



MINUTES: North Valley Municipal Advisory Council

Notice of Meeting and Agenda

February 10, 2021

Approved at March 10 meeting



PLEASE NOTE: This meeting will be conducted entirely by teleconference pursuant to the provisions of the Governor's Executive Orders N-29-20 and N-35-20, suspending certain requirements of the Ralph M. Brown Act. Members of the public will be recognized at the appropriate time via Zoom's Raise Hand tool.

Join Zoom Conference Meeting:

<https://sonomacounty.zoom.us/j/93144072908?pwd=Q2lnZVFDMmlVdFBQdTUxa1dUSnVsdz0>

9 Meeting ID: 931 4407 2908

Passcode: 401728

Join by Phone: 1-669-900-9128

5:30 p.m.

Contact: Arielle Kubu-Jones, Field Representative for Supervisor Susan Gorin – arielle.kubu-jones@sonomacounty.org

1. Call to Order, Pledge of Allegiance, Roll Call

All members of the NVMAC there for roll call

2. Approval of January 13, 2020 Minutes Resolution

The minutes were not ready at this meeting- will be approved at the March meeting

3. Public Comment Receive (Limited to items not appearing on the agenda)

*Public comment limited to

Larry Davis- When we don't have the minutes we don't have the history so we don't have a place for follow through. Add discussion of planning processes in the North Valley and look at the cumulative impact of SDC(Sonoma Developmental Center) plan, water plan, all of the plans together. Worth it to have a discussion on how they interact with each other and the time scales on all of that.

Alice Horowitz- I am the co chair of Glen Ellen forum SDC committee. Wanting to give the public and update, the consultants are drawing up alternatives and should be drawn up in early April. We have been asked for the last couple years for an aspirational goal, future goals for SDC looking at sustainability and community and guiding principles, now we have to get realistic because the property is going to be divided up between housing, commercial, industrial and community interests. That is causing some anxiety for a lot of people because we don't have the expertise in the community to do that and there are some people on the planning advisory committee that do have the expertise but those people aren't doing much ambassadoring to the public. Eldridgeforall.org has resources and links to pertinent documents on the website. The site is just sitting in space next to a wildlife corridor so good to keep that in mind.

Response to Public Comment

Chair Dawson: I hear your message Larry and do notice the lack of a centralized place to discuss possible projects, maybe we should consider an ad hoc to have community meetings with the different projects going on and how they interact. Alice, we've talked a little here about SDC specific plans and once there are some alternatives out in April we can take a look at those.

Councilmember Handron: I want to thank you Alice for bringing us the information to the group and having it on the record. Thank you for keeping us all informed.

Councilmember Newhouser: Also thank Alice for taking the time and the approaches and bringing the information to the community. It shows that people put a lot of thought into this. I think it is going to be difficult to bring forward a community decision without financial backing. Its a mountain to climb and I want to acknowledge the people hanging in there and working on these committees.

Councilmember Dickey: I agree with you Larry Davis, at a certain point it would be nice to have a community meeting and put it on the agenda. Figure out how we as a local group can come together with the info- all the groups are intertwined. Having a holistic conversation about it could be pretty valuable.

4. Supervisor Gorin Update Receive

Thank you Arielle for the admin staff support and discussing the name change for the North Valley MAC. Would have to make an agenda item. As you may have read in the Sonoma Index Tribune my assistant director is retiring and has been training Arielle to take her role. We need to hire a new administrative assistant to take over Arielle's role. Excited to add a new member and dimension to our team. Looking for somebody great to take over that knows the area/district. My focus I intend to get back to is climate change so if you know somebody with that interest point them to me. Planning on working with the Biden administration to move forward on tackling climate change aggressively. A number of us got together to look at action items locally- look at things we are currently doing and how we can build on that. If you know anybody we are looking to hire and train by April, which is Pat's departure date.

Covid, it is more important now than ever to push towards testing, social distancing, face masking and quarantining. Our infection rate has gone down and we need to be vigilant now more than ever at keeping up the good behavior. Teachers can apply to the county for waivers for in person instruction. We desperately want our children back in classrooms. Some vacation rentals were operating during the stay at home order and got slapped with hefty fines, they are open to do that now but I hope they will remain safe.

