

The Springs Municipal Advisory Council represents the people of the Springs in Sonoma Valley as the voice of the community to elected representatives. SMAC is committed to engage with all community members in meaningful and inclusive ways to promote the health and wellbeing of the Springs.

**Springs Municipal Advisory Council
Minutes of the Virtual Meeting
January 11, 2023**

1. Call to Order 6:32

Roll Call: Vice Chair Perot

Present: Iturri, Lombard, Reyes, Hardeman, Winders, Alcaraz

Absent: none

Chair Iturri: announcements - Agenda Item #13 postponed. Hannah Whitman/Aide to Supervisor Susan Gorin will be acting Admin. Acknowledged MAC's support team. Spanish interpretation unavailable.

2. Approval of Minutes of December 14, 2022 meeting

Councilmember Hardeman moved to approve Minutes of December 14, 2022. Vice Chair Perot seconded. Motions passed unanimously.

3. Special Guest Opening Remarks: Youth Voice (Postponed)

4. Public Comment 2 minutes (Limited to items not appearing on the agenda)

Chair Iturri reminded public of Comment parameters. Also that MAC is an Advisory Council, not a decision making body. Supervisor Gorin is present to listen/respond to the community. Email Public Comments are encouraged, received & read. Grateful to those who submit, it makes a difference.

None. Closed.

5. Community Event Announcements

Vice Chair Perot – Creek Clean Up cancelled at Larson Park this Saturday.

Councilmember Reyes - Vaccine Clinics at Sonoma Health Center ongoing every Wed 5-8pm.

John Hennelly, Sonoma Valley Hospital, Listening Sessions: last week of Jan, Tues 24th at either St Leos or Springs Hall; Wed 25th at SV Hospital; Thurs 26th at Vintage House. Listening Sessions to hear from community how hospital can improve health care. Will be public notices.

6. Chair Iturri Update

Hope all enjoyed the holidays. No announcements.

7. Supervisor Susan Gorin Update (@3:41 you tube video)

- County responding to flooding. Emergency Operations Center & other departments primarily focused on challenges in west county – roads washed away, fallen trees, roads closed. Reminded all to not drive through standing water; water level may be deep, cars buoyant & can lift up & float away.
- BoS adjourned meeting in memory of lost lives in flooding crisis: young child, woman, PGE crew in Mendocino.
- Encouraged all to watch link to Shell Vista video in SIT to see Sonoma Creek/lake floating down Broadway, closing road – a major state highway for commuters; a priority for District One. Arthur Dawson & Richard Dale of Sonoma Ecology Center report historic flooding. Neighbors say it's normal. Need to find ways to divert, replenish aquifers, upstream & downstream. Many Valley Creeks topping banks. Fortunately not significant damage so far, but community reports are coming in re road & pothole damage. Neighbor called in for county road repair assistance then was informed his road isn't part of county maintained system. County had to apologize for lack of resources to repair. Apparent that Spring's network of cottages/roads built long ago in Resort era. Wishes county could fix everything. If a culvert is backing up encouraged everyone to get a shovel & help clear it out.
- Homeless service providers. Acknowledged owner of buildings/previous Sonoma Community Café providing respite for unsheltered folks. Concerned for those still in tents. Working w/ Health Services to keep resources available. Sonoma County Fairgrounds offering some shelter to Russian River evacuees & unsheltered. Seeking transportation to Fairgrounds from Sonoma Valley. Good news is fuller reservoirs. Mountain snowpack high.
- First BoS Meeting, swore in 2 re-elected Supervisors James Gore & David Rabbit. In near future suggested invite to MAC - Carla Rodriguez/DA, Deva Marie Proto/Registrar of Voters, Cristina Rivera/Sonoma County Admin.
- Thanked Hannah Whitman for Admin assist.

Happy New Year!

Chair Iturri called for Council Comments

Councilmember Lombard, do shelters allow animals/pets even if not Service Animals?

Supervisor Gorin, yes, each place has own rules. At Fairgrounds there are all kinds of animals - pigs, horses, dogs, chickens, etc.

Chair Iturri called for Public Comment 2 minutes

Josette Brose-Eichar, identified Dave Jefferson - opened the Warming Shelter at old Community Café location on Napa St, working w/ Homeless Action Sonoma (HAS) looking for warm clothing & food items. Contact HAS for more info. Only have a microwave & fridge. Food that just needs heating. Sodas suggested.

Supervisor Gorin picking up food from SOS/Grange for HAS. Kudos to collaborators who are networking.

Public Comment Closed

8. Suicide Prevention: Sonoma County Behavioral Health

Receive informational presentation from the Sonoma County Behavioral Health Division.

Description of suicide prevention programs and services as well as mental health programs and services offered in Sonoma Valley

Chair Iturri emphasized importance of resources for mental health. (@16:05)

- **Elizabeth Storm**, Health Program Manager, Health Services, County of Sonoma Licensed Family Marriage Therapist, Manger for Community Health Centers, serve mostly adults/Medical beneficiaries or uninsured individuals, offices in Cloverdale, Guerneville, Petaluma & Sonoma. Not part of Santa Rosa team. Can serve clients in their homes. Have a specific population due to funding – Medical. Serve adults 18+ May be shifting to 21+ older due to new alignment. Youth & family clinicians in area. Also Mobile Support Team in county i.e. crisis response w/ law enforcement. Her program – a variety of Specialty Mental Health Services, case mgmt., individual rehabilitation, life skills e.g. public transport, getting a library card, coping skills, self-soothing therapy, medication mgmt. Only online, except Petaluma. Staff trained in Suicide Risk Assessment. Work closely w/ Crisis Stabilization Unit, Safe Team in Petaluma & Cotati. One Nurse to cover whole county in-person; home or office, off grid, good problem solver. Can provide more info on programs.

