

**Springs Municipal Advisory Council**  
**Minutes of Hybrid Meeting In person/Zoom**  
**December 11, 2024**

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.

**Contact:** Zaira Enriquez, Field Representative to Supervisor Susan Gorin  
zaira.enriquez@sonoma-county.org

**For viewing purposes:** Supervisor Gorin's YouTube page w/ all meeting videos.  
[https://www.youtube.com/watch?v=AA\\_EnxdzEng](https://www.youtube.com/watch?v=AA_EnxdzEng)

**Springs MAC Meeting 12/11/24** - Sonoma TV You Tube  
<https://www.youtube.com/watch?v=NiCqYCJfvh0>  
Call to Order & Roll Call 6:32pm

**Roll Call:** Vice Chair Winders

**Present:** Lombard, Iturri, Reyes, Norman, Fernandez, Dong

Absent: None

**Staff Present:** Zaira Enriquez, Admin/Field Representative to Supervisor Gorin

Lupe Alvarez Tovar, Field Representative, [lupe.alvareztovar@sonoma-county.org](mailto:lupe.alvareztovar@sonoma-county.org)

Lin Marie deVincent, Minute Taker

**Chair Iturri:** Acknowledged MAC's support team. Broadcasting hybrid meeting on Facebook & Sonoma TV. Agenda Items have been allocated specific times; additional time is allowed for discussion following. Spanish translation available online; headphones available in room. Reminder that the Springs MAC is an Advisory Council, all Councilmembers serve in a volunteer capacity.

**Translators online:** can be heard on zoom broadcast Carlos Radillo, and Ricardo Delgado

Approval of Minutes of November 13, 2024 Meetings.

Vice Chair Winders moved to approve November 13 Meeting Minutes, Councilmember Lombard seconded. Motion passed.

**File:** Springs MAC Minutes December 11, 2024 Hybrid can be found here:

<https://sonomacounty.ca.gov/springs-mac-meeting-december-11-2024>

**Public Comment/zoom Items not on Agenda. 3 minutes**

Lin Marie deVincent, made public announcement re a KSVY radio interview by host Ronny Joe Grooms w/ Sonoma Sherriff Ingram, to be aired December 12, 2024, 8:20am. Will clarify the local law enforcement's role in immigration enforcement, to reassure the community following concerns about post-election changes. Will be discussing compliance with the State laws and the Sheriff's Office stance on Federal immigration operations. There has been confusion in the media on this topic. [ksvy.org](http://ksvy.org) live stream on your phone or on radio at 91.3fm. Encouraged all to listen.

Jack Allan, Springs resident, RE: increased crosswalk lighting needed for Springs. Hard to see pedestrians especially at Central Avenue, Waterman Avenue & Sierra Drive/Arroyo Road. Requested this comment be submitted to Cal Trans; thanked MAC for continued support of this concern. Also, congratulated MAC & community on success of recent Winter Celebration event.

**Public Comment, Zoom, none. Closed.**

**Chair Iturri Update (@6:37)**

Councilmembers Lombard & Fernandez now MAC Members At Large; congratulations

Two open positions for Alternates; interviews pending

Thanked District One Supervisor Gorin for her caring contributions to the Springs' community during her time as Supervisor. Will be additional Agenda time for comments.

Thanked outgoing D 1 Staff - Zaira Enriquez & Lupe Alvarez Tovar

**Public Comment, Zoom. None.**

**Supervisor Susan Gorin Update (@@8:46).** Informational update from Supervisor Susan Gorin on District 1 and Countywide topics.

Made farewell comments encompassing 12 years of service as Supervisor.

Acknowledged MAC & Staff. Noted original creation of MACouncil w/ visions to empower the community, find its voice, become engaged & more active. Suggested an informal review in 2025. Noted all that has been accomplished for the community including areas of health, education and more. Grateful for input from community & MAC as communication is a two way street. Noted the District One Newsletter has contributed to informing community. Acknowledged SIT reporter in attendance; noted general decrease in reading of newspapers & reliable/critical media. Noted national news media creating feelings of insecurity.

Encouraged all to think globally, act locally. Build community & work together, weather the coming changes. Acknowledged many nonprofits in the Valley who have contributed, including immigration services, SIS, La Luz, Comida Para Todos, also contributions from Councilmember Winders. Encouraged all to work towards re-instilling trust in government. Mentioned author Mike Madrid, covering US election analysis. As life-long member of League of Women Voters, is distressed about national political challenges to Democracy. Will continue to contribute locally, e.g. Sonoma Valley Multi-use Path, SDC, etc.

