



**North Valley Municipal Advisory Council**  
 Notice of Meeting and Agenda  
**Draft Meeting Minutes-December 9, 2020**



**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/95503433567?pwd=cHNPeGRYN2ZEY0lscUMxL1hGSWdoZz09>

**Meeting ID:** 955 0343 3567

**Passcode:** 142117

**Join by Phone:** 1-669-900-9128

5:30 p.m.

Contact: Arielle Kubu-Jones, Field Representative for Supervisor Susan Gorin – [arielle.kubu-jones@sonoma-county.org](mailto:arielle.kubu-jones@sonoma-county.org)

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

**Chair Arthur Dawson** welcomes everyone to the meeting including Supervisor Gorin and members of the public.

*Roll Call*- all members present

Chair Dawson-Present

- Vice Chair Doss-Present
- Councilmember Eagles-Present
- Councilmember Handron-Present
- Councilmember Newhouser-Present
- Councilmember Dickey-Present
- Councilmember Nardo-Morgan-Present
- Alternate Councilmember Dowling-Present
- Alternate Councilmember Cooper-Present

**2. Approval of November 16, 2020 Minutes**

minutes motion approved- no changes to the minutes

- **Motion to approve:** Councilmember Eagles
- **Second:** indiscernible
- **Motion to approve:** 7-0-0

Resolution

**3. Public Comment**

(Limited to items not appearing on the agenda)

Receive

Chair Dawson specifies that there is a 2 minute time limit for public comment. It is determined that the chair can specify the time limit based on agenda items for the meeting and the overall number of people planning to speak during public comment. The time is malleable and can be changed for differing circumstances but will remain at 2 minutes this meeting. Katie Christ, a member of the public, asks for 3 minutes for public comment but is told the time will remain at 2 minutes this meeting.

- **Katie Christ:** Asks for 3 minute time limit for public comment. She thanks the MAC for their service and speaks about private rural low density plans. She also touches on fire density and safety and incentives for housing.

- **Larry Davis:** Suggests an Ad-Hoc committee around SDC (Sonoma Developmental Center) and how the MAC can relate and strategize on those issues. Also touches on engaging with development of North Sonoma Mountain Regional Park and figuring out the priorities of the MAC and the cumulative effects of their plans.
- **Alice Horowitz:** “I appreciate your service- I am co chair of Glen Ellen SDC committee- I understand that the NVMAC will not be dealing with development per say- put it out there if anybody is interested in knowing more about the committee or joining let me know. You can write to me or let me know thoughts or info you would like to share. Email is [SDC.eldridgecommittee@gmail.com](mailto:SDC.eldridgecommittee@gmail.com). Want to make clear if anybody is wondering what committee is about-14 active members since 2016, not opposed to change but change is inevitable, would like to have a say in how that goes. Want to make sure that change is good for the community and environment and not anybody else. Look forward to joining more NVMAC meetings.”

Public comment ends and councilmembers get a chance to respond.

- **Chair Dawson:** Thank you Alice for speaking and being an active member of the community. Now is our opportunity as councilmembers to respond/comment on public comment
- **Councilmember Cooper:** How would one get background or more in depth knowledge on what's going on with SDC?
- **Councilmember Dowling:** The easiest way might be to send an email to [forum@glenellen.org](mailto:forum@glenellen.org). Alice could respond with links about the planning process and more.
- **Supervisor Gorin:** Would like to add Permit Sonoma, special page about Sonoma Developmental Center. Sign up for notifications for community planning meetings.
- **Councilmember Newhouser:** Recollection from last meeting I thought we agreed on three minutes for the public to speak, surprised to see two minutes.
- **Chair Dawson:** Apologies if that was the thought, I wasn't sure if there would be a lot of public comments and we had a lot to go over with our agenda.
- **Supervisor Gorin:** It is the purview of the chair to pick the time limit for public comment and use discretion.it really is the discretion of the chair. Could fluctuate with every meeting depending on topics and what you have to discuss.
- **Chair Dawson:** Lets try two minutes, seems to be working for now, and let's talk about it in the future as a council. Thank you for keeping it concise people and thank you for talking in public comment.