Chair Iturri inquired re Sonoma Valley

Elizabeth, one person/Case Mgr. there. Partially funded by Petaluma program. Nurse goes among 4 offices. Small program. Share a suite in Grove St Office w/ Supervisor Gorin & Sherriff's Office, which can be a barrier. Makes effort to go out to community.

Chair Iturri called for Council questions.

Councilmember Winders, commented that not many Mental Health Services available for under age 18 in Sonoma Valley. People in need often referred to county since they do provide those services. Why are the services different for adults & youth? Can be a barrier in Valley for young people to access therapy & services outside of school-based issues. Asked for more info on this situation.

Elizabeth, there has been a delay to return to in-person services; mostly still remote services. Not a mandate on youths.

Councilmember Hardeman, Boys & Girls Club employee, re finding spaces, has one available – offered to Elizabeth to use for mental health meetings. Private space in a portable unit. Contact him.

Councilmember Reyes, asked for more info on referral system, Medical only, how accessed?

Elizabeth, all referrals go through Santa Rosa assessment point. By zoom or phone. 707 565 6900. Or in-person to use equipment there in Santa Rosa. Or Grove St office.

Limited staffing. Call line, get screening/few questions, new tool to reduce barriers to service. Bilingual staff, or interpretation service.

Chair Iturri, if Elizabeth could remove a barrier to better service in the Valley, what would it be? Elizabeth, more staff. A better central office. Chair Iturri what kind of staff? Elizabeth, as of January 1st state doesn't require to be licensed clinician. Senior Client Support Specialist, BA level. Or Assoc. Degree & 6 years experience. Working on peer certifications to open up field.

Chair Iturri called for Public Comment 2 minutes

Mario Castillo, mental health very important, has been an advocate for a long time, personal/family involvement. Glad county is working to improve services in Valley. Health Center, School District, & Collaborative working together but not making much progress. Situation challenging. Client referred today from county, a kid in school struggling for months to get services, family trying to figure out services. Need better pro-active resources.

Supervisor Gorin, yes, many folks in schools struggling w/ mental health issues. Encouraged contacting SAY, but insufficient staff to provide services. Everyone is struggling to hire qualified Mental Health professionals. Contemplating offering incentives to come to work for county. Kaiser, Sutter offering same. Close to approval; similar to incentives for deputy sheriff & dispatchers. Considering hiring para-Mental Health professionals to help; not same credentials but skilled w/ services. Welcomed recommendations. Other agencies also in need of more staff. Not only county, all counties, and at jails.

Chair Iturri, weren't enough mental health services prior to pandemic, now mental health needs increasing. Candidate providers may have high student debt.

Supervisor Gorin, pandemic put children in crisis zone. Challenges of zoom learning, social isolation.

9. Mental Health: Parents and Youth: RISK (@33:24)

Receive informational presentation from RISK. Description of mental health programs and services offered in Sonoma Valley.

- **Leslie Nicholson**, RISK, Director for Sonoma. Councilmember Reyes on Board

Presentation Power Point



RISK presentation
for MAC.pptx

BACKGROUND:

- R.I.S.K. Sonoma - A Parent Support Network (Resources, Information, Support and Knowledge), is fiscally sponsored project under the nonprofit under Inquiring Systems, Inc., dedicated to helping families connect with resources.
- The founder Leslie Nicholson began this initiative in 2015 after her family experienced a series of challenges with their teenage son.
- Our structure and services are designed to help us to become advocates for parents and children in difficult issues like substance abuse, bullying, academic issues or even trouble fitting in school. Parents often find themselves in difficult situations with their children, and have no place to turn. R.I.S.K offers a place to turn when parents need another parent to talk to and a connection to the resources that are needed to get answer and support from professionals.
- Our goal, together with the community and our nonprofit partners, is to continue to be proactive in bringing issues to the forefront. Through education, professional panels and open discussion, we hope to be able to give parents and students the resources and knowledge they need to navigate the issue they are going through.

Group members are not counselors; they are people who can be contacted. Provides her cell number, so a parent who needs help can call her anytime day or night. Has taken parents to other communities if for best results, due to small town dynamics.

FORMER PRESENTATIONS/TOPICS See Slide

Good support from nonprofits. Many different options. E.g. Panels – how to keep kids engaged. Addressed opioids, marijuana & teen age brain. Binge drinking. Community Mental Health Forum at Hanna Center March 2022, w/ 75 people, diverse group in age/race; a listening session. 2023 launching parent support group, w/ monthly sessions e.g. social media, suicide prevention training w/ Youth & Family Services, school safety, fentanyl issue, etc.

Presentations on “Parenting in Age of Anxiety & Depression.” Social media influence on children. Binge Drinking by Debbie Allen from Reading, daughter died at 17 from binge drinking. Retired Law Enforcement Officer. Shelby’s Rules. High rate of kids entering emergency room due to alcohol abuse. Teen Wellness Café.

CURRENT ISSUES

- During the pandemic in addition to isolation, mental health issues escalated amongst youth, creating concern with parents and community.
- Over the past year, R.I.S.K.-Sonoma is working collaboratively with community partners such as Sonoma Valley Youth and Family Services and Hanna Boys Center Mental Health Collaborative, and other local non-profits.
- In addition to mental health issues, other issues of concern are school safety, prescription pill and fentanyl overdoses, binge drinking, and social media influences.
- R.I.S.K.-Sonoma plans to work this year to establish an on-going monthly parent group as well as community forums to address local parent concerns about issues their teens are dealing and being influenced by on a daily basis.
- RISK is grateful to the support of its various partners, sponsors and Supervisor Gorin's office.

