one calendar year.

▶ WELLINGTON & RATHIE LAW OFFICES

February 1, 2023

To:

Don Reynolds – City Manager San Juan Bautista  
Brian Foucht – Assistant City Manager/Community Development Director  
San Juan Bautista Mayor - Leslie Jordan  
San Juan Bautista City Council Members and Planning Commission Members  
311 Second Street  
PO Box 1420  
San Juan Bautista, CA 95045

Re: - Annexation of 64+/- Acres APN's 012-200-003 and 008

Dear San Juan Bautista,

It is our intent to begin the process of for annexation of the two above referenced parcels to the City of San Juan Bautista. It will also include the annexation of Larios Drive.

We want to be included in the Community Plan that is currently going through review within the city with the goal of being included in the Sphere of Influence and annexed into the City of San Juan Bautista.


The site consists of 64+/- acres and would ultimately be approximately 40/60 Agricultural and Single-Family housing.

We would like a General Plan designation of Agricultural/Residential when we are included in the Sphere of Influence.

The creation of this neighborhood will provide better traffic circulation through San Juan Bautista allowing vehicle, bicycle and walking access to Hwy 156 through connection to Larios Drive. It will also, create a better surface water runoff solution than currently exists, provide Affordable Housing and provide potential Agricultural space within the City of San Juan Bautista.

Thank you.

