



**MINUTES: North Valley Municipal Advisory Council**  
Notice of Meeting and Agenda  
**January 13, 2021**



**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/92922978783?pwd=clpqZUo3RStNWm5nOC9PVWxRWwTdz0>

**9 Meeting ID:** 929 2297 8783

**Passcode:** 595270

**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](mailto:arielle.kubu-jones@sonomacounty.org)

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

Vice-Chair Doss does Roll call:

Members who were there:

- Chair Dawson
- Vice-Chair Doss
- Councilmember Eagles
- Councilmember Newhouser
- Councilmember Dickey
- Councilmember Morgan
- Councilmember Dowling
- Councilmember Cooper

Members absent:

- Councilmember Handron (arrives during the meeting)

**2. Approval of December 9, 2020 Minutes Resolution**

**Motion to approve:** Councilmember Eagles

**Second:** Councilmember Morgan

**All in favor:** Unanimously passed

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

- Chair Dawson: We will be limiting comments to 2 minutes for this meeting- councilmembers will hear all the public comments and get a chance to comment at the end.
- Commenter Leslie Vaugh: I have two topics-the triangle and the bridge. The triangle is the impression coming into town. Would like to get permission to weed wack and trim the triangle because it is the first impression. Would like to see the Jim Brooklyn bridge be lit regularly during the holiday season. If it is done- not through SDC- a pole can be dropped and I know a woman who would do it for free. Takes a year to get alternative lighting through a poll near the east side of the bridge. Takes about a year-10 months to get a permit with the

county and PG&E- we need to get on it right away if we are going to do alternate lighting.

\*Comments in response to public comment\*

- Councilmember Dowling: Using bridge lights from Sonoma Developmental Center won't be an option next year. Sounds like a good solution I would fully support and we need to move on within the next month or so to get in time for the holidays.
- Supervisor Gorin: County has the easement for the triangle. Look forward to this group (NVMAC) grappling with the future of the triangle. The county needs it as an easement to store county trucks in Glen Ellen. Many things we can do to beautify it, put up a permanent sign welcoming people. If you want to weed whack feel free to do that, the county won't be objecting to that and it would be a great addition to the community. Thank you Leslie for the bridge project. Thank you Leslie and the Glen Ellen Forum. If you want to have a broad projects committee appointed to work on projects throughout the year, let me know. Before the foundation of the Glen Ellen Forum we were working on a sign for Glen Ellen. Signs could be very expensive or very inexpensive, up to the planner.

Vice Chair Doss noted that councilmember Handron joined the meeting at 5:40.

- Councilmember Newhouser: We have discussed the issue of the triangle briefly in the past. I do welcome going into more detail in the future. Several traffic issues, traffic safety signs, so putting a welcome sign might be distracting. Also parking issues and utility downed poles. Heritage oak is there and we should prioritize that oak. My only concern immediately is there are a few native plants and if we are weed wacking we should focus on invasive species and grasses.
- Chair Dawson: We might put the triangle conversation on a future agenda.

#### 4. Supervisor Gorin Update Receive

- Supervisor Gorin: Happy New Year everybody. I am not surprised about what happened in Washington this last week because the rhetoric has been ramping up. Just as BLM gave us conversations about race relations in the United States this event gives us a warning about peaceful transitions. Always a learning opportunity for our children. Thankfully there was a peaceful transition for the Board of Supervisors. I regret no longer being chair because there are a lot of new things happening on the board this year. The positions on the Board of Supervisors are Chair Linda Hopkins, Vice Chair Chris Coursey, Pro Tempore James Gore. Normally the day of swearing in incoming leadership we all are together but this year we were limited to Zoom. All of our energies lately have been consumed with logistics, testing, impacts, concerns to public health of COVID-19. We have been working on rental assistance, sick leave, moratoriums on evictions, etc. Our county budget has been pretty much decimated because of COVID-19 response. We talk to all departments about work plans for the year- the last Tuesday of the month. We did meet in person distanced in the Board chambers- distanced and with the members open.
- There will be massive vaccine distribution at Sonoma Fairgrounds, Windsor and Petaluma. Setting up areas for vaccine distribution in Sonoma Valley and Oakmont for Kenwood and Glen Ellen if need be. I am disappointed in Kaiser's response so far. If you are a Kaiser patient encourage you to reach out and press them on having more distribution sites. That being said- reach out and ask when you will be prioritised for a vaccine. Finding qualified people to administer the vaccine is a struggle- some firefighters said they would step in to help. Trained and willing to do it but for how long? Inoculations are different because it can kick you in the seat of the pants, especially the second dose.
- Working on a local roads plan- repaving from PG&E settlement fund. Trinity and Cavedale road are in the mix. Vacation rental ordinance, tree removal. General plan is going to be moving forward and many opportunities for public outreach. What opportunities to create more housing. Re-elected as chair of Sonoma County transportation authority, regional climate protection. Moving forward aggressively to find climate mobilization