Chair Iturri acknowledged Leslie & RISK volunteer team.

Leslie, call themselves the Little Engine That Could. Five people on team. Encouraged struggling parents to call. Can help to find resources, solutions.

Councilmember Lombard, heard that state of New Jersey training in social media literacy for kids, seems relevant & a need, could be good start. Elizabeth, wonderful, will look into it, would be powerful tool for parents.

CONTACT INFO:

www.risksonoma.org

Leslie Nicholson

Cell 707-501-7691

www.facebook.com/safekids95476/

Chair Iturri called for Public Comment

David Eichar, BHS, re shortage of mental health care professionals. Part of problem is the limited educational resources for mental health professionals. His daughter at SSU just started a Masters in Psychology specializing in counselling, very competitive. Only 1 of 25 applicants got in, 60+ applicants. Anything county can do to help expand educational resources for mental health care professionals? To support those interested in the field.

Supervisor Gorin, thanked David for daughter's commitment & this comment. County partnering w/ SSU; students need opportunities for internships as well as education.

Public Comment Closed

Councilmember Hardeman, Sonoma Boys & Girls Club partners w/ Petaluma Peoples Service Center, offers group & one-on-one counselling free charge for members.

10. Mental Health: Communities: Sonoma Valley Mental Health Collective (@51:58)

Receive informational presentation from the Sonoma Valley Mental Health Collective.

Description of mental health programs and services offered in Sonoma Valley.

- **Cindy Sutton, Substance Abuse Program Manager, Hanna Boys Center (HBC)**

Hanna Center, Clinical Psychologist & therapist, working for CA License, Licensed w/ CCAPP. [California Consortium of Addiction Programs and Professions Credentialing (CCAPP Credentialing). Google]

HBC offers therapeutical programs in Sonoma, w/ youth, family, community impacted by trauma & adversity, motto to provide care to help youth transition into adulthood in most efficient way. To build resiliency, life & social skills. Career development. Several levels: high school, Institute provide training for community. Residential Service, day or in-home students.

New Mental Health Hub. Planned for April opening, to provide for community: therapy, group, one-on-one, activities. Can provide flyers. Starting substance abuse groups or individual. Re suicide - important to understand causes, work on sensitive prevention. Can be caused by disorders, gradual abuse. Can be helped w/ therapy, sometimes medication, social healing & support. Teenagers use a different language from adults, can act out, important to recognize risk, adapt effective care to person. Currently working w/ boys, alumni, families. Providing parenting groups. Workshop for men. Men at higher risk for suicide; tragic skyrocketing numbers in suicide for men. They are taught to “man up” i.e. hide emotions; working on deconstructing suicide on preventive side. An escalation can occur.

As a community, do trauma-informed care, understanding addiction – e.g. substance abuse as a way to self-regulate is a dysfunctional coping skill. Working from perspective of cultural diversity. Understanding Latino, Spanish speaking, immigrants’ challenges. Addressing gender diversity, risks, LGBTQ, Trans at higher risk for bullying or self-harm. When people attempt suicide can be due to feeling there is no other solution, out of options, tired. Will say they didn’t want to die, but did not want to suffer anymore. Treatment w/ adequate & adapted resources can give hope back. Suicide is hopelessness.

Leslie Petersen, resources for Sonoma Valley Mental Health Collective (@59:23)

Collective started w/ ARPA Funding Grant* to provide services for mental health care. 19 organizations collaborating to address community needs. E.g. Boys & Girls Club, La Luz, SOS, RISK, Mentoring Alliance, HAS, Hospital, Community Health Center/Reyes, School District, Ed Foundation, Youth & Family Services, Community Center, etc. Continuing to network, working

towards whole person care in community. Prevention, intervention, assessments, e.g. HAS assessments for housing, Spanish speaking mental health professionals, recruiting, planning to serve insured or under-insured. Focusing on Youth & Families, as w/ Hanna Center. Also partnering w/ Napa Agency adult mental health services clinic, on Hanna Campus.

*[Google <https://www.omb.nd.gov> › financial-transparency › arpa-funding [ARPA Funding | Office of Management and Budget North Dakota](#) **ARPA Funding** The American Rescue Plan Act (**ARPA**), signed by President Biden on March 11, 2021, provides for the distribution of federal fiscal recovery **funding** to **states**, tribal governments, metropolitan cities, counties, and non-entitlement units (NEUs) of local governments, which generally have populations below 50,000.]

Community Mental Health Hub at Hanna, under construction. Community welcome. Goal - April 1st opening.

Councilmember Reyes, acknowledged speakers. Mentioned Collaborative working on a Resource Guide, to include all services available. Will announce when available. Whether a parent or not, feels all kids in community are our kids.

Councilmember Alcaraz, how to contact? **Leslie**, call Hanna Boys Center, Cindy or Leslie can direct.

Chair Iturri called for Public Comment

Diana, re single Resource Guide/list, will it be part of Mental Health Hub? Would be helpful, good to see what biggest, unmet needs are. **Leslie**, yes, there are gaps, looking at them. E.g. challenge to have enough service providers. Resource Guide a work in progress, will be a booklet, graphic designer working on it, will work to finish sooner than Hub launch.

Mario Castillo, appreciates good news from speakers/organizations. How much being offered will address needs of Latinx community? He started an Alanon Group 3 months ago; like a 12 Step Program, w/ St Leo's Catholic Church, going slowly. Is a free resource to community, does have a stigma being attached to mental health. This is a small-town mentality community. Commended speakers' efforts; concerned Latino community not invited to participate in other options.