#### 4. Supervisor Gorin Update

Receive

- **Report on the year 2020:** Virtue of virtual public meetings- both a blessing and a curse. We are not meeting and having conversations together. All committees and boards are struggling to maintain relationships. Struggling to not get to meet members of the community. We are receiving about 10,000 vaccines for covid in about a week or two. First responders, residents of care facilities, impacts of where cases occur. Incumbent on all of us to model why vaccines are a good thing. Understandable why some might not- but sign me up. We hope as many people as possible will get vaccinated so we can open up more broadly, children back in the classroom,open up businesses. Legitimately people may be concerned about vaccines initially. It is challenging for economic reasons, eviction moratorium, sick leave due to expire, tiering off the state. Putting together packages for rental assistance. Contact tracers. Concerned about the economic and fiscal health of the community. Focusing on the health of Latin-x community. Disproportionately exposed because they are essential workers and tend to live in crowded conditions. We are doing pop-up testing, stipends for quarantining. Articles coming about about our homeless services- articles about what we have been doing as a community to establish permanent homes. Meals and day services. Next Tuesday's meeting says goodbye to Supervisor Shirley Zane. Heartfelt comments at that meeting. In the afternoon we are going to be having a high level discussion about PGE finds and look at investments strategically- how to do systemically to benefit everybody and the best way to invest those one

time funds. Repaving some of the fire damaged roads- McDonnell lane, Dunbar. Roads in Glen Ellen. Unfortunately cannot repave every road.

- Going to be passing my chair duty onto Lynda Hopkins but will be keeping busy. Serve on regional impact counsel for the bay area- looking for solutions for homelessness. Helping the North Valley MAC. Arielle will be getting a promotion to district director. Community leader Zoom- every Thursday. If any of you know fire survivors, join for a mental health meeting next week.
- Chair Dawson: Thanked Supervisor and everything she does. thanked Arielle for her help- on the ball and getting everything together
- Councilmember Newhouser: Thanked Supervisor for being chair.

## 5. Further development of North Valley MAC Goals and Priorities

Resolution

- Discuss Revised Goals and Priorities
- Select 3 Priority Goals (Zoom Poll)
- Appoint Ad Hoc to take on each Priority Goal
- **Councilmember Newhouser:** Wanted to make sure received written comments in email 15 minutes ago. I thought the outreach plan could be a stand alone item. Each of these different goals will have outreach components- would like to have that incorporated some way into this process. Input on action items.
- **Chair Dawson:** Umbrella plan: discuss goals and priorities- what 3 goals to prioritize and focus on for approximate next 6-12 months. Vote on top 3 goals.
- **Councilmember Eagles:** We want the outreach plan to be outside of scope of work but outside of goals, not going to say no to an outreach plan, coordinate communication around specific goals. Maybe this is what Newhouser is speaking on specifically.
- **Councilmember Morgan:** I concur with Eagles. The outreach plan is an important/crucial part of our mission and an umbrella if nothing else.
- **Chair Dawson:** I concur with Councilmembers Eagles and Morgan. Outreach is a given. Instead of picking 3 priorities for the next year pick 2 in addition to the outreach.
- **Councilmember Newhouser:** The reason why this item is all encompassing- items underneath that tied to specific goals ie Community building and development. A plan or activity we want to address fit under a specific goal. We can develop an outreach plan to develop outreach and how we will do that but not specific items.
- **Councilmember Dowling:** I used the template you sent out and typed in as many emails as could, 30 people and 3 people responded very similarly even though they are very different. All mentioned the SDC as being top of mind and concerns being important.. SDC and housing blend together and will have a housing component combined. Maybe both housing under SDC and housing in general is appropriate. Emergency preparedness was mentioned as well.
- **Councilmember Cooper:** Similar to Dowling, would be very interested in housing issues in general. That and traffic is what I hear most about in Kenwood, the future of our community. Expanding affordable housing is connected to SDC and should be in the top 3.
- **Vice-Chair Doss:** Rather than each council member reporting back what they feel most strongly about or what others do- if we could go ahead and do a poll and see results of the poll first rather than the other way around. We may be all in agreement already. Might be helpful to see the results first.
- **Councilmember Eagles:** I don't disagree but before we do that- I don't want to pick a goal that we don't have much input on. I don't have a feel for how we affect affordable housing. If somebody could speak to that before we do a poll. Question- So many folks are involved in SDC issues and top of mind for folks but understanding a little better before a straw poll- how we can add to that. If anybody has knowledge it would be helpful for me.
- **Chair Dawson:** These are just general goals but beyond informing homeowners about ADU incentives. Number of lots not yet built upon. Vice Chair Doss is involved with land trust- could be opportunities there and something to explore. Very well could be some lots with affordable housing put on them in empty lots.
- **Vice-Chair Doss:** Housing is always critical and a very big issue in the Kenwood area. Would like sometime in the next year to do a presentation on the land trust and how it works. We can come back to that if designated as top 3.
- **Chair Dawson:** If we vote for other priorities we can still have a presentation.

