

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: DINA MANIS, CITY CLERK  
CITY MANAGER'S OFFICE  
SUBJECT: DECLARING RESULTS OF THE GENERAL  
MUNICIPAL ELECTION HELD ON TUESDAY,  
NOVEMBER 5, 2024

AGENDA ACTION: RESOLUTION

---

RECOMMENDATION

It is recommended by the City Clerk that the Council, by resolution: 1) recite the fact, and declare the results, of the Consolidated General Municipal Election held on Tuesday, November 5, 2024; 2) declare as elected to the City Council, each for a full term of four years, Eddie Alvarez for District 1, Dianna MacDonald for District 3, Caroline Bañuelos for District 5, and Natalie Rogers for District 7; and 3) declare as approved by the voters City of Santa Rosa Measure EE - City of Santa Rosa Business Tax Measure, and Measure FF – City of Santa Rosa City Transient Occupancy Tax Measure.

---

EXECUTIVE SUMMARY

The November 5, 2024 General Municipal Election was held pursuant to the City of Santa Rosa Charter Section 30. Sonoma County Registrar of Voters has canvassed the returns of the election and has certified the results.

BACKGROUND

1. On June 4, 2024, the City Council, by Resolution No. RES-2024-179 called a General Municipal Election to be held on November 5, 2024, for the election of Council members to represent Districts 1, 3, 5 and 7.
2. On August 6, 2024, the City Council, by Resolution No. RES-2024-132, ordered the submission of a measure (Measure FF) relating to the City of Santa Rosa Transient Occupancy Tax to the qualified voters at the November 5, 2024, General Municipal Election.
3. On August 6, 2024, the City Council, by Resolution No. RES-2024-133, ordered the submission of a measure (Measure EE) relating to the City of

# DECLARING RESULTS OF GENERAL MUNICIPAL ELECTION

Page 2

Santa Rosa Business Tax Measure to the qualified voters at the November 5, 2024, General Municipal Election.

4. The City's General Municipal Election was consolidated with the Statewide General Election, and the Sonoma County Registrar of Voters was authorized to canvass the returns.

## ANALYSIS

1. City Charter Section 6 requires the Council to certify the results of the General Municipal Election on the Tuesday succeeding the day the returns of the election are certified to the City by the County Registrar of Voters (ROV). The ROV has until December 5, 2024 (30 days after the election) to certify the results. The ROV certified the election on December 3, 2024 and the City received the original certification by mail on December 06, 2024.
2. Upon completion of the canvass of the votes and before installing the new officers, the City Council must adopt a resolution reciting the fact of the election and declaring the election results.
3. A summary of the official election results received from the Registrar of Voters for City Council members is as follows:

<b>Member, City Council - Santa Rosa District 1</b>		
<b>Precincts: 8 of 8</b>		
<b>Vote Count</b>		<b>Percentage</b>
Eddie Alvarez	4,830	100%
Total Votes	4,830	

<b>Member, City Council - Santa Rosa District 3</b>		
<b>Precincts: 17 of 17</b>		
<b>Vote Count</b>		<b>Percentage</b>
Dianna MacDonald	10,798	81.36%
Janice Karrman	2,474	18.64%
Total Votes	13,272	

## DECLARING RESULTS OF GENERAL MUNICIPAL ELECTION

Page 3

<b>Member, City Council - Santa Rosa District 5</b>		
Precincts: 10 of 10		
	<b>Vote Count</b>	<b>Percentage</b>
Caroline Bañuelos	4,682	62.21%
Jeremy Newton	2,844	37.79%
Total Votes	7,526	

<b>Member, City Council - Santa Rosa District 7</b>		
Precincts: 16 of 16		
	<b>Vote Count</b>	<b>Percentage</b>
Natalie Rogers	7,705	100%
Total Votes	7,705	

4. A summary of the official election results received from the Registrar of Voters for City of Santa Rosa Measure EE, City of Santa Rosa Business Tax Measure, is as follows:

<b>Measure EE - City of Santa Rosa Business Tax Measure</b>		
Precincts: 95 of 95		
	<b>Vote Count</b>	<b>Percentage</b>
Yes	50,283	64.55%
No	27,610	35.45%
	Total Votes 77,893	

5. A summary of the official election results received from the Registrar of Voters for City of Santa Rosa Measure FF, City of Santa Rosa Transient Occupancy Tax Measure is as follows:

<b>Measure FF - City of Santa Rosa Transient Occupancy Tax Measure</b>		
Precincts: 95 of 95		
	<b>Vote Count</b>	<b>Percentage</b>
Yes	52,589	67.60%
No	25,207	32.40%
	Total Votes 77,796	

# DECLARING RESULTS OF GENERAL MUNICIPAL ELECTION

Page 4

6. Following adoption of the resolution, the City Clerk will deliver a certification of election to each person elected and administer the oath of office prescribed in the Constitution of the State of California.

## FISCAL IMPACT

Based on the most recent voter registration report and discussions with the County ROV, the total estimated cost of the City Council election, along with the additional cost of the two local tax measures, is \$600,000. Funding for this expenditure was included in the adopted FY 2024-25 City Council Budget.

## ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guidelines Section 15378.

## BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

## NOTIFICATION

City Clerk was notified by the Registrar of Voters Office on December 5, 2024, with a copy of the certified Statement of Votes Cast and the original was received by mail on December 6, 2024.

## ATTACHMENT

- Resolution/Exhibit A – Election Results

## PRESENTER

Dina Manis, City Clerk