John Hennelly, Sonoma Valley Hospital, acknowledged Collaborative's work, especially Hanna taking lead. During Hospital's Strategic Planning Process, he has been asked - what is most critical, unmet health care need? Answer, mental health - not biggest issue but not met. Hanna & Collaborative inspiring.

Public Comment closed.

Chair Iturri called for Council comments.

BREAK at 7:57pm ten minutes

11. Springs Community Plaza Ad Hoc Update and Letter (@1:22:06)

Receive update from the Springs Community Plaza Ad Hoc following the November public meetings. Discuss and receive council direction on a letter to be submitted to the Project Developer.

Public Comment received via EMAIL from Mike Marnell wmmarnell@icloud.com

To: Hannah.Whitman@sonoma-county.org Arielle.Kubu-Jones@sonoma-county.org

Re: for Springs Plaza - Item 11, January 11th Springs Plaza Scoping Agreement and Public Outreach



To BOS 1231
copy.pdf

To the Springs MAC / Supervisor Gorin

The following comments are regarding the Springs Plaza Scoping Agreement with KS Mattson Partners. I am Spring's resident, and a member of Wake Up Sonoma, a recently formed group of concerned citizens in opposition to a taxpayer funded partnership with Ken Mattson. I attended both public outreach meetings on November 15th and 17th.

There is abundant language in the Scoping Agreement that directs the developer to seek community engagement. While this sounds good on paper, there is no description in the agreement as to exactly how public input is to be collected, reviewed or managed, or how and by whom it will be evaluated, and shared with the public.

In my opinion, this task should be shared by an independent unbiased representative of the people; otherwise it leaves team Mattson as the keeper and the final arbiter of the information which creates a sense of impropriety and concern for fairness and transparency. Without a voice for the people, Mattson can spin "public opinion" any way he likes.

It became apparent after the first two meetings that there was something odd when Supervisor Gorin stated that the results of their surveys were just "mixed," implying a close call, while I and many others present viewed the predominate public opinion as quite negative. This stark discrepancy again, causes concern for truth in reporting and representation. That, coupled with the tightly controlled way the information was gathered and the way the meeting was micro-managed by Michelle Gervais, Mattson's paid facilitator, it casts a shadow over the entire process.

Many of us feel that the outreach effort to this point is tainted. Without an independent representative for the people in the mix, it's game over. Furthermore, just the presence of Mattson at a community meeting is questionable. Considering the fact that participants were instructed to restrict their comments simply to "do you or do you not want a plaza, direct honest dialog was not on the agenda.

Mattson's presence may have been useful if he had been forthcoming, and clear about his intentions. But he was vague and evasive, not answering questions or providing the clarity necessary for people to come to conclusions. In light of these issues, I feel that both meetings were useless. I think that we need an entirely different type of discussion to evaluate what the community wants in the absence of Mr. Mattson.

The Scoping agreement states that "At least seven (7) business days prior to the first meeting, the Developer shall provide a complete summary of the Proposal that will be presented at the meetings for public comment."

While Mr. Mattson attended the meetings, he neither provided the project information prior to, or during the meetings. He had Michael Ross, his architect of only one month, roll out some old conceptual sketches that had nothing to do with the current project, and make a pitch for the plaza and an underground parking garage on the site.

Whenever Mattson was asked to clarify his intentions, his answers were short, vague and evasive. How are we to provide thoughtful feedback when he's not forthcoming? Doesn't this put him in violation of the intent of Article 1 paragraph C of the Scoping Agreement?

Given his track record over the past 7 years, he hasn't finished a thing he's started. Can someone please make the argument why we should trust this man to enter into a public / private partnership at this site in the Springs? IMO he has not earned the right to even be a candidate for the project.

He currently has three projects in the Springs that have gone on for years. Why should we believe that once he gets his parking lot, he won't procrastinate or change his mind again, or that it won't sit there, just another mud puddle behind a cyclone fence for the next 7 years? He purchased the post office building, knowing that the adjacent parking lot was owned by the county, and that he would be the only interested party.

Now he wants the county to foot the bill for an underground parking garage to benefit his retail space, including the Lanning project across the street. This was no accident. He saw this as an opportunity to exploit the situation for value at taxpayers' expense. Now he's trying to upsell us on something that we don't need or want. This is not a question of "do we or don't we want a plaza," as his paid facilitator asked in the November meetings. It's a bit more nuanced. It's rather a question of "do we want this plaza, at this site, partnered with this man?"

He is not widely trusted, and he's not proven to be a reliable partner. He's out of touch with the Springs Community, and is not the kind of person that the community will rally around. So why him? Is he the best guy for the job, or did he just position himself for an exclusive path to negotiate because he bought the building, ironically without parking? That was not an oversight, but rather an opportunity to leverage his position for profit.

Supervisor Gorin seems to think that he's the only game in town; or the only one with money who is investing in the Springs, and that he presents an opportunity, but just as at the public input meeting, it's a murky picture. What would we be getting

out of the deal, or more to the point, what is the deal? Why do we need an underground parking garage? Kind of gaudy, and pricey for the Springs if you ask me.