- **Councilmember Dickey:** Valuable exercise since the rules regarding ADUs have changed; sighting, size, incentive, and members of the community might not be aware of that. Good to familiarize yourself with that and communicate with the community. We live in a rural environment and there are larger lots. Obviously going to tie into SDC and affordable housing there. Holistic conversation.
- **Chair Dawson:** Follow up to Eagles comments: There are a lot of people working on SDC issues. MAC and SDC have no plan yet.
- **Admin Arielle:** I don't know if the North Valley MAC can make a comment on the SDC process but can encourage people about the meetings and where to go. Not sure if you can comment on the land use. But encouraged to engage as individuals.
- **Councilmember Newhouser:** Wanted to share items from the chat for the record. Suggested action steps under affordable housing. Serious constraints on adding rooms to any house. We could give documentation on what people can and cannot do- what are housing needs in the area and what you can do to redevelop. Pet peeve- issue of vacation rentals and how they are affecting housing stock. High end housing rentals and lots of speculation to be had in that area of development. Get feedback from the community and feed that back to NVMAC and the Board of Supervisors.
- **Chair Dawson:** To the point earlier that there is going to be outreach in any one of these goals. Part of vision for the outreach is to contact people who are not engaged in areas in the community we are currently engaged with. Not on list of goals but should be- more general outreach as opposed to goal by goal. Should we go through Mark's document since its up?
- **Councilmember Dickey:** We should define goals on how we do specific outreach, not on what we are going to do. In the course of next 6 months things will change and things we can determine tonight may not be applicable in 6 months. We have opportunities in the decisions- list of things we can do as outreach that we can prioritize at a later date.

\*The NVMAC looks at Councilmember Newhousers email and possible action steps he had sent in the chat/email.\*

- **Councilmember Newhouser:** a conduit of information, education, resources, and etc. Under emergency preparedness, we could help people and make sure everybody is a part of an emergency community support network. Have a subcommittee to do this. Make sure everybody gets out. Educate the community on what training opportunities exist. Getting more ideas out there, even bad ideas, populate this document and digest then hone in on what we want to focus on. There are certain things we can do: community projects. Not necessarily implement them but could happen. Soliciting input for community needs.  
From the document: "Focus planning and recommendations on public projects that:  
-have broad impact  
-affect community quality of life  
-are on public land or within the right-of-way  
-can utilize community participation  
We can differentiate projects and community driven projects or as County public works projects."
- **Chair Dawson:** Goal could be community building which could go beyond community projects.
- **Councilmember Newhouser:** SDC building is not in our purview but we could be a conduit of information and confirm with Supervisor Gorin's office to make sure we are not overstepping. People want information and don't know where to go- as seen with other Councilmembers. Safety and traffic issues: get input and develop recommendations on input. Climate change we should put more thought into- especially after Supervisor Gorin's presentation.
- **Councilmember Dowling:** I agree with Newhouser that community building is a part of outreach. The things we can not do with just a few people but that the county can help us with. They would appreciate having direction from our council on where to focus their efforts- use our help.
- **Councilmember Dickey:** Community building is distinct and projects are much more specific and encourage that we separate them.