strategy. We will move beyond covid and have economic recovery but need to be focusing on climate change. Would welcome your energies, I hope that you will contribute your ideas on how we can transform our economy into a post-carbon economy.

**Chair Dawson:** Thank you Supervisor for all you did in 2020, it was a heck of a year to be the chair.

No public comment for

Supervisor Gorin: There is an event called conversations for fire survivors next week Thursday night at 5:30, this week Karina is doing a similar event in Spanish. Also Pat Gilardi is retiring in April so we are hiring in my office. District 1 team interviewing in February or March .

**Admin Arielle:** actually next week is fire survivors and this week is with Karina.

**Chair Dawson:** Would you mind sending out fire survivors web link to all MAC members?

It is decided that that info will be sent out to MAC members.

Public comment from **Larry Davis:** Would like to stand up for the supervisor. Deserves a compliment for the establishment of the MACs despite everything else going on this year. Suburb work done with mental health initiatives with Latino community. Thank you Supervisor Gorin with everything you've done.

**Supervisor Gorin:** Alegria De la Cruz is focusing on internal workings of the county and get everybody trained with racial sensitivity and bias. Encourage the MAC to reach out to all department and department heads.

**Chair Dawson:** Arielle could you send a list of those departments and department heads?

**Admin Arielle:** Absolutely, we can look at that during the agenda setting meetings as well. Go with what you want to focus on because we probably have a department for that and go from there.

##### **5. Priority Goal Review and Ad Hoc Selection Resolution • Review Priority Goals**

- Appoint Ad Hoc to take on each Priority Goal

**Chair Dawson:** Outreach committee, traffic and safety committee, emergency preparedness and response will be our three ad hoc committees. Possible others would be community projects, expanding the stock of affordable housing, climate change. Any reservations or ad hoc committees you would rather see?

\*no response from the MAC\*

**Admin Arielle** suggests to finalize who is on ad hoc committees before public comment.

**Chair Dawson:** Each Ad Hoc will have 1-3 members of the MAC and make priorities and goals to have over the course of the next 12 months. Look forward to ad hoc members working more closely with each other than we can for the MAC because we are limited to the Brown Act.

**Councilmember Newhouser:** Will councilmembers be limited to one ad hoc?

**Chair Dawson:** Let's try to make sure everybody gets on at least one ad hoc.

**Councilmember Cooper:** Could we start off saying what committee we might want to serve on first?

**Councilmember Doss:** I would like to be on the emergency preparedness committee.

**Councilmember Dickey:** I don't have a preference, can assign me to any and happy to serve on any three.

**Councilmember Cooper:** I would like the traffic committee.

**Councilmember Newhouser:** I am interested in emergency preparedness and some interest in traffic and safety but like Dickey willing to serve on whatever committee is necessary.

**Councilmember Eagles:** I am interested in the outreach committee but can go anywhere.

**Councilmember Nardo-Morgan:** I would like outreach or traffic and safety

**Councilmember Handron:** I would prefer outreach if possible. But like everybody else I can be flexible.

**Councilmember Dowling:** I would like outreach because of my work on the newspaper/Glen Ellen Forum.

**Chair Dawson:** I also am interested in outreach

**Councilmember Nardo-Morgan:** would like to be on traffic and safety because nobody expressed interest in that as opposed to outreach.

**Councilmember Handron:** I can also go to another ad hoc if necessary.

Newhouser suggested choosing a chair for each ad hoc committee but Cooper suggested they meet first and get to know each other then choose the person best suited to be the chair.

