

STAFF REPORT

DATE: April 5, 2011
TO: City Council
FROM: Kelly Stachowicz, Deputy City Manager
Landy Black, Police Chief
SUBJECT: Picnic Day Update

Recommendation

Informational

Fiscal Impact

Other than staff time, there is no fiscal impact to the report.

Council Goal(s)

Community Strength and Effectiveness

Background and Analysis

As Council is aware, City staff has been working cooperatively with several other stakeholders to implement changes to Picnic Day, both in the city and on campus. Several updates have been provided to the City Council over the past year; this report serves as the last update prior to the Picnic Day weekend of April 15-17.

Community Covenant

The Davis Downtown Business Association and the Davis Chamber of Commerce have been diligently pursuing local ABC license holders to sign the Covenant, which is a thirteen-point agreement addressing the provision and sale of alcohol on Picnic Day. To date, over 50 ABC license holders have signed the covenant, including most of the large restaurant/bars in the downtown.

Businesses that have not signed have indicated various reasons. DDBA Board members have made additional visits to several key businesses not currently on the list. The Mayor and Chancellor have co-authored a letter to all businesses that have not yet signed, encouraging them to do so. The City and other stakeholder groups will also be placing thank you ads in local media to recognize the community leadership of the businesses that have signed the covenant. Finally, each business that has signed will receive print materials to place in their business, once again acknowledging that they are working to keep Picnic Day a safe and fun tradition.

Efforts are still underway to try to encourage the remaining businesses with ABC licenses, particularly those in the downtown, to sign on to the Covenant.

Downtown and Restaurant/Bar Preparations

Last year, there was a major problem in the downtown with public urination and with vandalism in private restroom facilities. This year, Bistro 33, Froggy's, and Sophia's are planning to bring in porta-potties, which they will staff throughout the weekend, to alleviate some of the problem. In addition, the City will be bringing porta-potties into Central Park during the day on Picnic Day to assist with Farmers Market and the Hall of Fame. Last year, the state of the restrooms in the building at 3rd and B required early closure on Saturday morning.

Police representatives have found that several of the business locales, although having signed the Covenant, did not fully understand the points outlined in the agreement. Police have been visiting the major restaurant/bars over the past two weeks to understand their business plans for the day and how they plan to implement the Covenant, reminding the businesses of the points covered in the agreement. Based on these visits, some of the businesses are modifying their business plans for the weekend.

The Police Department also hosted a training session, provided by the ABC, on March 24. Over forty bar owners/managers/employees representing at least eleven restaurants/bars participated in the training.

Other Preparations

As was outlined in the December status report to the City Council, several other preparations are in place or underway. The Picnic Day organizers have developed a Community Pledge, which currently has 800 signatures, that encourages signers to have a safe Picnic Day. Organizers have downsized outreach efforts, Safety Enhancement Zone signs will be put into place the week prior to Picnic Day (both on the perimeter of the Zone and at business locales within the Zone), the campus is communicating with students about the critical importance of neighborly behavior during the event, DUI checks are being planned for key locations throughout town, etc. All stakeholders have taken seriously the challenge to "rewind" and recreate a Picnic Day that is safe, sustainable and healthy for the campus and the community.

Attachment

1. Update on Picnic Day Covenant (as of March 30, 2011)

**52 Davis businesses having signed the Picnic Day Covenant
as of March 30, 2011.**

7-11
AM/PM Sun Mart (Mace & 2nd)
Beach Hut Deli
Bistro 33
Café Italia
Café Mediterranee
Chevron Mini-Mart (Chiles Road)
Ciocolat
Cost Plus World Market
Dos Coyotes
El Mariachi
Fast & Easy Mart (Reseach Park Dr.)
Froggy's
The Graduate
Great Wall of China
Hallmark Inn
House of Chang
Hunan
Kathmandu
KetMoRee
Kim's Asian Mart
Little Prague
Manna Korean BBQ
Mikuni
Mishka's Café
Monticello Seasonal Cuisine
The Mustard Seed
Olive Drive Market
Oshio Café
Osteria Fasulo
Pluto's
Quick Stop (8h Street & Pole Line Road)
Raja Indian Cuisine
Red 88
Rominger West Winery
Round Table Pizza
Sophia's Thai Kitchen
Steve's Pizza
Sudwerk Brewery & Restaurant
Sunrise Restaurant
Tacos & Beer
Target Corporation
Thai Canteen
Thai Nakorn
Tres Hermanas
Uncle Vito's Slice of NY

University Catering
Village Pizza & Grill
Westlake IGA Grocery
Wok of Flame
Woodstock's Pizza
Zen Toro