- **Councilmember Cooper:** Maybe climate change is such a broad thing we might not want to unpack that- maybe our committee can let that go.
- **Councilmember Morgan:** Climate change affects every aspect of all of our lives including all platforms here. Health, weather, heat fires, mental health, power outages. By adopting climate change as a platform of ours we are addressing everything on this agenda. We cannot sweep it under the rug because it affects everything. It addresses everything.
- **Councilmember Cooper:** every one of these goals has its fingers in climate change. I am okay with it though.
- **Councilmember Dowling:** agree with Morgan. Climate change is scary and affects everything in our lives. Appreciated that Newhouser put specificity to the plan and concrete and we can do in the short term.
- **Morgan:** Wanted to address one thing. Through public health or emergency response- cooling centers do not reduce carbon footprint they increase it. Might want to move that out of there.
- **Chair Dawson:** Saw that as adapting to climate change, not as a way to solve climate change. Saw that as an adaptation. Climate change requires adaptation and also reducing carbon footprint and I could move that into emergency preparedness.
- **Councilmember Morgan:** The poor and the elderly need cooling centers I agree but might not go under climate change category of priorities.
- **Admin Arielle:** possible action steps are not what you are adopting, it is the goals themselves.
- **Councilmember Eagles:** Assuming we are looking at prioritization, can we overlay the SDC into traffic or affordable housing issues.
- **Chair Dawson:** Can leave the folding of SDC up to the committees when we come up with them.
- **Councilmember Morgan:** Once priorities start coming in I feel that SDC will take a life of its own and be folded into all of the priorities. Can we have input on any SDC items or did I hear that wrong that we cannot?
- **Admin Arielle:** Because you are an advisory committee to the Board of Supervisors and have interactions with county staff and state staff, other MACs have maybe taken the letterhead too far and started writing to Congress and that is not in your purview. SDC project is a specific project through Permit Sonoma and the state, not sure how you can have input as a MAC but certainly can have input as individuals.
- **Councilmember Newhouser:** In the previous meeting we discussed choosing projects. I think if we used community input and gathered enough input to call it data and comfortably communicate it to the powers that be. For example; why is it important for SDC to have low income housing vs market, we can communicate that as data to the county or state.
- **Chair Dawson:** How would people feel about taking SDC off the goal list and trust that ad hoc committees would keep them in mind.
- **Councilmember Dickey:** I think we kinda have to (take the SDC off the list) because nothing has been generated to react to and it is a virtual unknown. However we can term it in general sense so we can react in the future. What is this MAC even representing if we don't have ability to communicate our communities feelings about whatever plan is proposed at SDC? Virtual non-sequitur to not have the opportunity to have input. Chicken and egg because nothing has been proposed yet we could react to yet. We will have to otherwise the community will not understand our role. We want to give ourselves as much flexibility as possible.
- **Councilmember Morgan:** SDC can easily be embedded into other platforms. As an agenda we have to have some fluidity, if things become a priority we can address them and be a reflection of the community we are working with.
- **Chair Dawson:** would anybody object to us taking it off as a goal but folding it into the other goals. Wouldn't vote on SDC and instead incorporate.
- **Councilmember Handron:** We have to use the tools we have, how we frame them. I think that issues of SDC could be incorporated into every single goal, not limited to just a couple.
- **Councilmember Newhouser:** Quality of life is something we can address. Remember the cautionary tale about development and once its done its too late.
- **Chair Dawson:** If there are no other comments open it up to public comment.
- **Vice-Chair Doss:** Very quickly what goal would SDC go into?
- **Chair:** Affordable housing and traffic.

\*NVMAC moves to public comment with 2 minute time limit\*

- **Larry Davis:** Look at the sphere of influence as a governmental body. I'm looking at it as a community development professional, and I have a doctorate. It is really hard to separate out one piece from the rest of it- it is all connected. Sonoma Mountain park- acts like it is not connected to the SDC. People and animals will move from one to another. Nature of sphere of influence- NVMAC is looking at quality of life. Need to relax about cutting it too carefully not SDC plan but look at communities and it will take care of itself.
- **Councilmember Morgan:** Thank you to Larry, well said.
- **Katherine:** As I'm hearing, there seems to be a lot of overlap. What is the relationship between community and government. Don't see anything about sustainability, think it should be woven into goals. \*some parts of public comment were unintelligible\*
- **Chair Dawson:** There is some overlap but we cover a larger area than a forum, a bigger community. Dedicated to working with existing organizations. Be a conduit between community and the County. Councilmember Dowling president of non profit, well set up to work with the forum.

\*NV MAC Moved towards taking a poll about priorities\*

Chair: Are we taking SDC specific goals out of everything? And outreach is automatically an ad hoc committee. Vote on three top goals except for the outreach plan.