**Motion to accept ad hoc committees:**

Motion to accept- Councilmember Newhouser

Second- Councilmember Eagles

All in favor: unanimously **passed**

**Final ad hocs:**

- Outreach: Handron, Dowling, Dawson
- Emergency Preparedness and Response: Doss, Newhouser, Dickey
- Traffic and Safety: Eagles, Morgan, Cooper

**Chair Dawson:** Our goal over the next 12 months is to meet as many times as we possibly can. We will have an outreach meeting once a month. Report on that at the next meeting. Just to give a general idea of what we expect and plan to accomplish.

**Councilmember Eagles:** I have a question. How do ad hocs report out at meetings? Are we on the agenda or will we report out every other month?

**Chair Dawson:** I could put reports for the ad hoc under agenda item 7 for future meetings, under reports and announcements.

**Councilmember Dickey:** I think that makes a lot of sense because some ad hocs may be in front of others in terms of progress- maintaining a monthly ability to address these things is probably wise.

**Vice-Chair Doss:** We could start with reporting every month and go from there, may sort itself out over time as some may need more time to report and some might not have as much to report. (some every month, some every quarter)

**Councilmember Eagles:** I am getting used to process and correct me if I am wrong but something on the agenda cannot

be discussed? How do members of the community provide input on this if/when they come up. How do we update folks/what does that look like? Have to go on the agenda at some point.

**Chair Dawson:** I could imagine you talk to people you know, call community meeting and if you have enough there can suggest for it to go on the agenda of an upcoming MAC meeting

**Supervisor Gorin:** I would encourage you to work with my office and Public Works, when you meet you can see if I could be a part of the meeting and how we can work together. We have had success with community preparedness with the springs MAC. Before you go adventuring and reinventing the wheel, check in with us and see if we can help you move forward. Delighted you are starting an ad hoc on communications, would love to have identification on the most effective ways to communicate with the public. Communications team growing under Paul Gullixson, normally would say 'schedule a meeting with him' but they are busy with communications with covid and vaccination.

**Doss:** Its very possible that emergency planning may cross over with traffic and safety. How do we make sure our plans with evacuations routes are crossing over with traffic and safety, so that we dont go too far one direction while another is going in another?

**Supervisor Gorin:** Evacuations may be under the purview of folks at the county, the Sheriff's office is in charge of routes. As you talk about what it is you want to achieve, we can figure out the best way to outreach and give you what you need.

**Councilmember Cooper:** Supervisor Gorin mentioned getting educated on what the county is doing in these different areas and I went to the website and I seem to go all over the place. What is the best way to get background/information on what's already there? Website? Call somebody?

**Supervisor Gorin:** Its definitely the website. We are the largest employer in Sonoma County with over 4,300 employees, probably 28-20 departments as well as independently elected officials of the Sheriff, District Attorney and the auditor-controller and clerk-recorder-assessor so each of those entities has their own website. I wish I could say we've made it easy to find information but no we haven't. Socoemergency.org, you should spend some time trolling around that. So many elements from fires, recovery, watershed, evacuations and now COVID. Transportations and public works has their own webpage, as does the Supervisor's office. You could spend weeks navigating your way through the website.

**Councilmember Newhouser:** Education and community engagement is the overall goal of the MAC, our job is to distill all of this information into very accessible information that we make available to the Glen Ellen/Kenwood community. To me all of this is really about information.

\*Dawson says we could postpone Arielle's presentation until next time or roll right through, they decide to go through\*

## **6. North Valley MAC Budget Receive • TOT Funds & Measure L Briefing**

### **Arielle presentation on budget:**

As well as assisting the MAC's, fire survivors, various other roles and being an administrator for Supervisor Gorin's office, I manage our community investment funds and tourism impact funds for District 1. Before we get to the budget-lets get some background. Measure L is a voter approved measure that raised transit co-occupancy tax from 9 percent to 12 percent. Easiest way to find the policy, you can google sonoma county community investment funds. 10 percent tourism impact funds- allocated proportionally for each district. However much tourism impact funds were received are allocated in the district. Our district is the second highest. In September 2019 received \$194,850.26 from 2018-2019 year. For the 2020 year the county saw a major reduction in TOT taxes because of a decrease in tourism from the shutdowns and stay at home orders. In fiscal year 19-20 we had August and September as normal years but then every