Vaccinations- put out a couple Facebook posts about the good job we are doing at vaccinating across the spectrum of ages. Go on Soco/emergency.com to sign up if you fit the parameters. Criteria is 70 and older at the moment or for teachers, healthcare workers and food industry workers. The Sonoma Vets building is opening for vaccine distribution On Feb 16th. They will be offering over 1000 vaccines that Sunday.

We did pass the eviction moratorium again following the example of the state. Money is flowing now with the change of administration for our county, schools and healthcare systems. Relief packages will be available to small businesses. Passed the extension of the sick leave once again- sick days for employees in covid distress. So we can have our

employees staying home instead of going in because they need the assistance.

The Board of Supervisors agenda from yesterday is a calendar of important events coming up for the year. The tree preservation ordinance is coming up, covid briefings, conversations of vacation rentals. Overall 13 pages of items coming before the board.

A lot of discussion about the SDC, the planning advisory council will continue to meet. As Alice said, we are working to identify additional ideas for outreach and what people would like to see on the footprint of the campus. We thank Senator Bill Dodd for capturing and preserving the open space land. People fear undeveloped land will become developed, but not necessarily true. The state has always told us they are investing millions of dollars each year, they want to recoup their investments. They consider it an investment to the community. 176 aging buildings, only 1 on the historic register. I offered a suggestion to the planning committee to have estimates for repurposing or demolishing and get economic estimates. We cannot preserve all of the buildings on the campus realistically. The Master developer will have to have a sharp pencil for factoring in all of the costs that go along with the property. The number one issue is additional housing, a study on jobs and housing estimates would be necessary. I am looking for great ideas for employment, services that can serve the population, maximizing the intention of housing servicing and employing people on the same campus to limit people coming in or out of the campus. You can send a letter to the land use team with ideas. What is it that you want to see that would be a benefit/complimentary to the valley? Matt Dickey is your liaison to the CAC. Its pretty hard to quantify the impacts of what is happening elsewhere, those impacts may not be truly identifiable, could take the general plan update, including the developmental center. Just because something is planned doesn't mean it is going to be built. I wouldn't get too invested and emotional on the SDC, going to be a long time until anything happens there.

Comments from NVMAC

Vice Chair Doss: Excellent news about rebirthing of Measure G, it is critical to fire districts. Do you have any idea on the timing of the election?

Supervisor Gorin: It has been suggested with the coordination of the fire community to come out in November. There is going to be a lot to overcome since it is a sales tax.

Councilmember Newhouser: Planners for SDC will be developing approximately 3 iterations, Do you know when the proposed plans will be released?

Supervisor Gorin: Look at Springs plan with proposed zonings with different densities. Had some challenges with that plan and hoped to get it approved. Look at the permit sonoma website. I am a veteran of specific plans- pouring over maps and specific plans. Lots of ideas on SDC, preserving the fire station, some of the administrative buildings for classrooms, the historic society would love to rehab one of the buildings. Going to be a major investment to bring it up to code.

Chair Dawson: Any other comments? Happy to hear they are thinking of having a combination of housing and businesses at the site.

Supervisor Gorin: I would say I have not been impressed by the market survey on the proposed use. They think tourism, resort, agro tourism are the most important uses.. I would speak out about diversifying the economy. We know how vulnerable we are to interruptions in the hospitality market-what else will be there that informs the developer and the state to explore options. Other options that have yet to be researched.

Councilmember Eagles: When you say you all should comment, are you saying us as individuals or as a MAC?

Supervisor Gorin: I would say both- you have opinions on what could be an asset on that site. Ok we want to see housing on the spectrum, services, etc. Be broad, be aspirational. As individuals, send your own comments and ideas.

Public comment:

Larry Davis: Wanted to ask supervisor Gorin- are we going to get going with the general plan update and how does that fit with climate change updates and specific plans that need to be updated?

Supervisor Gorin: The state requires climate change in any general plan update we do- absolutely part of the general plan as well as fire, fire resistance, water. All of those things will be integrated into the general plan- supposed to be two years ago. Wanted to finalize plans for the airport, springs and SDC into the general plan. How to diversify the economy is part of the general plan. Need housing but housing does not pay the bills. Revenue generating potential.