How about the County leases him a dozen or so existing parking spaces at the back side of the building, and then create a small plaza in the remaining rectangular area at Mattson's expense in exchange for the parking. Then take the balance of the earmarked money, add it to other monies earmarked for Larson Park, and make some much needed improvements at the site? Many of us feel that this is a better plan.
Thank you, Mike Marnell

Public Comment received via EMAIL From Veronica Napoles Tue 1/10/2023 12:48 PM

Subject: Separate the Plaza/Gathering Space from the Parking Issue

- Separate the plaza/gathering space from Mattson's problem of parking for a building he owns and purchased with the understanding that he did not have parking.
- The community wants black and white proof of support for this project. Wake Up Sonoma has provided 500+ signatures that oppose this project; we are again requesting proof of support.
- The Springs Specific Plan has not been ratified and cannot be used to promote the need or want for a community gathering place.
- Develop Larson Park into a community gathering place.
- Have a true community meeting without Mattson about the future gathering place for the Springs.

Public Comment Received via EMAIL from Josette Brose-Eichar josette@lavenderfloral.com

Subject:Fwd: Springs Plaza Petition

Date: Sat, 7 Jan 2023 13:29:09 -0800

From: Josette Brose-Eichar [<josette@lavenderfloral.com>](mailto:josette@lavenderfloral.com)

To: Karina Garcia [<Karina.Garcia@sonoma-county.org>](mailto:Karina.Garcia@sonoma-county.org)

Hi Karina,

I am forwarding the letter and list of petition signers that I sent to all the Supervisors on January 5. The copy I am forwarding is the one I sent to Supervisor Gorin. This is a petition that I created on behalf of Wake Up Sonoma on Change.org. Please forward this letter and list of signers to the Springs MAC members before the next MAC meeting on January 11. It is important that the MAC members see the number of community members that want a different Plaza plan, one that does not involve Mattson companies.

Thank you and Sincerely,

Josette Brose-Eichar, Boyes Hot Springs

----- Forwarded Message -----

Subject:Springs Plaza Petition

Date: Thu, 5 Jan 2023 16:51:46 -0800

From: Josette Brose-Eichar [<josette@lavenderfloral.com>](mailto:josette@lavenderfloral.com)

To: Susan Gorin [<Susan.Gorin@sonoma-county.org>](mailto:Susan.Gorin@sonoma-county.org)

January 5, 2023

Dear Supervisor Gorin,

On December 6, 2022, Wake Up Sonoma started a petition to gauge the opinion of our community for the proposed Sonoma Springs Plaza plan. The scoping agreement for this plan

was approved by the Board of Supervisors as a consent calendar item on July 12, 2022. The community was not informed of this plan until a November 15, 2022 meeting at Flowery School. Please read our petition. To date we have 501 signers from the local and greater northern California community. A list of their names is attached to the petition. As you can see there is overwhelming opposition to this plan.

We, **the undersigned residents of the Springs**, express our opposition to the scoping agreement developed by real estate investor Ken Mattson and County Supervisor Susan Gorin that plans to explore the development of an underground parking lot next to the Boyes Hot Springs post office building (18092 Sonoma Highway).

We oppose this particular project, not the idea of a plaza per se, for the following reasons:

The current proposal for a “plaza” at the Mattson owned Post Office Building has not been developed through a transparent process as required for meaningful community decision-making. Previous private meetings between Ken Mattson and the County were not effectively made known to the public and occurred during closed county Board of Supervisor sessions. Additionally, Lefever/Mattson paid \$50,000 for a minimum of three public meetings (two of which were held 11/15 and 11/17). The next meeting will occur sometime towards the end of January 2023.

The meetings were tightly scripted by a county paid facilitator. This complex situation requires a larger expansive view and should not be viewed through a myopic lens. The community was advised to stick only to the predetermined narrative: does the community desire a plaza or not. Anything that diverged from that was circumvented and diverted by the facilitator.

Community Meetings Feedback Analysis

There is an abundance of language in the scoping agreement that directs the developer to do outreach and seek community engagement. While this sounds good on paper, there is no description of exactly how that public input is to be managed or collected or how or by whom it will be evaluated, such as by an independent unbiased representative of the people providing the feedback itself. This seems to leave team Mattson as the keeper and the final arbitrator of the feedback and opinions being provided by the people.

The proposed plaza will be adjacent to the Post Office building that the Mattsons own. The Mattson organization has a documented history of not finishing any of the 3 projects they have broken ground on in the Springs (Moon Mountain, Lanning, and Boyes Food Center).

When they purchased the Post Office Building, they were aware that the county owned the surrounding parking. They need parking to develop the building. To date, they have not declared their business intentions with respect to this structure. We are concerned that granting Mattson access to the parking lot **only benefits Mattson's investments without any advantage to community interests.** It will simply add another property onto the long list of 65+/- properties owned by the Mattsons—the majority of which are currently vacant throughout Sonoma Valley (Please note—the Mattsons would lease this property—not own it).

There are safety and environmental impact concerns with this space which have yet to be explored. Mattson properties has been in conversation with the 2 adjacent properties for possible acquisition (Old Uncle Patty's and Armando's Tires). Perhaps they can create much needed parking for the area on one or both of these lots.

We desperately need to develop economically sustainable businesses in the Springs with community minded partners. Mattson and his partners unfortunately have demonstrated a disregard and disrespect for our community and are only interested in gaining full and complete access to the Post Office Parking lot—without giving back to our community.

In light of these concerns, we as residents of the Springs and Sonoma Valley would like action from the County Board of Supervisor on the following:

- A community assembly in the near future to democratically discuss a genuine community plan not facilitated by the Mattsons.
- A Springs Specific Plan revision and update. While this document (not yet approved by the BOS) floats the idea of a plaza, the Post Office Parking lot was not specifically designated and is not an ideal location.
- As a community determine how best to invest the \$2 million in redevelopment funds towards the betterment of our community and its infrastructure.