Encouraged positive participation w/ Supervisor-Elect Hermosillo

Noted success of 2024 Winter Celebration, in temporary Springs Plaza. Hoping for future improvements. Noted City Councilperson Ron Wellander's contributions, including placement of 16 trees in planter boxes into plaza. Irrigation system is in process w/ neighbor business help.

### **Public Comment (@17:20)**

Mario Castillo, presented Supervisor Gorin w/ a favorite plant. Thanked the MAC & Sup Gorin. As a long time Springs' resident, has learned much about community/political activism, appreciated Sup Gorin's leadership. Through his work w/ Verano School & then-Principal Iturri, developed his goal to encourage leaders to do their best, over being friends. Wanted this same goal w/ Sup Gorin. Disappointed more wasn't accomplished to uplift community, e.g. a permanent Plaza; acknowledged Gorin's efforts. New Supervisor-Elect Hermosillo is Latina, hopes she can lift the community up further.

Juan Fresse, (mic off/inaudible) Director, Sonoma Four Cs (Community Child Care Council). Acknowledged Supervisor Gorin for her quick response to help w/ his organization's concerns & requests. Consequently this community has more infant toddler care than before. Thanked her on behalf of Four Cs.

Betty Chavez, thanked Sup Gorin for contributions to community; has been a long, hard, imperfect road. Gorin has been willing, quick to respond. Inspired Betty to participate on panels, Boards, committees to be a voice for community. Need more representation; welcomed community to be more involved.

Jack Allan, acknowledged Supervisor Gorin for creating the two Valley MACs i.e. Springs & North Valley, which have given the communities a new voice & liaison w/ county.

Karina Garcia, former Field Representative for Sup Gorin/District One. Noted diversity of people represented in attendance at tonight's meeting – youth, Latinos, bicultural, monolingual speakers – this is the result of Sup Gorin's work. Garcia was first Field Rep hired in Sonoma County. Noted that change takes time & patience; Sup Gorin led w/ that. Successful change requires working together in positive ways; just being critical isn't helpful. Underscored the continued heartfelt participation of the community.

### **Public Comment Closed.**

### **Year End Wrap Up: Reflecting on Springs MAC with Supervisor Gorin (@25:51)**

*Supervisor Gorin's last meeting of the year, and the last Springs MAC meeting of her tenure as Supervisor. Supervisor Gorin will make remarks, and the Council may have discussion on wide range topics including, past business, goals, or the Sonoma Valley and Springs in general.*

Councilmember Fernandez, noted that Supervisor Gorin began attending Springs' business meetings 8-9 years ago & recognized their interests, e.g. façade improvements. Thanked her for standing up for business community; felt protected & supported by District One Office when discussions became difficult. Was a difficult time but also led to Springs Specific Plan.

Councilmember Lombard, Supervisor Gorin's accomplishments highly appreciated. Credited her w/ success at a difficult job. Noted two years of shut down during Covid stunted MACs progress.

Vice Chair Winders, noted her numerous participations over the years w/ Public Comment w/ Sup Gorin at many meetings. Appreciated Gorin's willingness to listen to challenging opinions & information. Learned how to attain clarifications on process for best effect from Gorin; helpful, has carried this forward for others as well. Appreciated the robust discussions/conversations on different topics. Acknowledged all Gorin has done for the community. Wishes her a restful retirement. Also welcomes her future continued involvement in community.

Councilmember Reyes, noted first meeting w/ Sup Gorin perhaps 2010; Reyes was part of Springs Alliance. Then discovered other MACs, & w/ owner of Arroyo Hospital worked to bring a MAC to the Springs. Thanked Gorin for all her tenacious work, especially during Covid. Appreciated being invited to work for District One, declined but sent many candidates to her. Grateful to have worked in community w/ her; will support Gorin in her future plans. Acknowledged Gorin's initiating improved mental health movement, November 2021, pushed for mental health, including Suicide Prevention Coalition. Has left a lasting & valuable legacy.

Councilmember Norman, is a new councilmember. Appreciated all that Sup Gorin has done for community, especially the new Springs' Plaza.

Councilmember Dong, grateful to Gorin for appointing him to be part of Springs MAC. Noted the challenges to the county & Supervisors last 7-8 years. Has been terrible, due to the pandemic & fires - hard to get things done. Noted how Gorin worked together w/ community to rebuild parts of community after fires, & restore businesses post pandemic - this took strength and courage. Applauded Gorin for all her work, while being a victim of the fires herself. Acknowledged her support for public safety services.

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Gorin didn't have to personally close schools, but the most divisive meeting she attended was working with a community to change school boundaries. Parents are advocates for their kids, & they become tiger parents, i.e. get really angry, really fast because they care about their kids.