Respectfully,

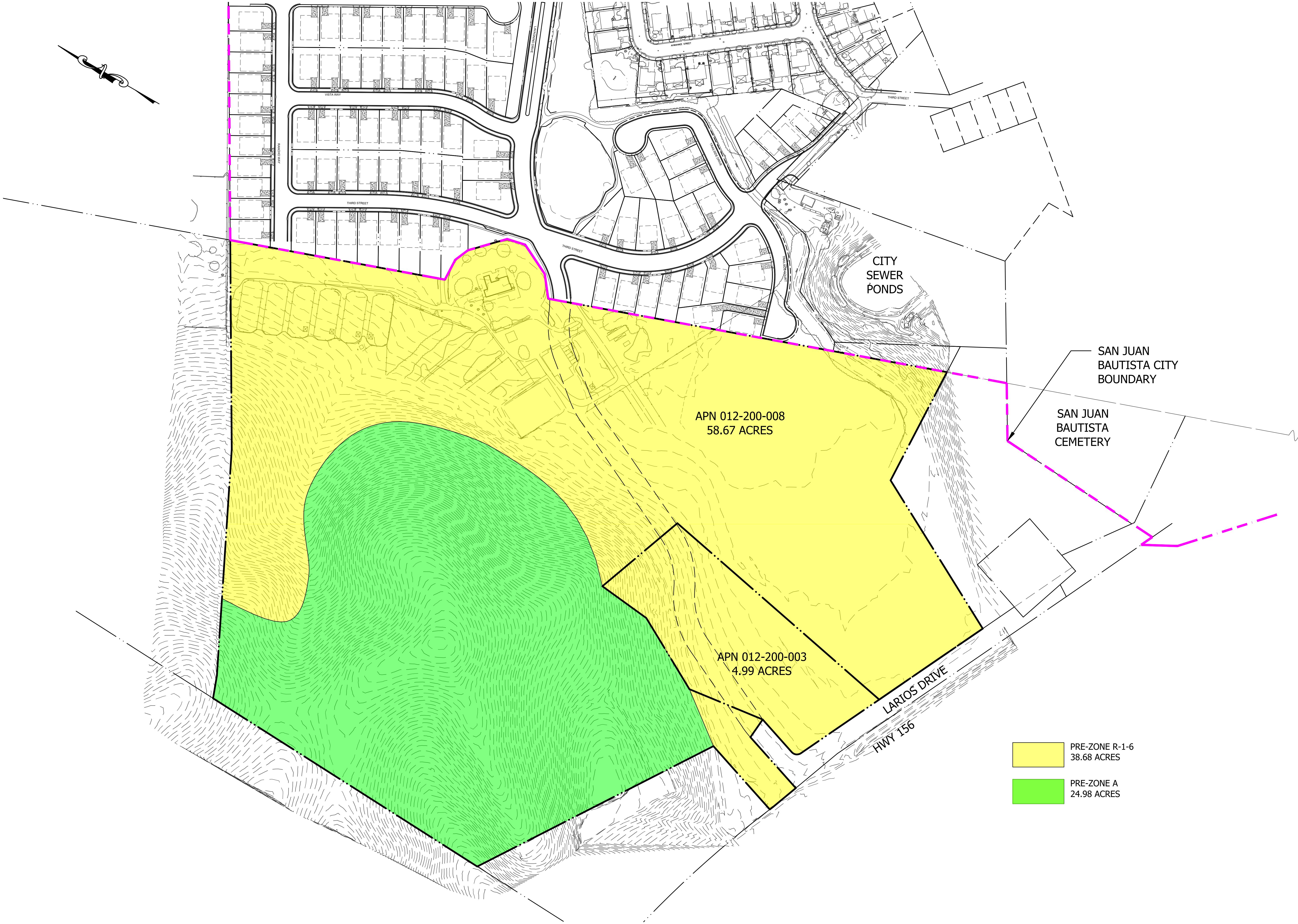


Bob Fulton

RL Fulton Holding Co II, LLC  
1343 Locust St. Ste 204  
Walnut Creek, CA 94596  
Fulton136@comcast.net  
(925) 519-9020



\* FILE NAME: X:\AutoCAD Projects\2023\122014\dwg\122014site.dwg \* Plotted on: Wednesday, 01 February 2023 at 2:44pm by: SBEI \*

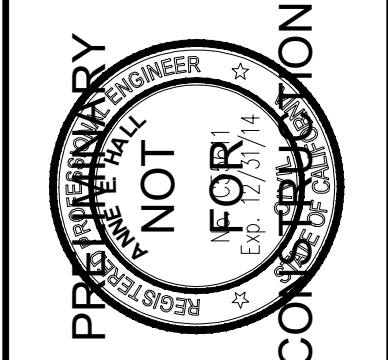


SCALE: 1" = 120'  
DATE: 01 February 2023  
JOB #: 113071  
DWG: 122014site.dwg  
SHEET: 1  
OF SHEETS

## PRE-ZONING MAP

CITY OF SAN JUAN BAUTISTA  
**APN 012-200-008 & 003**  
SAN BENITO COUNTY, CALIFORNIA

NO.	REVISIONS	DATE



**SAN BENITO ENGINEERING  
& SURVEYING, INC.**  
502 Monterey Street Hollister, California 95023  
(831) 637-2763 FAX (831) 637-6835 email: sbes@garlic.com

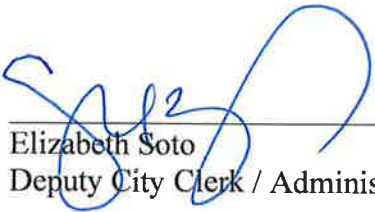


## AFFIDAVIT OF POSTING

I, Elizabeth Soto, Do Now Declare, Under the Penalties of Perjury That I Am the Deputy City Clerk / Administrative Services Manager in The City of San Juan Bautista and That I Posted Three (3) True Copies of The Attached Planning Commission Agenda. I Further Declare That I Posted Said Agenda on the 3rd day of January 2023, and I Posted Them in The Following Locations in Said City of San Juan Bautista, County of San Benito, California.

1. On The Bulletin Board at City Hall, 311 Second Street.
2. On The Bulletin Board at The City Library, 801 Second Street.
3. On The Bulletin Board at The Entrance to The United States Post Office, 301 The Alameda

Signed At San Juan Bautista, County of San Benito, California, On The 3rd day of February 2023.



