

Springs Municipal Advisory Council
Minutes of the Meeting
August 27, 2019

1. Call to Order: 6:32

Pledge of Allegiance

Acting Chair: Vice Chair Iturri

Roll Call: Vice Chair Iturri

Present: Paz, Conlan, Goldman, Lombard, Willett

Excused Absence: Chair Lely, Wheatley, Anderson

- 2. Approval of Minutes of July 23, 2019.** Councilperson Conlan requested a clarification to the Minutes on p3 ¶ *Councilperson Conlan*. Point was “do not put utility boxes in small park.” Duly noted by Liz Hamon and Secretary. Councilperson Goldman moved to approve Minutes as corrected. Seconded by Councilperson Conlan. Motion passed unanimously.

3. Public Comment:

(Limited to items not appearing on the agenda)

Tom Conlon, 18850 Robinson Rd., reported on two projects. 1st. Neighbor group adjacent to city is meeting with Permit Sonoma Staff re alternatives in EIR for Springs Specific Plan. Sent letter to Board of Supervisors asking to be removed from Springs Specific Plan. A second more specific letter sent to Permit Sonoma Staff with respect to General Plan which recommends the zoning be frozen there in anticipation of the city annexing those parcels. Clarified GP policy: zoning should not change until city makes a decision. Tom will submit a copy of letter to MAC, when public, should be soon. 2nd. General Plan principle: new development and planning should concentrate in urban centers. Recent UGB (Urban Growth Boundary) study session with City of Sonoma, Planning Director commented Metropolitan Transportation Commission (MTC) has authority over local housing goals. Noted that in next period city’s goals will increase as much as 2 times from present cycle. From 137 units to double. Conversation suggested applications be submitted to MTC before February to have a regional housing goal, not just city specific goal. What could be done in Springs? How can Springs MAC participate?

Cathy Wade Shepherd, 18743 Manzanita Rd, served on Sustainable Sonoma committee with Tom Conlon for affordable housing which is not just needed in Springs. Availability of services is more prevalent in city, need to hold city accountable, advised about how city provides services. Incorporation, additional housing entity would yield more city services. City gets more resources for roads and emergency services. A more holistic view of affordable housing is to work more with the city. Community Action Task Force working on Springs Specific Plan is supposed to be following up on this but no word about what’s happening in general or in Donald area. Asked how to work with MAC and interface on affordable housing throughout whole area.

Public Comment closed

4. Study Session

Introduced by Vice Chair Iturri, moderated by Liz Hamon and Pat Gilardi

Continuing from July Goal setting process.

Described all Goals: First Goal: develop community outreach and engagement strategy with businesses and residents. Second Goal: Education, MAC & community, development and planning issues, transportation challenges, transition to elected members, disaster preparedness. Third Goal, develop a kick off community engagement event, local site, diverse community. Fourth Goal, develop plaza site

Process explained. Begin with First Goal. *Develop community outreach and engagement strategy with businesses and residents.* Identify possible Action Steps. Challenges. Then straw vote. Plan will be developed from Steps.

Discussion ensued.

Components: goals need to be time specific and measurable. E.g. number of people attending. Outreach from Ad Hoc committees' project reports. MAC purpose: representation, targeted audience. Sustainable Sonoma and other organizations have long term research data to offer. Also Springs Specific Plan's process/studies/reports for info. Get more info from underrepresented population, identify unique neighborhood leaders. Identify community partners: faith based, schools, non-profits, neighborhood groups, etc.

Exercise completed.

Vice Chair Iturri summarized process.

Partners: newly identified - media, business, law enforcement, existing groups, nonprofit world, garden clubs. Need to identify individual neighborhood-based groups.

Action Steps: most selected - develop list of partners and outreach to them. Develop communication plan. Meet with groups who are successfully engaged with community, learn their strategies. Build partnership with "trusted groups." Personal outreach to Latino community. Create engagement opportunities at meetings, make more appealing, have a greeter, offer refreshments, sign-up sheet. Create an unofficial advisory committee to help engagement plan. Subcommittees to be responsible for action steps. Develop a community events calendar. Community survey idea not highly selected.

Challenges: not voted on. Confusion re purpose of MAC. Time and day of meetings. Previous engagement strategies didn't work. People feel POV undervalued. Create a positive environment for meetings. Capturing names and contacts. Resources. Non-attendance of Latino community. Feelings of disenfranchisement in greater community.