Alice Horowitz: Thank you Supervisor- you have been involved in so many things for so long. Sincerely appreciate all the time, effort and energy you put into this community.

5. Meeting Date/Name Change Discussion

Resolution • Discuss Changing the Meeting Date to the First or Third Wednesday beginning April 2021

Chair Dawson: Arielle has a poll that we can take to discuss the date change. Start with the poll and discuss after then. Move the meeting to the first or third wednesday starting in April

Motion to approve: **Councilmember Dickey**

Seconded: **Councilmember Eagles**

Motion approved: Meetings will be **third Wednesdays** starting on April 21st

Discuss changing the name of the North Valley MAC to the North Sonoma Valley MAC to aid in public understanding of the MAC jurisdiction

Councilmember Newhouser: I often have to explain to people when discussing/doing outreach what I am doing. What North Valley are we referring to? In a way to be more accurate and specific, made sense to me to consider changing to North Sonoma Valley MAC.

Councilmember Dickey: I think it makes sense. Supervisor Gorin alluded that there would be a name change process? What would have to happen if we changed our name tonight?

Admin Arielle: Its the same process as how the MAC was formed. By laws need to be changed anyways. Adding a name change to that process would not be a big deal. Like Newhouser said it could impact the outreach you are doing now. It is some labor but something we would already do.

Councilmember Newhouser: Is it okay to use the name before it was formally approved(through the process)?

Admin Arielle: if you wanted to say it that way, in conversation you absolutely could, but I cant change the website or the agenda until it is officially approved.

Councilmember Dowling: Want to understand more of the motivation of changing the name, who is confused about the name change?

Vice Chair Doss: Every single conversation I have with people, even with people who live in Kenwood/Glen Ellen, need clarification about who we are and what we represent.

Councilmember Morgan: I support the initiative. Important to bring clarity and definition to a name, I really support the idea so people don't have to stop and think.

Councilmember Newhouser: point of clarification, we on the emergency preparedness committee have jumped right in on outreach and have been met with confusion or the need for clarification.

Councilmember Cooper: I am for it, from Kenwood, think its a great idea.

Councilmember Handron: If the goal is to better identify who we serve, is there another way to do that. Maybe there is a way to more specifically identify the region. Gets kinda wordy to say Glen Ellen Kenwood MAC, any other way to identify the region?

Chair Dawson: Eldridge, Glen Ellen, Kenwood MAC (EKG MAC aka heartbeat of Sonoma Valley) when it was in the works. EKG Mac could be more confusing to people if they don't know who we are.

Councilmember Dickey: Motion to change the name to North Sonoma Valley Municipal Advisory Council

Councilmember Eagles: second

Approved: all voting members

Councilmember Dowling(alternate)- opposed

6. Outreach Ad Hoc Report Out and Discussion Receive

Councilmember Handron: We met a couple of times and made progress. Arthur sent out our meeting notes for the group. Set some overall goals to expand engagement and attract all members of the community; identify challenges and issues, strengths and resources, to educate the community about what the MAC is. Divided up specific goals-communications strategies, conduct listening sessions when we are allowed to meet with the community. Springs may have overlap with their outreach and our outreach. Identified a whole spectrum of organizations to start reaching out to. See how we can share information about the MAC back and forth.

Chair Dawson: Also working on identifying an elevator speech to have a unified message about who we are and what we do. We recognize the need to contact organizations of all kinds and look at census reports and the homeless report.

Supervisor Gorin: we moved the homelessness count back a month, takes a long time to aggregate the data. Takes

until September or October usually for the final report.

Admin Arielle: They are actually cancelling this year because federal requirement is every other year so next time with new data will be 2022.

Councilmember Handron: Did talk to Kathy King from SOS and she can get us some data about homeless count.

Supervisor Gorin: Yes not super specific data but could give you an idea of what's going on, who is receiving food, who is ready for shelter, who is living in their car.

Councilmember Eagles: Could we have a website or a portal for comments from the community? Did you comment on that at all.