Acknowledged all Councilmembers working on Springs Community Plaza. Grateful for work from your ideas on beautiful arch. Blackboards in process. Gorgeous trees and lighting in place. Skateboard folks are coming to paint the concrete blocks; maybe a mural on the asphalt. Encouraged community to be inventive. This is your plaza, our plaza. Have some fun! Thanked all young folks in attendance tonight. Wants to see them in the plaza, playing hopscotch or ball, or doing whatever they want to do until there is a permanent plaza. Wants to see families there, envisions people sitting down and playing chess on the picnic tables. Just heard that Sonoma Mission Inn wants to donate Adirondack chairs. This plaza is our legacy. Loves working with all of you.

**Public Comment, none. Closed.**

Five Minute Break

**Item #10 moved to this position (@50:29)**

**Winter Celebration Dec 7, 2024 Report**, receive an informational report about the Winter Celebration 2024 event.

Councilmember Reyes

Presented Video of Celebration produced by Sonoma County Central Communications Team.

250 gifts handed out, from baby toddler to youth; prizes; SMI donated treats, DJ Roar music, complimentary photos by Magic Media Entertainment. Info booths, various organizations, Springs MAC, Fiscal Sponsor SIS (Sonoma Immigrant Services), Supervisor Gorin, volunteers of all ages

Video will be viewed on county Facebook page, also available in Spanish.

**Power Point (@54:17)**

3rd consecutive annual event; in Springs Community Plaza

**Fiscal Sponsor & Budget (@55:00)**

**Income:** Springs MAC \$2,000. SIS \$873.90. Expenses listed. Net \$291.84

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Community Engagement/20+ volunteers,

Thank you to all the collaborators: Josette Brose-Eichar for decorations; Wine Country Auto Center; Armando's Party Rentals for discount; DJ Roar for discount

Special Presentation of Certificates to volunteers present

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**Letter for Supervisor Elect Hermsillo. (@1:02:59)** Receive draft letter for Supervisor Elect Hermsillo about the council's goals to strengthen a few specific areas that are core to their mission. Council discussion and approval or direction to revise and bring back final draft.

**Chair Iturri read draft of letter. DISCUSSION, edits made.**

**FINAL LETTER:**

**Supervisor Elect Rebecca Hermsillo**  
575 Administration Drive, Room 100A  
Santa Rosa, CA 95403

Dear Ms. Hermsillo,

*On behalf of the Springs Municipal Advisory Council (MAC) we want to express our interest in establishing a collaborative partnership with you. We believe that together, we can address and support the unique needs of the Springs community while enhancing the quality of life for all residents.*

*The MAC is particularly excited to work to strengthen a few specific areas that are core to our mission:*

**1. Annual Cultural Events**

*The annual cultural events in our community are vital for fostering unity and celebrating our local heritage. We are eager to explore ways to support and expand these events, ensuring they are accessible, inclusive, and reflective of our diverse population. We support several events throughout the year. These events include Dia de los Muertos, Winter Celebration, Mexico Celebra, Creek Clean Up, Emergency Preparedness, Art and Cultural projects, and a Spring Event. We look forward to collaborating with you on the expansion and improvements of the Springs Plaza located at 22 Boyes Blvd.*

**2. Pedestrian Safety**

*Pedestrian safety is paramount, especially in a growing community like ours. The MAC has done essential work in advocating for safer walkways, crossings, and lighting. We are keen to support and amplify these efforts, working together to bring additional awareness to this issue and seek innovative solutions for making our streets safer for all residents. Caltrans is working collaboratively with us and the timeline is lengthy. We are hoping that we can work together to advocate for faster public safety improvements.*

**3. Addressing Housing Insecurity**

*Insecure and substandard housing remains a significant challenge in our area, affecting many individuals and families. We are committed to exploring options for solutions for low income, affordable, and sustainable housing and to raise awareness about available resources for those in need. We believe that by working in tandem with the MAC, meaningful strides can be made in supporting those facing housing challenges.*

**4. MAC Education and Visibility**

*We understand that raising awareness of the MAC's work is essential for community engagement and support. We are enthusiastic about finding ways to enhance MAC's visibility within our community through events, educational materials, and outreach initiatives. Increasing community awareness of MAC's mission and activities inspire greater local involvement and strengthen the Council's impact.*

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*The Springs MAC has spearheaded and continues to advocate for the renovation and improvement of Larson Park, the only park located in the Springs. We need your assistance to ensure that the project progresses in a timely manner.*

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**Letter for Supervisor Elect Hermsillo. (@1:02:59)** Receive draft letter for Supervisor Elect Hermsillo about the council's goals to strengthen a few specific areas that are core to their mission. Council discussion and approval or direction to revise and bring back final draft.