Elizabeth Soto  
Deputy City Clerk / Administrative Services Manager



## CITY OF SAN JUAN BAUTISTA PLANNING COMMISSION STAFF REPORT

**AGENDA TITLE:** APPOINTMENT OF PLANNING COMMISSION  
REPRESENTATIVES TO THE CITY COUNCIL  
PUBLIC SAFETY COMMITTEE

**MEETING DATE:** February 7, 2023

**SUBMITTED BY:** Brian Foucht, Community Development Director

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### **RECOMMENDED ACTION:**

That the Planning Commission appoint two representatives to serve on the City Council's Public Safety Committee.

### **BACKGROUND:**

In February 15, 2020, the City Council held a town-hall meeting to discuss its new Strategic Plan. Five focus goals arose as priorities, the fifth goal being "Quality of Life." Strategic Plan updates in 2021 and 2022 identified safety, including traffic safety, as one of the top three issues affecting the Goal 5, Quality of Life: Enforce ordinances maintaining quality of life, promoting health and safety for the community. Consider a Public Safety Sub Committee to review contracts and services, identify gaps in service (traffic enforcement, emergency preparedness, crime prevention, crime investigation).

### **DISCUSSION:**

The Safety Committee is a standing committee of the City Council that meets quarterly, usually the third Tuesday of each month. Meeting proceeds are located on the City's website at the following links: [Welcome to San Juan Bautista, CA \(san-juan-bautista.ca.us\)](https://www.san-juan-bautista.ca.us).

The role of the Planning Commission in Public Safety policy is mostly focused on what is referred to as the "Built Environment." The various elements of the General Plan all touch on safety to one extent or another, whether it is traffic circulation, economic development and land use, or the actual "Safety Element" itself. The San Juan Bautista General Plan provides a "Safety Element" of the City in its Section 13. There are 6 goals in this section, and are focused on emergency preparedness, except Goal 5. Goal 5 of Section 13 of the General Plan focuses on crime and crime prevention. These goals are important and more effective when combined with Crime Prevention Through Environmental Design (CPTED), a commonly-used term for designing the built environment to contribute to a sense of safety.

### **ATTACHED:**

City Council Resolution 2022-65

**RESOLUTION NO. 2022-65**

**A RESOLUTION OF THE CITY OF SAN JUAN BAUTISTA ESTABLISHING A  
PUBLIC SAFETY STANDING COMMITTEE**

**WHEREAS**, the City has executed contracts for almost all of its public safety services, including law-enforcement and fire protection; and

**WHEREAS**, during the 2021 Budget deliberations, the City Council established three initiatives; 1) Urban Growth Boundary/Sphere of influence, 2) Public Safety, and 3) Third Street Master Plan; and

**WHEREAS**, the establishment of a Public Safety Ad-Hoc Committee was first approved by the Planning Commission May 4, 2021, and then confirmed and approved May 11, 2021; and

**WHEREAS**, subsequently, the City Council appointed Councilmember Freels and Mayor Jordon, Planning Commission Chair Delgado, Historic Resources Board Chair Medeiros, and community-member “at-large” Rachel Ponce; and

**WHEREAS**, at its first meeting August 11, 2021. Mayor Jordon was appointed the Chair and Community Member At-Large Ponce was appointed as the Vice-Chair, and the Committee confirmed its standing as an “ad-hoc” or temporary committee; and

**WHEREAS**, after one year, the Committee had completed several significant tasks, including changing the method by which the Sheriff enforced the City’s laws establishing a dedicated deputy, a second dedicated deputy position, a new private security provider, and defining the Public Safety Initiative to focus on a security camera system for the City that now has a budget of \$200,000; and

**WHEREAS**, after its first year, the Committee met July 25<sup>th</sup>, 2022, and considered its status as a temporary “ad-hoc” committee, or becoming a permanent “standing committee,” as provided in the attached staff report; and

**WHEREAS**, the members of the Committee present July 25<sup>th</sup>, 2022, all agreed that it was important to continue the work of the Public Safety Committee as a City Council approved permanent standing committee, that would meet quarterly rather than monthly, or as otherwise needed; and

**WHEREAS**, City Council agrees with the recommendation from Public Safety Ad-Hoc Committee, and desires to establish a permanent Public Safety Standing Committee.

**NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE  
CITY OF SAN JUAN BAUTISTA NOW HEREBY FINDS:**

1. That the recitals in this Resolution and accompanying staff report are true and correct and are hereby made a part of this Resolution.



2. By approving this Resolution, the City Council of the City of San Juan Bautista does hereby establish a Public Safety Standing Committee.

**PASSED AND ADOPTED** by the City Council of the City of San Juan Bautista at a regular meeting held on the 16<sup>th</sup> day of August, 2022, by the following vote:

**AYES:** Jordan, Flores, Freels, Freeman

**NOES:** None

**ABSENT:** Edge

**ABSTAIN:** None

**ATTEST:**



Leslie Q. Jordan, Mayor



Melissa Lee, Deputy City Clerk



## **CITY OF SAN JUAN BAUTISTA PLANNING COMMISSION STAFF REPORT**

**AGENDA TITLE:**        **APPOINT TWO PLANNING COMMISSION  
REPRESENTATIVES TO THE URBAN GROWTH  
BOUNDARY AD HOC COMMITTEE**

**MEETING DATE:**        February 7, 2023

**SUBMITTED BY:**        Brian Foucht, Community Development Director

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An ad hoc committee has been formed to assist in the consideration of a sphere of influence modification and urban growth boundary as part of the Community Plan currently under consideration. The intent of the Committee is to gather information and provide feedback to the City Council.

The ad hoc committee consists of two (2) Council members, two (2) Planning Commissioners, and one (1) at-large member; therefore, the Planning Commission is asked to nominate and then select two (2) Planning Commission members to represent the Commission on this ad hoc committee.



**Planning Commissioners Academy**  
**March 29-31, 2023**  
Hyatt Regency Orange County  
11999 Harbor Blvd, Garden Grove, CA

Designed for new and seasoned planning commissioners alike, this conference provides city officials with information about the roles and responsibilities of a planning commissioner, offers a basic legal and practical framework, and helps foster relationships with fellow planning commissioners. Previous topics included CEQA, how to prepare findings and conditions of approval, the planning commission's role and responsibilities, diversity and inclusion, leadership, relationships between commission, staff, and city council, key legislative issues, and more.