Sincerely, Wake Up Sonoma

Public Comment received via EMAIL from David Eichar eichar@sbcglobal.net Mon 1/9/2023

11:04 AM Council members,

I have little confidence that Ken Mattson will be able to build a community plaza with underground parking without there being multiple problems and delays.

Ken Mattson and his business partner Tim LeFever have not shown they can complete projects very well. Besides the unfinished projects (e.g. Moon Mountain, Lanning Structure, Boyes Food Center) there have been various liens against their properties, including tax liens and mechanic liens. This not only occurs in Sonoma County, but also in Napa, Solano, Sacramento, and Alameda counties, and these are the only one I have researched. See attached for some of the more recent liens filed in Sonoma County.

Their properties have also been subject to stop work orders for doing work without permits. See attached for the one issued by the City of Sonoma for work being done on the General's Daughter. See attached e-mail concerning their property in Piedmont. (If you have trouble reading the email, let me know and I will forward it separately.) I have also attached the minutes of the Piedmont Planning commission meeting where neighbors complained of construction going on for years. There is also a resolution which states " WHEREAS, the repeated violations of City Codes and substantial delays in corrective actions on the part of the property owners have resulted in undue additional costs to the City including staff activities aimed at obtaining compliance:"

I don't want to see the County of Sonoma get caught up in financial issues as seen above.

In addition, they have almost 40 businesses registered to do business in the State of California. Some of these businesses, according to the California Secretary of State's web site, seem to also have problems paying other taxes or fees due the state, or completing required

statements. Below is just an example from one of their many companies from <https://bizfileonline.sos.ca.gov/search/business>

K S MATTSON COMPANY, LLC

Penalty Certification - SI, Control ID LBA35665525, Date 1/4/2022

- FTB Revivor, Control ID LBA35665523, Date 11/1/2021
- FTB Suspended, Control ID LBA35665522, Date 5/3/2021
- SOS Revivor, Control ID LBA35665521, Date 3/5/2020
- SOS Suspended, Control ID LBA35665519, Date 2/4/2020
- Pending Suspension, Control ID LBA35665518, Date 12/4/2019
- Penalty Certification - SI, Control ID LBA35665517, Date 12/4/2019
- Pending Suspension, Control ID LBA35665515, Date 3/7/2017

Note: SOS is Secretary of State, FTB is Franchise Tax Board.

Regards, David Eichar Boyes Hot Springs

**Public Comment received via EMAIL from Josette Brose-Eichar josette@lavenderfloral.com
Sent Wed 1/11/2023 10:38 AM Subject: Questions for Springs MAC meeting tonight**

Hi Hannah,

I know I have sent in a lot. But I would also like to submit the following questions to the MAC also. With 90 seconds we really cannot squeeze in all our questions and concerns.

As Wake Up Sonoma has shared a petition with 500 names of those opposed to the present plaza plan, can the MAC acknowledge that the community wants a different plan?

As we keep hearing that community support and non support is mixed or equal for the plaza plan in partnership with the Mattsons, is there any documentation that matches the 500 signatures that Wake Up Sonoma has submitted, that show support for the current plan with the Mattsons?

Why did we not have a show of hands at the November meeting? The questions could have been asked: Do you support this plan as is, in partnership with the Mattsons? Or, Do you support a different plan, not in partnership with the Mattsons?

Thank you and sincerely,
Josette Brose-Eichar, Boyes Hot Springs

END OF PUBLIC COMMENT VIA EMAIL

Chair Iturri directed discussion on MAC letter.

Vice Chair Perot shared/read aloud Draft of Letter to BoS. (@1:24:03)

Date: January 11, 2023

To: Sonoma County Board of Supervisors -

We are requesting transparency in the process regarding the potential conversion of the parking lot to a plaza and underground parking structure at 22 Boyes Blvd. The Springs MAC asks the County to listen to their constituents and reassess their interactions with KS Mattson, and how information is being conveyed and controlled.

Whereas:

- *The MAC did not receive the information regarding the scoping agreement with the county and the Mattsons once it was created*
- *The community meetings the Mattsons have held under the agreement have not allowed for satisfactory public discourse and left most questions unanswered*
- *There is community concern about the Mattsons as development partners for various reasons, specifically their blighted projects in the Springs (we might get sued if we say that?)*
- *There is community desire for a plaza as a central meeting place in the Springs*
- *There is \$2 million that could be used to establish a public plaza without creating a partnership with a private entity*
 - *We would like an update about the current amount of money in this account and the timeline to use this money*
 - *Larson Park is a potential gathering space that has been long neglected*
- *Other options for a plaza need to be investigated with input allowed by the community*

Due to the above, we reiterate the need for transparency in this process. We are unsure if moving forward with this project is in the best interest of the community. We expect to hear back from the Board of Supervisors in 2 weeks regarding this letter.

List of demands regarding construction timelines, a draft of the terms must be made public before being agreed upon, etc.

Sincerely, Springs MAC

Acknowledged input from community organizing groups, e.g. Wake Up Sonoma, over 500 signatures on their Petition.

Read into meeting from David Eichar’s Public Comment sent via email January 9, 2023.

Public Testimony from Piedmont residents/neighbors in Planning Commission Meeting January 12, 2009. This is Mattson’s home town. Re Mattson’s construction work on personal residence.