other month was impacted in one way or another. The county was expecting a 30 percent reduction but District 1's share was about a 45 percent reduction. So 2019-2020 fiscal year was about \$100,000. I fully expect fiscal year 2020-2021 to be impacted. That's a little bit about the funds and where they come from and how they do fluctuate. Supervisor Gorin can spend those funds on safety improvements, environmental, public safety, projects that benefit the community or support coordination of community improvements, which includes the MACs. You are a small but significant part of the overall puzzle. The projects have to be approved by the majority of the board, Supervisor Gorin can't just make decisions on her own. She allocates a small amount to a lot of different organizations to make the most impact. Some Supervisors do things differently, dump all into one project but she chooses to spread it out. Also likes to leave a little bit in the pot so that we are never completely empty. So there is a specific process to allocate the funds.

The NVMAC receives a 10,000 budget per fiscal year for ongoing expenses or projects approved by the ad hocs/ MAC. Our MAC has very low expenses being in the virtual world, the only expense is the minute taker but in the future we may need to pay for translation, this is something that the Springs MAC does. Before Covid we could use rooms for free in our region, shouldn't have to pay for that. Anything that you do ask for will also have to be approved by the Board by filling out a form, its a pretty simple process. May need to/can pay for transportation in approved arenas. Each project will need to go through the Board of Supervisors for approval first. You are a subset of the Board of Supervisors so do not have a bank account, cannot sign contracts, cant apply for grants. You are welcome to identify grants and recommend them to non profits. You can also partner with a non profit to get a project done.

Example: Springs MAC has a preparedness ad hoc and embarked on a map your neighborhood project, preparing for an emergencies program. They needed brochures for the program and it was able to come out of their \$10,000 funds.

**Supervisor Gorin:** I just want to add thank you Arielle for your presentation, she is the best with spreadsheets and funding questions. There are some ongoing projects like parking enforcement in the Springs which limits our ability to be creative and innovative and distribute a great deal of funding. Glen Ellen bears the impacts of our tourism industry and a lot of funding goes into other areas of the county and we want to continue to support our community organizations.

**Admin Arielle:** Initially prepared this for the Springs MAC, almost \$60,000 is spent on Springs parking enforcement. So that wasn't represented on that slide. The Supervisor doesn't want to leave a zero balance ever, in case anything happens like this [lack of tourism because of COVID].

Chair Dawson: Question, The Springs are spending 60,000 on parking enforcement?

**Admin Arielle:** That was a need that predated the MAC, not in their budget.

**Supervisor Gorin:** Its frustrating and I complain to my colleagues all the time.

**Chair Dawson:** Does the revenue from the parking balance out, from people paying their parking tickets?

**Supervisor Gorin:** You could think all of the revenue goes back to the community and very little of it does. Springs will continue to have challenges with parking as it increases housing and economic development. They may need a parking district in the long term and maybe Glen Ellen might need the same eventually.

**Councilmember Eagles:** Thank you Arielle for the presentation, very informative. When would we need to catch them for the 2020-21 year to make sure we get those funds?

**Admin Arielle:** For the tourism impact funds for the fiscal year 2020-21 any time is fine but you have to discuss it with the MAC, have to fill out the form and get approved by supervisors. The fiscal year resets in July 2021. Even if you don't

get it together to do a project at that point, the money will reset. Not designed to put pressure on you but to keep it in parameters of the MAC. It will pop back up to \$10,000 on July 1.

**Councilmember Dickey:** Thanks for the presentation- we should know what the minute taker makes and factor it into the budget.

**Admin Arielle:** Since your budget costs were so low I didn't tell you that yet but she is paid \$100 per meeting hour and that doesn't count for transcription time. So its not a huge amount, sounds like a lot until you realize how much time it takes to transcribe minutes. Thats the rate for minute takers- same as the Springs MAC gets paid.

**Councilmember Dickey:** I have a second question, any associated costs with Zoom meetings? Do we pay for travel time for minute takers or admin for these meetings? If there is an efficiency we can capture with the Zoom meetings after being accustomed to them, and time wise Might be worthwhile continuing to investigate Zoom meetings in the future.

**Super Gorin:** I would say you are right Matt, the virtual genie is not going to go back into the bottle. I love being able to communicate pretty effectively without getting in the car. Also saves people's time. We do miss being with each other as the Board of Supervisors. Continue conversations about what we value about Zoom and how to go forward in the future.