Councilmember Handron: I have volunteered to set up a facebook group for this and if anybody is interested in being an administrator let me know.

Councilmember Newhouser: Canvassing or surveys discussed as an objective discussed? If we remember we got a comment from a community member at the first or second meeting: How do we know goals if we haven't reached out to community members and surveyed them? I hope you would consider canvassing and surveying in your strategy, electronically or survey and what is important to the community. Input from everybody, not just people deeply involved.

Chair Dawson: If there are issues out there that we are not fully aware of, they make work themselves up over time

Councilmember Handron: reaching those people is always a challenge, do we mail, do we stand in front of the market, do we go door to door? And how to they respond thats the challenge. Appreciate the

Chair Dawson: Could be good to talk to La Luz and ask who else we should talk to? Go with their suggestions and use it as a stepping stone.

Councilmember Dowling: Surveys is certainly something to consider but before surveying you have to be ready for the responses and to do something about the responses. I feel like as an organization we are too young and haven't figured out how to accomplish things. In order to ask people what they want us to do we have to be able to follow through and I dont know if we are there yet.

Chair Dawson: I'm not against a survey per say but a little less personal, listening session

Councilmember Dickey: I agree with Melissa that we are a young organization and not yet prepared to acquire data then figure out what to do with it. We have been prohibited by the COVID issue, we cant work our friends around currently. Things like pancake breakfast or the fair that will open up different types of meetings and social opportunities. Less formal in the isolated way we disseminate and collect information. Informal ways give us the opportunities to discuss what we want to pass around.

Councilmember Nardo-Morgan: I feel it is important to do a survey even if we are a young group, it could be important to talk to Springs MAC about their surveys and outreach.

Chair Dawson: there are a number of MACS in the county and it could be interesting to see how they collect their information.

Supervisor Gorin: Wanted to respond to that, they had an ad hoc really working on a survey on community preparedness and other issues, they wanted to do a survey sent to each household with a return stamped envelope, it was \$50,000 from the estimate from a consultant. They developed survey questions but did not finalize a way to implement the survey. Survey Money even has some cost and labor associated with tabulating the responses. A more formal method is very expensive.

Councilmember Cooper: We are a young committee- maybe at first we could just focus on visibility? Like the Kenwood Press a little column or square in there regularly, establish something that people might look at with our name on it. Become more visible as a group.

Councilmember Dowling: If we wanted to put something in it could be an 8 by 11 insert into the paper with a link to the survey or saying return this and mail it to get the survey back to us. If it was from the MAC it would have to be clearly identified or else we are losing independent journalism. It would have to be separate or paid for to distinguish it from the voice of the Kenwood Press.

Councilmember Cooper: If it was just informational, does that not qualify?

Councilmember Dowling: If it was independently reported by a writer that was not me it could happen, or paid advertising or guest editor piece done every once in a while.

Public comment:

Larry Davis: Thank you very much I am impressed you are making this progress. Support what Melissa said and take it slow and have your own base of data and how you approach different demographics. Maybe a discussion of some sort of annual report or atlas that is a project you produce with the newspaper.

Katie Christ: I have found through talking to different people in the community lots of confusion with CAC, Glen Ellen forum, NV Mac all covering the same issues. I need visual reminders often and would find that very helpful. There is a perception of overlap so education of the community would be helpful. Reminding the community through Next Door or Facebook page a day or two before. Also, food for all makes a lot of deliveries in Glen Ellen.

Councilmember response:

Councilmember Dowling: In terms of a community calendar, in Kenwood press there is a community calendar. Moving it to page 5 and will always have it listed there. The weblink (Zoom) will also be listed there.

7. Preparedness Ad Hoc Report Out and Discussion Receive

Members Doss, Newhouser and Dickey

Councilmember Newhouser: We hit the ground running. Goals: explore CERT (citizens emergency response team), review and improve existing evacuation plans, wildfire readiness, educate the community on what training exists, SDC

issues as appropriate. Met 3 times and one time with Springs ad hoc that is also discussing emergency preparedness. The CAC looked at preparedness with winery events and suggested reading the executive summary.