# CALIFORNIA PRESERVATION CONFERENCE

## PLACEKEEPING *Placemaking*

**APRIL 19-21, 2023**  
FORT MASON CENTER  
FOR ARTS AND CULTURE

**APRIL 26-28, 2023**  
ONLINE

## SPONSORSHIP OPPORTUNITIES



CALIFORNIA  
PRESERVATION  
FOUNDATION



# 2023 Conference Sponsorship Opportunities

	Conference & Awards Sponsorship			Conference Sponsorship		
	Gable \$20,000	Keystone \$10,000	Capital \$5,000	Pillar \$2,500	Foundation \$1,500	Non-Profit \$500
<b>Event Benefits</b>	<b>BEST VALUE</b>					
Recognition as a sponsor of <b>BOTH</b> the California Preservation Conference, and the California Preservation Awards events at Fort Mason Center for Arts and Culture.	X	X	X			
Tickets to the <b>Annual Conference</b> at Fort Mason Center for Arts and Culture (April 19-21)	24	12	6	4	2	1
Tickets to all online Annual Conference sessions.	Unlimited	Unlimited	20	15	10	5
	24	12	6	4	2	1
Tickets to the conference receptions and networking opportunities.	• Opening • VIP • Awards • Closing	• Opening • VIP • Awards • Closing	• Opening • VIP • Awards • Closing	• Opening • VIP • Closing	• Opening • VIP • Closing	• Opening • Closing
<b>Connecting with your Clients. Marketing Benefits</b>						
<b>Listing on Conference event website page</b> , linked to your company or organizational website (175,000+ page views per year)	Logo	Logo	Logo	Logo	Logo	Name
<b>Listing on CPF Sponsors page</b> for one year, linked to your company or organizational website.						
<b>Individual sponsor slide at Conference events</b> , including keynotes and online programs with company name and logo.	Exclusive slide	Exclusive slide	Logo	Logo	Logo	Logo
<b>Opportunity to broadcast a pre-recorded video</b> (one or two-minute video or promo showcased during Conference; subject to approval).	X	X				
<b>Conference app benefits</b> - Advertisement, networking features, lead retrieval and additional sponsorship opportunities with the Whova Online Conference App, plus link to company or organization website.	Sponsor listing, logo, banner ads on web + mobile app	Sponsor listing, logo, banner ads on web + mobile app	Sponsor listing, logo, banner ads on web + mobile app	Sponsor listing, on web + mobile app	Sponsor listing, on web + mobile app	Sponsor listing, on web + mobile app
<b>Opt-In attendee list.</b> Sponsors at this level can receive a list of all conference and awards attendees who agree to share their email address.	X	X	X			
<b>Inclusion on all event email announcements</b> (15,000+ mailing list), plus group post to social media feeds: Facebook, Instagram, LinkedIn, & Twitter (10,000+ social media followers).	Logo + link	Logo + link	Logo + link	Link	Link	Link
<b>Access to AIA and AICP Approved Continuing Education Programs</b>						
<b>Complimentary access to all online programs</b> associated with the Annual Conference, including training opportunities (AIA, AICP & ASLA CEU reporting included).	X	X	X			
<b>Become a Member of California's Most Influential Statewide Preservation Organization</b>						
<b>One year membership</b> included at the following levels	\$1,000	\$1,000	\$1000	\$500	\$250	\$100
<b>Online Professional Directory Listing</b> (includes web link, firm name, contact information)	Logo, description	Logo, description	Logo	Firm name		

**Can't decide which sponsorship opportunity is right for you?**  
We can explore options with you!

Contact Cindy Heitzman by email at [cindy@californiapreservation.org](mailto:cindy@californiapreservation.org) or call at 415-495-0349

**Sponsor commitment form attached.**

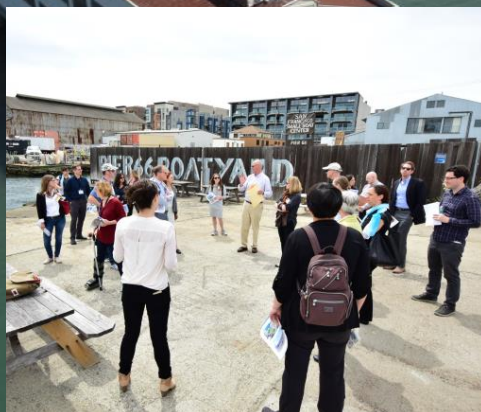
For more information and to commit online, visit our website:  
[californiapreservation.org/support/sponsorship](http://californiapreservation.org/support/sponsorship) or call 415-495-0349 ext. 203







# CALIFORNIA PRESERVATION CONFERENCE



## **This Year CPF will be at Fort Mason Center for Arts and Culture!**

Located along San Francisco's waterfront, Fort Mason Center for Arts and Culture is "**preservation in action.**" This historic military base has been refurbished and reimagined into commercial, retail, and arts spaces that welcome more than 1.2 million visitors annually.

This is a fantastic location to celebrate historic preservation as **placemaking and placekeeping.**

## **In-person and on-line programming delivered over six days.**

This year, we will explore how preservation intersects — and is often at the core of — art & art installations, housing & community-building, accessibility & social justice, design standards, integrity, financial incentives and more.