**Chair Dawson:** I have a question for ad hoc committee meetings- I do not have paid Zoom so limited to 45 minutes. Is it possible to use the Sonoma county account for these meetings.

**Admin Arielle:** I can schedule a meeting through the account but cannot be there to staff the meetings.

**Councilmember Newhouser:** The \$10,000 is allocated but we have to submit a budget first?

**Admin Areille:** You don't have to submit a budget, if you would like to see the budget for transparency I can provide that. The ongoing expenses, which right now is just the minute taker, you don't have to submit for. I am happy to provide the budget on a monthly basis but the only thing you would have to submit is the request form for a project.

**Councilmember Newhouser:** Is there \$10,000 allocated for this current year through June? And regarding the example you used about the Springs MAC and making a brochure, you said that they didn't need to have a partner, but why would they need a partner if they have money in their account?

**Admin Arielle:** Because you aren't a fiscal entity, don't have a bank account. The county has that money. With the brochures they put them on the county credit card and paid that section of the bill from the Springs MAC fund. A super hypothetical concept illustrating this: you want to work with the Glen Ellen forum to do something similar to a little library outside of the post office, we would need to give funds to the forum to spend because we can't give them to you. The rules around gifts and funds and declarations are complex. This process may sound hard but its really saving you a lot of issues.

**Councilmember Newhouser:** I noticed several non profits in the Valley, some at \$10,000 and a few above. Is the Glen Ellen forum getting funds through the same fund as us?

**Admin Arielle:** They have gotten funds from the county, they can apply for funds from the county. It wasn't out of these funds but other funds similar. We have given the Glen Ellen forum tourism impact funds but on a one time basis. It is not a fast process.

Newhouser: Thank you so much I appreciate your time and responses.

\*\*\*Public comment- no member commented\*\*\*

## 7. Reports and Announcements from Councilmembers Receive •

- SVCAC: Matthew Dickey: Nothing to report since no meetings since the last meeting, but encourages everybody to contact him for more info and what is in the upcoming package from SVCAC.
- Glen Ellen Forum- Melissa Dowling: We take January off from our monthly meetings. Thankful for the county for the funds to get the Jim Brooklyn bridge lit. It was very difficult to work with the state of California, we got in there by myself personally giving my assets to the state. Happy Leslie was here to give her public comment, we are wanting to drop a line with PGE and the Forum will pay the electricity bill for next Christmas season.
- Councilmember Handron: Sonoma Valley Latin-X COVID meeting, there is readily available info on the county website. There is email with different fliers and copies of the presentations. If anybody would like to receive those I can forward them to the MAC.

## 8. Consideration of items for future agenda Receive

- Chair Dawson: It would help to move the meeting to a different week of the month because of Kenwood Press- we can move to 1st or 3rd week of the month.
- Councilmember Dowling: We are aiming to inform the public about the meeting in a timely manner, and it would be helpful to move back a week or forward a week to encourage and get people excited about public involvement.

**Vice Chair Doss:** Will Councilmember Newhouser convene our ad hoc committee.

**Chair Dawson:** I will convene for the outreach committee.

**Councilmember Eagles:** I can convene for my committee, the traffic committee.

**Chair Dawson:** any presentations people would like to do in the county?

**Councilmember Dowling:** Census results in February, would be interested in results of Kenwood and Glen Ellen.

**Supervisor Gorin:** Normally it is in January where we have our homeless total count- have not received information on when that count would occur. The physical count is January/February and gets released August/ September (takes about 5-6 months with the demographics and trends) but is being delayed because of COVID. We have hired a commission to look at homeless services and creation of housing and affordable housing projects. A consultant is reviewing the process and will be coming out in April with recommendations. All of you can go onto the website of the CDC to get demographics of Sonoma Valley- information may not be readily available for specific areas. We do have a specific homeless task force though that started a couple years ago, talking about the need for a homeless shelter, where it might be located and what its function might be.

Possible items for consideration at next months meeting:

- Week of the meetings moved up or back
- ad hocs report back
- The Triangle

## 9. Adjourn Resolution



Motion to adjourn: **Councilmember Newhouser**

Seconded: **Councilmember Eagles**

**Meeting adjourned at 7:37pm**

*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/>

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