Performance measures: Pat Gilardi - could base on number of people attending. It will increase. Councilperson Goldman, have 10-15 people average now. Create Ad Hoc to define/evaluate. Develop a measuring tool that will encompass growth. Set goal for quarter. Councilperson Conlan, another measure is how many people have they reached out to. Add: *number of people reached.*

Pat Gilardi acknowledged successful consensus of exercise.

Public Comment

Gina Cuclis, Springs resident 1990, MAC focusing on wrong thing. Don't measure success on attendance. Look at other meetings. People come when they are angered or impassioned about a specific or controversial issue. Housing, Springs Specific Plan early meetings were well attended. Gina engaged in process but felt it was not working. Not a real community dialog. What dialog means is what transparency means. Government meeting format under Brown Act is not inviting. MAC is here to represent community. Partnership requires engagement. Also, avoid repeating same conversations. Not about what we want, it's about county's function and lack of action and lack of services. Plaza idea was in 1986 original Redevelopment Plan. County is very slow. MAC job is to be involved. Always the same issues: mental health, etc.

Tom Conlon, wasn't at Goal setting session but likes all. Approaches # 1 and 3 as marketing the produced content. Sees parallels to Sustainable Sonoma (SS) efforts trying to build credibility. Have to convince people of reason that MAC exists. SS has same challenge for outreach - what makes it significant? SS did listening sessions. MAC not necessarily repeat that activity, but leverage off SS. Consider the desire for diverse representation. Revisit SS body of research on outreach activities. Consider County wide emergency preparedness activities in process, use those evacuation strategies that are inherently place-based, will interest specific areas.

Seth Dolinsky, Grove St., Springs Hall, recognizes needs of community as a sense of place – *I live in the Springs*. Where is *downtown* of Springs? Searching for a center, Farmers Market a good start; plaza needs more seating, fountain to be inviting. Identify property owners around the plaza. Invite them to be involved.

Areal Peterson, and baby, 29 year Springs resident, performance measures should be dictated by goals MAC sets. Choose goals and outcomes with quantitative and qualitative measures. E.g. if goal is looking at county resources then measure income generated. Have goal define action inside statement, not just measure by participation.

Vice Chair Iturri called for Comments

Pat Gilardi, performance measures here based on community engagement goal. Agrees with Gina Cuclis, don't measure success by attendance. Tonight's process uniquely representative, reflecting previous process analysis. At Board of Supervisors (BoS) receive more emails and phone calls than attendees at BoS meetings. Performance based on variety of criteria: MAC time of meeting at 6:30 is difficult. People will show up if they feel unrepresented. Growing attendance may not be most critical.

Councilperson Willett, can county count number of playback views on meeting video? Pat, unsure, will ask tech person.

Councilperson Goldman thanked Public Commenters, feels MAC shares their views. Clarified

MAC is only an Advisory Council, with no legislative power. Cannot dictate what County will do. Ad Hoc Committee reported on short/medium/long term goals but MAC must follow county process, based on county structure. But he yearns for MAC to be different from regular county meetings, be more effective, more neighborly, engage MAC's sincere passion to effect positive change. Issues have been identified. Wants MAC to solicit what people want to see, synthesize it, then bring back to county. Acknowledged Seth's comment - *a sense of place*. MAC shares this longing. Just one goal - the plaza – would be enough. All goals great, but if it took twenty years to complete the sidewalk improvement project, best to focus on specific goals, ones that interest the community enough to attend. This is the feedback from community. Asked if meetings could be shorter, offer snacks sponsored by local business in return for an introduction?

Councilperson Lombard, Gina's comment about petitioning the county is one way of using advisory role. Question: can emails be used in meetings under Brown Act? Pat Gilardi, emails each Council member receives individually are allowed, that is not a violation. An email that goes to all the Council and then they discuss it amongst each other, that is a violation. Can talk to neighbors via email, then bring neighbor's ideas to Council meeting, that is appropriate under the Brown Act.

Question: Can you ask neighbor to email all the Advisory Council? Pat Gilardi, yes, send to all the council, but they can only respond to you alone. As a group the Council can individually respond to neighbor but must not then cc to all.

Public Comment: Tom Conlon, can also send to County Staff. Pat Gilardi, yes, send to Liz, she can forward, can choose to bcc to avoid mistakes.