Goals are: 1) Outreach 2) emergency preparedness 3) traffic/safety 4) affordable housing

- **Councilmember Newhouser:** I'd like to hear from folks why traffic and safety rose to the top. It didn't occur to me that it would be a higher priority than housing.
- **Vice-Chair Doss:** In Kenwood, that is a big issue, safety and getting out safely because of fires.
- **Councilmember Cooper:** Traffic is the number one I hear about since being on the committee- Parents have concerns about traffic lights and I voted for what people have talked to me about.
- **Councilmember Dickey:** I prioritize it also and going through the center of town and the density of it is a problem. Its our only way in and out of town and concerned about the bridges and hear a lot about traffic from the community.
- **Councilmember Eagles:** Bike paths and bike access is a part of the traffic issues. Live on Madrone and hear a lot about it.
- **Councilmember Dowling:** Pedestrian and cyclist safety was a big reason why I voted and included that in the traffic and safety issue. Hope we can address this in the next year, I saw it as a choice that at this moment is high priority.
- **Councilmember Morgan:** Saw it as something we can have an impact on- with climate change create bikeable and walkable communities.
- **Councilmember Handron:** Broad goals we can incorporate into traffic and safety.
- **Councilmember Dowling:** A committee within the Glen Ellen forum that is currently dormant- felt we had a group of very capable people here that could work on it.
- **Chair Dawson:** County has resources and we can promote or do actual things to change- create bike paths or an overpass because as a pedestrian things can be unsafe.

\*Chair calls for motion to accept three goals for the immediate future\*

**Motion:** Vice-Chair Doss

**Second:** Councilmember Eagles

**Vote:** 7-0-0 approved

\*NVMAC will assign ad-hoc positions during January meeting and encouraged to think about what committee they would be interested in serving on\*

## 6. Reports and Announcements from Councilmembers

Receive

- SVCAC: Matthew Dickey reports on Citizens advisors meeting. “We've had two meetings between last NCV Mac meetings. a reviewed presentation for the tasting room pavilion approved in Sonoma. Second item was to receive and review winery event guidelines. Ad Hoc committee to approve what is propped to us- invite people to send comments and to comment on 14 page guidelines. Concerned about characteristics of guidelines. Presentation from sonoma county planning department. Meeting for rezoning sizes throughout the county-every 10 years sites available for affordable housing. In order to receive HUD funding for housing projects have to propose housing sites to meet affordable housing requirements. One of the projects by Mr. Winters in Glen Ellen. Not proposed to build project development there. Identified by the county as a site that would potentially meet criteria. Senior housing project on Siesta way- fiesta market- break ground middle of next year.”

**Chair Dawson:** These reports are informational not to be commented on or would have to be an agenda item.

- Glen Ellen Forum Melissa Dowling: Donations and community support to light the Glen Ellen bridge. Meeting for Dec. a lot of emphasis on SDC- Alice Horowitz shared a lot of those items. Traditionally in the past focused on fun and community building- original songs on Glen Ellen- musical interlude. There is no Glen Ellen forum meeting in January. Next meeting is Feb. 1.
- Vice- Chair Doss: We did vegetation management, emergency preparedness. Air curtain burners, larger vegetation and mayacama preferred that. Good meeting- very strong advocacy for west county. Last year focused on highway 12. Inspecting property and giving a report after 30 days. West county is really concerned about their roads. Want money spent on county road management- brush, trees, etc so people don't get caught in fires. In Kenwood we have been checking each house for fire safety. Giving report and 30 days to make changes. In the west county they are very concerned on their roads. Want money spend on county road management.
- Councilmember Newhouser: Impressed by quality of comments and how broad perspective and complete ideas. Post fire reaction trauma- so much being lost to zealous clearing. Everybody wants a little piece of this one time money, 25 million doesnt go so far. Best way to spend money is capacity building. Not a large group in attendance.