The findings on executive summary- evacuation plans are either non-existent or not fully developed. It is an issue. In most places only one main road in and out. Going to continue to explore this because it is so vital to getting people out and saving lives during an evacuation emergency. All three of us were tasked with talking with neighbors first, seeing what members of the community were doing first. Found that Oakmont has a whole network in place. We requested a joint meeting with the Springs MAC, actually just had it last night and they invited Skip Durel with Sebastopol safety, a wealth of knowledge. Told us about their process of the city and shifting towards a neighborhood focus via map your neighborhood program. Springs MAC was a wealth of knowledge, adopting the map your neighborhood project. Third goal on the list of actions is to educate the community- the biggest challenge is building trust, leadership roles, getting people to show up. Biggest thing would be to make a formal group, tie into the largest part of outreach. One of the goals that will be appropriate to our ad hoc is engaging our community to create neighborhood groups, informal or formal, to get the information out, resources and understand their vulnerabilities. Neighborhood leaders can be a conduit to getting emergency preparedness outreach to people

Vice-Chair Doss: The information we got from Skip Durrel from Sebastopol was great. Helped us understand challenges and emphasis on building trust. It is going to be a challenge because there has to be sharing of information about capacities in the neighborhoods. In order to create a neighborhood there has to be sharing of information and getting people to share what they could add could be a challenge. I think its doable and I am thinking of how my street, Maple Ave., could do it.

Councilmember Newhouser: Skip has been doing the Map of your neighborhood for 10 years and CERTs. They have been very successful in North Sonoma County. Most motivated were people in disaster zones or places that had been totally wiped out. They have about 6 neighborhoods, 4 that are very active and this is right in Glen Ellen. They have wonderful emergency plan and maps. Map your neighborhood has all the materials already there ready to print and a well thought out program through grants through FEMA.

Councilmember Nardo-Morgan: I am in a neighborhood group that I have been in since the 2017 fires, a sense of connection and relief that somebody has your back.

Councilmember Newhouser: I agree it is most important to reach out and find out what is going on already. Last thing we want to do is reach out and impose a new thing on people if they have something that is already working for them. Julie Atwood told me something that was great about choosing a program and said don't worry about it- all helpful and useful. What the Springs did is took a parcel map that shows the whole area and their goal is to make a group for every part of the area. Think it is appropriate to do the same here.

Councilmemberr Dickey: We did talk more specifically with CAC with types of impacts and preparedness. Fire is the most common theme to discuss, but earthquakes are the looming preparedness issue always. We also need to be prepared for pandemics. All three are very different from the other with unique requirements. What we focused on was community organizing. How do we establish a script that will establish trust among all of us and the type of things to be prepared for.

Councilmember Newhouser: Having multiple avenues of accessing information is important as well as organic connection neighbor to neighbor and building community is what it boils down to.

Public Comment

Larry Davis: You did a great job Mark, seems there is an overlap that is useful and impressed you are willing to take that on. I know Glen Ellen Forum did a lot of work but it all kinda fell apart. Don't forget Sonoma Mountain when doing your work.

Councilmember Newhouser: Larry maybe you should consider working with the forum with their development. I wanted to mention something inspiring- Sebastopol has incentives for leadership council, experienced folks that have been in the trenches and foster new leaders. I kind of embrace that idea. People who are really passionate about it want to share.

Councilmember Dowling: Glen Ellen forum does not have a fire/ traffic and safety emergency preparedness group right now, looking for a group or somebody to volunteer and take on the roll. Captain Gary Johnson by Glen Ellen fire is putting on a great program at www.Resqfast.com. You will be surprised at what you didn't know and is a phenomenal opportunity to be more prepared and smart.

Katie Christ: Wanted to echo that during the Glass Fire the phone tree works beautifully. It is a little challenging because there are some people who choose not to participate because of disputes with neighbors and etc. Love the idea of rallying and getting more people engaged.

Councilmember Newhouser: Thank you Katie for bringing this up and that is something that does seem to be in place, falls under our scope of work to find really good working models and investigate more.