Councilperson Conlan, Sustainable Sonoma info re Springs useful for MAC. Also use Citizen Advisory Team (CAT) info which may not have had final conclusion or review. Maybe MAC could address. Missing the measures from Springs Specific Plan goals, needs to be updated and reported. Need to know budget for MAC, for community, in order to set priorities and achieve goals. Told there was money for a plaza. Told there was a 2 million dollar set aside. What is status now? Other questions need answers.

Councilperson Paz, suggested Staff create <https://springsMAC.ca.gov> for communication with all Council members, use as a county domain.

Pat Gilardi inquired how community can use website to communicate with MAC. Liz, there is a contact form on Springs MAC web page. Her email address and phone number are there.

Public Comment: Anna Pier, found County website difficult to access, navigate and comprehend. Didn't find presence of Springs MAC. Got pdf's of agendas and minutes.

Arielle Kubu-Jones, MAC could address social media as a topic.

Vice Chair Iturri called for a short break. 7:53pm

5. Formation of Ad Hoc Committees

Vice Chair Iturri: Changing agenda process from Resolution to Receive due to language changes in literature. Will have discussion and Public Comment but not vote.

Liz Hamon led discussion

Springs MAC Ad Hoc Committees. Liz reviewed information sheet.



Springs MAC Ad Hoc
- Information Sheet.p

Councilperson Lombard, requested clarification regarding two sections that seem opposed. The 4th bullet point: *“However, if others are asked to officially sit on the committee, it is called a Standing Committee. Standing Committees cannot discuss items unless it is an open and public meeting with appropriate notice and posted agendas in compliance with the Brown Act.”*

Therefore, if an Ad Hoc or Subcommittee can meet in open and public meeting that complies with the Brown Act. But then in: *Section 1. “The committees and subcommittees can conduct research, meet with members of the community and develop recommendations to bring back to the MAC in an open and public meeting within one year.”* This seems to state an Ad Hoc Committee doesn’t have to be in compliance with Brown Act.

Pat Gilardi, to clarify, community members serving on a committee is called a Standing Committee and must adhere to Brown Act. If less than a quorum of MAC is meeting with members of Public, then it’s an Ad Hoc. Are there community members on committee or not? Recommended to not do this because then it has to comply with Brown Act.

Councilperson Paz suggested for future to put existing language next to previous content on document. Pat Gilardi, content was written by attorneys.

Councilperson Conlan, is there a limit on how many community members can be invited to an Ad Hoc? Pat Gilardi, recommend not have community members on Ad Hoc. If community members are on it becomes a Standing Committee. Councilperson Conlan, but what if you need community members for purpose of feedback? Pat, a quorum of Ad Hoc can meet with community members, nuance is that community members cannot be appointed by MAC as part of the committee. Subcommittee members are from MAC. Can’t appoint community members.

Councilperson Goldman, to further clarify, there was a previous discussion about MAC appointing public members to Ad Hoc Committees; we were considering qualifications, criteria. Has this changed? Pat Gilardi, correct, county says we can’t do that. Councilperson Goldman, what can Ad Hoc do in engaging the public? Pat Gilardi, can meet with anyone, can’t appoint members of public. Councilperson Goldman, can they be invited to speak to MAC? Pat Gilardi, yes. Councilperson Conlan, if it’s not a quorum can it be private meeting? Pat Gilardi, yes. Ad Hoc would bring results of outreach and research back to entire group. Then Noticed for agenda. Councilperson Goldman, an example – 3 MAC members on Ad Hoc Goals committee. They can invite public to a meeting to give feedback on goals, 3 members meet with public, then return with report to put on MAC agenda. Pat Gilardi, correct. Ad Hoc just can’t communicate with rest of MAC before report at MAC meeting. Point of clarification: no other MAC members could attend that Ad Hoc meeting.

Councilperson Paz, motion to approve?
Vice Chair Iturri called for Public Comment first.

Public Comment

Tom Conlon, process makes sense for Ad Hoc topics of less than a year. For issues beyond a year, Ad Hocs will turn into Standing Committees. Consider forming longer term Standing Committees or let happen within a year's time.

Public Comment closed.

Vice Chair Iturri acknowledged that they were previously not going to vote, but perhaps now they would?

Liz approved option to vote.

Councilperson Paz made Motion to adopt the proposed amendments to the Spring MAC Bylaws as presented by Staff. Seconded, Councilperson Lombard.

All in favor. Unanimously approved.

6. Community Event Announcements

Councilperson Paz, distributed flyer with upcoming La Luz activities, MAC encouraged to attend. Liz, Sept 8th, Emergency Preparedness event in Santa Rosa. Distributed flyers.