Planning
01-12-09.pdf

“Sea View residents Allen Hirsch, Beth Hurwich, Sara Hirsch and Karen Roland voiced their frustration over the 12 years of construction activity that has occurred at the property, the applicant’s flagrant disregard of planning approvals and conditions in the past, and their concern that Mr. Mattson will fail to abide by any new conditions or timelines imposed by the Commission. They all strongly urged that if the current application is approved, the City exercise due diligence in insuring that conditions and construction timetables are strictly enforced and the current eyesore nature of the Sea View side of the property due to illegal construction and debris is corrected. In addition, Mrs. Roland requested that a drainage plan be included as a condition of approval, that no elevated exterior lighting be approved, the Sea View sidewalk be repaired, an acoustical study of the pool equipment be conducted and that guarantees be included to insure that proposed landscaping will be properly maintained.”

Concerned that these complaints are a behavior pattern. This complaint from 2009 on Mattson’s home.

Chair Iturri called for Council comments.

Councilmember Lombard, commented that while recently at successful community Springs Winter Celebration, noticed that the space was already being used as an *unofficial* plaza. Realized idea of *official* proposed plaza at that location has ended. Previous plan idea did not effectively include Latinx community. Need new plan for including whole community. Also, the expense of combining w/ a parking garage is unrealistic. Money better spent on other location/s throughout Springs. E.g. parklets, for field sport opportunities, w/ kids’ play equipment.

DISCUSSION/EDIT on Letter

Community desire for a central Spring’s meeting plaza is strong
Confusion around agreement/s w/ county & Mattsons; request transparency
Community meetings unsatisfactory; most questions unanswered
Concerned about Mattson’s blighted Spring’s projects, unfinished/delayed
Community input for another meeting needed
Better identify/emphasize Larson Park as option for gathering space
Completion of Springs Specific Plan to join together w/ plaza proposal process
Clarify MAC’s position on plan proposal; community position most important

Chair Iturri called for Public Comment (1:53:28)

Richard Silver, listed several points. 1. It's dangerous for a MAC Letter to imply/implicate/slander Mattsons for blighting an area. Must be careful w/ people who have disregard for anyone in community including neighbors, which has been exhibited over a long period of time. Please strike accusations that can't be proven. May be your opinion. 2. There is no call to action at end of letter. Making a statement, comments. Needs to be stronger e.g. "expect to hear back within 10 business days." Must set up standards for response times or there will be none. 3. Footnote any/all comments w/ list of specific things you want them to provide, e.g. a side contract, architectural plans; be specific, attach to letter. 4. Do you all consider litigating? May have to. 5. Supervisor Gorin has control of \$2million - now \$1.7million or \$1.3million.

Josette Brose-Eichar, pleased w/ draft letter so far. Most important, need to engage community openly & share ideas honestly. Ask for a meeting structured differently, get community to work w/ facilitators in Springs. She would help create a logical & fool proof questionnaire for people to fill out at meeting. Have an opportunity; commends MAC.

Anna Pier, this issue very important to Springs, started w/ Redevelopment Group, Springs Community Alliance; always trying to get voice of community to affirm proposed plan, plus using county money. Not together yet. Money committed w/o being affirmed by community. Make letter stronger, call for halt on everything. Make clear there are alternate locations & ideas for scarce funding. Ideas like parklets, trees, benches, playground not included in letter. Broaden statement to supervisors. This proposal has narrowed the community's interests. How binding is agreement w/ Mattsons? Confusing.

Veronica Napoles, need to halt relationship w/ developers who don't develop. Piedmont property mentioned, also doing same thing w/ Moon Mountain since 2015. She is a long-time advocate for Spring's gathering space. Need to separate that concept from LeFever/Mattson. When they purchased the building, they knew they didn't have parking; their problem. Community wants solid proof for support for project. Wake Up Sonoma petition w/ 500 signatures in opposition of project w/ LeFever/Mattson. Springs Specific Plan not ratified, should not be referred to plaza or gathering space at this location. Need true community meeting w/o LeFever/Mattson reps; focus on by & for the community. Believes Scoping Agreement only good to Jan 12th. Extended? Valid now?

Mike Marnell, acknowledged MAC & Veronica Napoles. Described how Wake up Sonoma group formed after frustrating community/Mattson meetings at Flowery School Nov 15 & 17th 2022. Felt silenced & manipulated by organizers, more like a game show than serious event. No real discussion or input allowed, only short & shallow answers from Mattson, more holes than substance. Citizens' action group formed; quickly expanded. Nov 29th first meeting, covered by Press Democrat, article published Dec 7th. Group showed strong opposition to Mattson's plaza. Their story is in response to unfair representation. Supervisor Gorin seems to have sided w/ big money over constituency. Why does she think Mattson is man for the job? Community will continue to pay attention.

David Eichar, reminder that during plaza construction there will be no parking lot, so will be a loss. Asked when Mattson will hold 3rd public meeting? Where is detailed plan for public to review? Draft Term Sheet for public review? Ask in MAC letter that Draft Term Sheet be available to public. Should mention in letter that underground parking at this location not good, will reduce # of spaces. Uncle Patty's site needs access through proposed plaza area, only street access. Higher maintenance/repair costs. Given Mattson unreliability, Piedmont document/example also said – "whereas repeated violations of city codes, substantial delays, & corrective actions on part of property owners have resulted in undue additional costs to city." Must ask - is Mattson reliable partner who could cause unknown delays & future costs to county? Continue w/ letter.

Lisa Storment, 40 year resident Sonoma Valley. Asked if MAC knows that LeFever/Mattsons backed by organization that denies equal freedom to all citizens? She is member of LGBTQ community, is alarmed. Does not want this kind of business developer in community. Not safe w/ their control; their prejudices are clear. Requested MAC research for national policies & other national affiliations w/ LeFever/Mattson that will make community unsafe. Need to build & strengthen, not divide & weaken. Please explore other options for plaza plan.