## **More than 40 sessions, special events, networking opportunities and tours.**

We will offer **more than 40 sessions, special events, networking opportunities and tours** as part of our on-site/on-line programming that helps to extend our message and your visibility for a full two weeks in April. **Earn continuing education units for AIA, AICP, ASLA and CLG by attending the conference.**

Programs will be **LIVE**, with select programs broadcast from **Fort Mason Center for Arts and Culture April 19-21.** Additional online programs will be available worldwide from April 26-29.

## **Show your support for Preservation while reaching your clients.**

Sponsoring firms get national exposure, continuing education support for all staff, plus opportunities to participate in the conference programs. Select conference programs will be open to the public via **Zoom and Facebook LIVE**, further expanding the audience and creating larger impacts in the community. Reserve your sponsorship now for maximum exposure!

The **California Preservation Foundation** is a national network of members, supporters, and sponsors with participants from **49 states** and **13 countries** who work to protect our irreplaceable architectural and cultural heritage. CPF is a leader in preservation education and advocacy, with program attendance exceeding **30,000 viewers for our programs via Zoom, Facebook, and YouTube channels in 2022.**

## **Sponsorship highlights your commitment to excellence in heritage conservation and design.**

# 2023 Conference Sponsorship Opportunities

	Conference & Awards Sponsorship			Conference Sponsorship		
	Gable \$20,000	Keystone \$10,000	Capital \$5,000	Pillar \$2,500	Foundation \$1,500	Non-Profit \$500
<b>Event Benefits</b>	<b>BEST VALUE</b>					
Recognition as a sponsor of <b>BOTH</b> the California Preservation Conference, and the California Preservation Awards events at Fort Mason Center for Arts and Culture.	X	X	X			
Tickets to the <b>Annual Conference</b> at Fort Mason Center for Arts and Culture (April 19-21)	24	12	6	4	2	1
Tickets to all online Annual Conference sessions.	Unlimited	Unlimited	20	15	10	5
	24	12	6	4	2	1
Tickets to the conference receptions and networking opportunities. Average attendance at events	• Opening • VIP • Awards • Closing	• Opening • VIP • Awards • Closing	• Opening • VIP • Awards • Closing	• Opening • VIP • Closing	• Opening • VIP • Closing	• Opening • Closing
<b>Connecting with your Clients: Marketing Benefits</b>						
<b>Listing on Conference event website page</b> , linked to your company or organizational website (175,000+ page views per year)	Logo	Logo	Logo	Logo	Logo	Name
Listing on CPF Sponsors page for one year, linked to your company or organizational website.						
<b>Individual sponsor slide at Conference events</b> , including keynotes and online programs with company name and logo.	Exclusive slide	Exclusive slide	Logo	Logo	Logo	Logo
<b>Opportunity to broadcast a pre-recorded video</b> (one or two-minute video or promo showcased during Conference; subject to approval).	X	X				
<b>Conference App Benefits</b> - Advertisement, networking features, and additional sponsorship opportunities with the Online Conference App, plus link to company or organization website.	Logo	Logo	Logo	Name	Name	Name
<b>Opt-In Attendee List.</b> Sponsors at this level can receive a list of all conference and awards attendees who agree to share their email address.	X	X	X			
<b>Inclusion on all event email announcements</b> (15,000+ mailing list), plus group post to social media feeds: Facebook, Instagram, LinkedIn, & Twitter (10,000+ social media followers).	Logo + link	Logo + link	Logo + link	Link	Link	Link
<b>Access to AIA and AICP Approved Continuing Education Programs</b>						
<b>Complimentary access to all online programs</b> associated with the Annual Conference, including training opportunities (AIA, AICP & ASLA CEU reporting included).	X	X	X			
<b>Become a Member of California's Most Influential Statewide Preservation Organization</b>						
<b>One year membership</b> included at the following levels	\$1,000	\$1,000	\$1000	\$500	\$250	\$100
<b>Online Professional Directory Listing</b> (includes web link, firm name, contact information)	Logo, description	Logo, description	Logo	Firm name		

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