Councilperson Conlan inquired about a recent emergency preparedness event that was well attended. Was it similar to the Sept 8th event? Arielle Kubu-Jones, First District Field Rep., that was a Cavedale/Trinity Rd. fire prevention evacuation drill last week. Community in partnership with county. Identified communities to do practice evacuation drills. Healdsburg next and then to West County.

7. Consideration of Future Agenda Items

Councilperson Goldman, there was a bad traffic jam on Arnold Drive during repaving. Many NextDoor comments. Suggested county use NIXLE for road work alerts. Napa does it. Would this be an agenda item to report to Transportation Public Works (TPW)? Or a topic of discussion? Pat Gilardi, ok for Council to ask a general question at this time. She would ask TPW about protocol. Concerned about using NIXLE too much and in case of a real emergency people will turn it off. Will take recommendation back to TPW. Councilperson Goldman, Arnold Dr. a major important artery. Arielle Kubu-Jones, to her knowledge only 3 County law enforcement agencies have ability to send NIXLE. TPW would have to go through the Sheriff. Councilperson Goldman, Arnold Drive repaving has rough surface, will slurry be added? Pat Gilardi, Google Sonoma County TPW *road maintenance*, find definitions. Arnold Dr. heavily used, believes project isn't completed.

Councilperson Goldman, Art Escape has met with County to develop an art cultural district. Any information on this? Pat Gilardi, no. Councilperson Goldman, plaza has vacant space. Possible agenda item - county to negotiate for possibility of art cultural center for entire community.

Pat Gilardi, can't comment, up to BoS.

Councilperson Conlan, question about process. Last month the Redevelopment Advisory Commission, Dan and Janice, said they would return with 4 items to follow up. Did not happen tonight. So will they return and answer questions next month? Pat Gilardi explained how process works with SVCAC – project developers don't always return but can write a report to all commission members. Could do the same with Dan and Janice and ask for report. Councilperson Conlan, can that be a routine process for any future similar situations? Pat Gilardi, will look into the possibility. Councilperson Conlan, interested in status of report. For next meeting, move on to next goals. Educate MAC and community about planning and development issues which would include measures, budget, financial tools available to achieve community goals.

Liz, at September meeting, MidPen Housing will do presentation for 45 minutes. Maybe have time for other goals.

Councilperson Lombard, get Ad Hoc committee suggestions on agenda.
Vice Chair Iturri, address action items. Media presence, communication high on list.
Liz, discuss and vote at next meeting which Ad Hocs to form - Public Art. Community Engagement. Others.

Councilperson Paz, question to Chair and county re goal study session. Consider sending out the same questions for other 3 goals so members can return feedback ahead of time, before the meeting. Liz, believes it must be done at open public meeting. Pat Gilardi, are you asking if we can apply this process to the next goal? Councilperson Paz, correct. Pat Gilardi, yes, you can work on it ahead of time just don't discuss among MAC. Councilperson Goldman clarified idea of preparing ahead to make process more efficient. Pat Gilardi, yes, that's fine and reasonable.

Public Comment

Tom Conlon, for future agenda: 1. Map of Springs MAC doesn't include parcel across from Maxwell Park. FAHA, Splash property, etc. Was directed to make discussion of omission a future agenda item. 2. Supervisor Gorin asked Sonoma Valley Climate Coalition to look at bicycle rack designs. They would like to share report with larger audience, perhaps MAC meeting. Could be on bike rack designs and/or larger topic of pedestrian/traffic. 3. He is on Transportation Authority Advisory Com, county going to do polls on potential ballot measures. Measure M Sales Tax, etc. MAC could find info useful.

Pat Gilardi, revision of Springs MAC map is in process, neighborhood omissions an error. Will come back as a fix on next agenda.

Councilperson Conlan relating to earlier Public Comments from Cathy & Tom, would like to better understand how Springs has unwanted housing supply. Make an agenda item to discuss how decisions are made, how people are excluded, how planning process works. Like to better understand what it means to be referred to as an *urban center*. Is that the Springs?

8. Meeting Adjourned unanimously at 8:37pm

Materials related to an item on this Agenda submitted to the Springs Municipal Advisory Council after distribution of the agenda packet are available for public inspection in the Board of Supervisors' Office

located at 575 Administration Drive, Room 100-A1, Santa Rosa, CA, during normal business hours.

Web Links: County of Sonoma: www.sonoma-county.org select Boards and Commission