**Chair Iturri read draft of letter. DISCUSSION, edits made.**

**FINAL LETTER:**

**Supervisor Elect Rebecca Hermsillo**

575 Administration Drive, Room 100A  
Santa Rosa, CA 95403

Dear Ms. Hermsillo,

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**Chair called for Council Comments.**

**DISCUSSION Cont.**

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**Vote:**

Ayes - 4

Nays - 0

Abstained - 3

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**2019** --- No Funded Events

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Bike Rack Decoration Art Escape Ongoing

## July 2024-June 2025

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**Summary:** analysis demonstrates choices made through the years, community support, direction for continued funding, hopeful for increased awareness of MAC & its capacity to contribute to community, w/ increased vibrancy of/for events

**Question:** do we have an agreement that these are the kind of projects that we want to fund? Are there any that might come up that aren't on this list that anyone has in mind? Recommended MAC remain open in funding and not narrow it down.

Councilmember Norman, suggested a promotional banner for MAC to use at booths/tables

Chair Iturri, noted there was a banner in process but not completed yet. Agreed w/ Lombard on list of events & need to remain open. Requested further clarification on funding process. Problems due to timing, created equity issues. How often to consider proposals? Spread it out?

Document Time Frame

Lombard suggested calling for proposals every 3-4 months; encouraged welcoming new & more ideas

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Chair Iturri, preferred every 4 months. Also, is there a cap - highest amount funded \$2,000. Lombard, that is reasonable. Iturri, also, how much is available after expenses are paid?

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## Five Minute Recess.

### Meeting Audio Recording Off from 2:04:30 to 2:06:00

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Councilmember Norman, suggested a promotional banner for MAC to use at booths/tables

Chair Iturri, noted there was a banner in process but not completed yet. Agreed w/ Lombard on list of events & need to remain open. Requested further clarification on funding process. Problems due to timing, created equity issues. How often to consider proposals? Spread it out?

Document Time Frame

Lombard suggested calling for proposals every 3-4 months; encouraged welcoming new & more ideas

## DISCUSSION

Chair Iturri, preferred every 4 months. Also, is there a cap - highest amount funded \$2,000. Lombard, that is reasonable. Iturri, also, how much is available after expenses are paid?

Lombard, need a way to let people know that we're accepting proposals, and, need a standard for them to follow. The events that have already been funded are in the pipeline. But there are many people who don't know about the Springs MAC, and don't know that it's possible to get some funding for their events. It's same problem we have with not being recognized. Suggested putting out the word to the groups or events and sponsors of events that have been already funded; let them know that we're doing this every 4 months.

Reyes, in looking at Request Form as presented, feels it is appropriate. Suggested adding a timeline to request, 3-4 months in advance. Demand may increase w/ MACs increased visibility; may have to adjust. State that there may be no guarantee of full funding available if close to end of Fiscal Year; had problem w/ 2 proposals in 2024 near end of fiscal year. Also, asked for clarification who has the final approval on Budget Request Form - is it the MAC or the Supervisor?

Chair Iturri, good question. Check w/ Sup Gorin re changes to Form.

Supervisor Gorin, made final farewell remarks. Expressed gratitude for MAC. RE: Budget Request Form Process/Item. Suggested tabling item until new Supervisor & Staff are in place.

## Five Minute Recess.

### Meeting Audio Recording Off from 2:04:30 to 2:06:00

Chair Iturri, Budget Request Form review summarized - will initiate a timeline, clarify amount/s, limit of request, Form revision, work collaboratively w/ Supervisor Elect, MAC to make recommendations.

\$10,000 expenses

\$5,000 for Community Projects; have used \$2,000 for Winter Festival

Admin/Zaira, \$3,000 remaining till July 2025



**Public Comment, Zoom. None**

**Create new Ad Hoc: Adopt a Road 2.0 (@2:06:47) Potential actions include approval of formation of a new Ad Hoc for Adopt a Road 2.0 program.**

Councilmember Reyes, invited Councilmember Norman to be on Ad hoc. Norman, accepted. Invited others? Nominated Councilmember Dong. Reyes, would like to continue the process, need to create new Ad hoc i.e. 2.0. Ready to start volunteer training, plan for two events.

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Chair Iturri called for a motion. Councilmember Dong made Motion to create Ad hoc Adopt a Road 2.0 w/ addition of Councilmember Norman. Councilmember Fernandez, second. Vote, all in favor. Unanimous. Motion carried.

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**Public Comment, Zoom, none.**

**SVCAC update (@2:08:22) Receive SVCAC informational update from Nov Meeting.**

SVCAC Liaison/Councilmember Norman

Did not attend meeting. December SVCAC meeting changed to Tuesday Dec 17th. Supervisor Gorin will be in attendance for farewell remarks.

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Completed in earlier Agenda Item #9

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Admin/Zaira, her last day w/ MAC will be Dec 31st.

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