8. Traffic and Safety Report Out and Discussion Receive

Members Eagles, Nardo-Morgan and Cooper:

Councilmember Eagles: Our major topic areas are road safety, areas of community concern, bike path/sidewalk and community pedestrian access. Questions about how those things are and how to best get community input. We don't want to choose areas of interest and choose them in a vacuum but want to instead get community input. How do we better understand history and community roles? These are complex topics. We are in the information gathering period of ad hoc- Action items were to talk to Nick Brown of the Glen Ellen forum, history and success there in the progress. We want to figure out how to get input from the community- specific input. Cannot start concerns, like safety concerns without input from the community.

Councilmember Nardo-Morgan: In the process of gathering information at the moment. Hope to work together with the outreach committee on these issues. In Glen Ellen they did do surveys and one of the things they found out remarkably was that for people in Glen Ellen speeding and lighting were biggest concerns. Before the outreach committee spoke we thought the outreach committee could help us more but understand it is a complex issue.

Chair Dawson: Certainly as we continue our outreach we can ask some of these questions.

Councilmember Handron: Springs mac also has an ad hoc for these issue and they encouraged the committees to get together, through Maytee.

Councilmember Dowling: I am sure Supervisor Gorin gets a lot of calls and concerns about traffic and safety issues in the area and these are calls from passionate people about different issues, I wonder if there is some kind of compilation for that of how many people are complaining about different topics. Repave or don't repave and etc.

Supervisor Gorin: It is interesting some people say they won't report potholes because they love it when people slow

down but as a whole people want things repaved. Next month Arielle and I have already talked about bringing Public Works in to talk to the North Sonoma Valley MAC, because there are opportunities coming up, such as roads to repave from fire damage with PGE funds. We'd like to involve both of the MACs with helping us with what roads need to be repaved in the next 5-6 years and identify roads in the worst shape. Do you want to queue up to be part of the team to look at roads? We receive reports of people speeding on Madrone, Arnold, Warm Springs road daily and weekly. Could involve CHP captains to talk about speeding and road conditions.

Councilmember Cooper: Supervisor what is the process for that, do you want input from us literally driving on the roads?

Supervisor Gorin: It would be good if you want a couple of folks to work on this. I would love all of the funds to go to the North Valley area but a lot to spread out.

Councilmember Nardo-Morgan: The signs we are seeing on Warm Springs road that say 'slow down Sonoma County W2F', were those put out by the county?

Supervisor Gorin: Those are out by the county, we are just trying to get the attention of anybody. People will see the sign a couple times then ignore them. I love the Glen Ellen signs, 'we love our community, slow down'. Everybody wants a radar sign on their road but people still ignore them or they need maintenance all the time. We found the best way before Covid to give information was to hold a town hall forum on this specific issue.

9. Long Term Agenda Planning: Special Meeting Receive • Glen Ellen Triangle

Moved to next months meeting

10. Reports and Announcements from Councilmembers Receive

- SVCAC: Matthew Dickey- traffic study originally commissioned in 2016 , 138 pages long. Read the executive summary at the end. Largely compilation of cures to large winery/entertainment events. I can send a link or copy of the report to anybody that is interested. CAC, elected new people effective last meeting. There is a winery event workshop scheduled for Feb. 18. Another proposed workshop taking place to keep up with changes. Proposals will have a vast impact on us- stay up to date. They are trying to be transparent. Permit Sonoma Winery events online for details.
- Glen Ellen Forum: Melissa Dowling- This issue is jam packed with information and will be in full summary in everybody's mailbox, all 8,000 of us in North Sonoma Valley, on Monday.

11. Consideration of items for future agenda Receive •

March Agenda: Transportation and Public Works Presentation

-SDC ad hoc formed next month vs next 3-6 months

-Glen Ellen Triangle

Straw Vote on SDC ad hoc

Form ad hoc next month: 4

Form in next 3-6 months: 4

(tied with Chair Dawson splitting)

12. Adjourn Resolution

Motion: Councilmember Eagles

Second: Councilmember Handron

Meeting adjourned **8:15 pm**

Materials related to an item on this Agenda submitted to the North Valley 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-A, Santa Rosa, CA, during normal business hours.

Note: Consideration of agenda items will proceed as follows:

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

Web Links: <https://sonomacounty.ca.gov/North-Valley-Municipal-Advisory-Council/>