Diana Ruiz, concerned about Mattson unreliability, what is their agenda? Not reflecting heritage/culture of community. MAC Letter should be stronger. Development funds, federal or regional to improve local community, must involve community contributions/decisions. There are State & National Codes that apply. Not acceptable for officials to award funds at their discretion; this is corruption. Investors w/ large amount of money can influence community w/ no personal history or liability e.g. the LeFever/Mattsons. Suggested appealing to BoS from that perspective.

Public Comment closed.

Chair Iturri, suggested waiting on completion of Letter. Need to consider all the public comment. No community January meeting scheduled yet. Move to February agenda?

Vice Chair Perot, if no 3rd meeting planned in January, are they timed out?

Councilmember Lombard, find out if project still in play? Is Jan 12th deadline? Will it be observed or extended?

Chair Iturri, MAC as community voice need to help w/ a community meeting for collaborative input.

Admin Whitman will contact county for more info.

Councilmember Hardeman, what if community meeting is in 2 weeks? Good for MAC call a special meeting. Chair Iturri, agreed.

Vice Chair Perot read Scoping Agreement:

"Agreement term. The term under this agreement shall be six months from date of agreement subject to extension as provided below. If during the term, negotiations w/ developer have progressed sufficiently to the point where there is a draft Term Sheet, then county administrator may grant one extension of the term, but in no event shall such extension exceed 6 months. The developer understands that such extension in no way obligates the county to approve a Term Sheet. If Term Sheet has not been executed by the parties by the expiration of the term,

including any extensions, then this agreement shall terminate & neither party shall have any further rights or obligations under this agreement except as set forth in sections 1.5 & 3.3. Notwithstanding the forgoing, the indemnities described in sections 3.6, 3.10 & 4.5 shall survive the termination or expiration of this agreement. If a Term Sheet is executed by the parties, then upon such execution, this agreement shall terminate & all rights & obligations of the parties shall be set as forth in the executed Term Sheet.”

So could've done an extension. Unknown. Need info from county.

Believe that January 12th is deadline.

Chair Iturri, once info is confirmed, MAC will decide whether to call a Special Meeting.

Chair Iturri called for additional Council comments.

Councilmember Lombard, urged MAC to go forward w/ community meetings. Funding clock ticking. Vice Chair Perot, requested current amount available, in dispute. Is there a timeline on the funding?

Chair Iturri, agenda for a Special Meeting: 1. finalize letter 2. set a community meeting date. Councilmember Lombard, important to have a Special Meeting either way to plan a community meeting? Concern re funding. Need more info.

Chair Iturri recommended waiting on edit of letter. Agreement by Council. Wait for decision on Special Meeting.

12. Ad Hoc and Community Projects Updates (@2:21:20)

Council Reports, Announcements, and updates

Community Voice, Councilmember Reyes, Vice Chair Perot, Chair Iturri, Councilmember Lombard. Hosted family event w/ nonprofit Sonoma Immigrant Services (SIS).

Springs Winter Celebration slide show review/evaluation. Tremendous success.



SMAC PPP Springs
Winter Celebration.ppt

Councilmember Reyes, acknowledged key partners & collaborators - Sonoma Fire District, Fred Allebach (Santa Claus), Ed from SMI (Frosty the Snowman), Supervisor Gorin/Karina Garcia, MAC, Pets Lifeline, Farm to Pantry, Volunteers. 160 gifts distributed plus raffle prizes. Free photos w/ Santa; Polaroid camera now MACs. Fairmont SMI goodies. Music. Budget: suggested remainder of funds (\$926.42) be kept w/ nonprofit partner for future event/s at parking lot/plaza. **Alondra Marroquin**, SIS, nonprofit partner, acknowledged/congratulated all involved. Thanked local businesses for donated gifts.

Bike Rack, Chair Iturri, moving model to Art Escape. Plan in progress.

Springs Plaza, covered

Community Picnic, Councilmember Winders, wait till end of spring after school is out. Flooding & rain still unpredictable. June. Next meeting, MAC look at dates, select.

Facebook Page, Chair Iturri, operating, posting, still fewer people than w/ group.

Councilmember Winders, encouraged sharing of FB page.

Community Outreach, banner & logo. Joe, Celeste, Maite. Decided to hold competition for logo.

Chair Iturri called for Public Comment. None. Closed.

13. Budget Update (postponed)

Informational budget update from D1 staff. Council direction on reporting and record keeping.

14. Consideration of Future Agenda Items

Share ongoing list of future agenda items and note others of interest.

Chair Iturri - February: economic growth, housing, placeholder for a community meeting

March: Sonoma County Transit

Councilmember Lombard – possibly for February - \$2million for plaza is slowly being eroded by expenses; believes that Parking Enforcement paid from this fund. Questions effectiveness & necessity.

15. Adjourned 9:14

Sonoma TV You Tube video for Springs MAC January 11, 2023

<https://www.youtube.com/watch?v=Z1y7tcWi7IM>

2:44:06 (Title in Spanish but video in English) Consejo Asesor Municipal del Springs Aviso

Susan Gorin's website for zoom video

https://www.youtube.com/playlist?list=PL0dzlO4_wWVEgcBB5907iZTimplqLGhJ

Contact: Karina Garcia, Field Representative to Supervisor Susan Gorin –

Karina.Garcia@sonoma-county.org

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-AI, Santa Rosa, CA, during normal business hours. You may also find them on the Springs MAC website at <https://sonomacounty.ca.gov/springs-mac>

Note: Consideration of items will proceed as follows:

1. Presentation by proponent
2. Questions by Commissioners
3. Questions and comments from the public
4. Response by proponent, if required
5. Comments by Commissioners
6. Resolution, if indicated

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