## 7. Consideration of items for future agenda

Receive

\*No additional future agenda items other than the ones presented in the meeting about future goals and priorities and ad-hoc committees\*

## 8. Adjourn

- **Motion to Approve: Councilmember Eagles**
- **Second: Councilmember Morgan**
- **Meeting adjourned at 7:57**

Resolution

*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.*

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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/>

# Mission Statement and Goals and Priorities

*Up for approval at 1.13.21 meeting*

## Mission Statement (Approved at 11.16.20 meeting)

*The North Valley Municipal Advisory Council represents the people of Eldridge, Glen Ellen and Kenwood as the community's voice to our elected representatives. We are committed to engaging with all community members in meaningful and inclusive ways to promote the health, safety and quality of life for everyone in the North Sonoma Valley.*

## Goals and Priorities (Approved at 12.9.20 meeting)

### **Priority Goal: Develop Outreach Plan**

Ad Hoc

Possible Action Steps:

- Ideas and actions to strengthen ties between subcommunities (e.g. Hispanic/non-Hispanic)
- Ideas and actions for developing partnerships with businesses, non-profits and community groups
- Identifying community demographic groups (elderly, homeless, Hispanic, young adults etc.) and ways to explore their needs and desires
- Educate the community on what resources are available from the County
- Educate Councilmembers on what services, resources and functions the County has

### **Priority Goal: Enhance Emergency Preparedness and Response**

Ad Hoc

Possible Action Steps:

- Explore establishing Citizen Emergency Response Team(s)
- Review and improve existing evacuation plans
- Educate community around wildfire readiness: house hardening, fuel reduction, prescribed burning etc.
- Educate community on what training opportunities exist
- SDC issues as appropriate

### **Priority Goal: Traffic and Safety issues**

Ad Hoc

Possible Action Steps:

- Conduct community survey/forum of problem locations
- Collect input on possible community bikeways; refine Eldridge-Glen Ellen Bikeway plan
- SDC issues as appropriate



# Mission Statement and Goals and Priorities

*Up for approval at 1.13.21 meeting*

## **Goal: Community Projects**

Possible Action Steps:

- Identify projects (e.g. remove cyclone fencing from Warm Springs Rd bridge)
- SDC issues as appropriate

## **Goal: Expand stock of affordable housing**

Possible Action Steps:

- Inform homeowners about ADU incentives
- SDC issues as appropriate

## **Goal: Adapt to Climate Change/Reduce Community's Carbon Footprint**

Possible Action Steps:

- Develop a 10-year Carbon Footprint Reduction Plan
- Assess need for hot weather assistance (e.g. cooling centers)
- SDC issues as appropriate

DRAFT

# Draft Priority Goals and Ad Hoc Table

| Proposed Goal   | Possible Action Steps  | Priority |
|---|--|----------|
| <b>Develop Outreach Plan</b><br>Ad Hoc Membership                       | <ul style="list-style-type: none"> <li>• Ideas and actions to strengthen ties between subcommunities (e.g. Hispanic/non-Hispanic)</li> <li>• Ideas and actions for developing partnerships with businesses, non-profits and community groups</li> <li>• Identifying community demographic groups (elderly, homeless, Hispanic, young adults etc.) and ways to explore their needs and desires</li> <li>• Educate the community on what resources are available from the County</li> <li>• Educate Councilmembers on what services, resources and functions the County has</li> </ul> |          |
| <b>Enhance Emergency Preparedness and Response</b><br>Ad Hoc Membership | <ul style="list-style-type: none"> <li>• Explore establishing Citizen Emergency Response Team(s)</li> <li>• Review and improve existing evacuation plans</li> <li>• Educate community around wildfire readiness: house hardening, fuel reduction, prescribed burning etc.</li> <li>• Educate community on what training opportunities exist</li> </ul>   |          |
| <b>Traffic and Safety Issues</b><br>Ad Hoc Membership                   | <ul style="list-style-type: none"> <li>• Conduct community survey/forum of problem locations</li> <li>• Collect input on possible community bikeways; refine Eldridge-Glen Ellen Bikeway plan</li> </ul>   |          |
| Proposed Goal   | Possible Action Steps  | Priority |
| Expand Stock of Affordable Housing                                      | <ul style="list-style-type: none"> <li>• Inform homeowners about ADU Incentives</li> </ul>   |          |
| Community Projects  | <ul style="list-style-type: none"> <li>• Identify projects (e.g. remove cyclone fencing from Warm Springs Rd bridge)</li> <li>•</li> </ul>   |          |
| Adapt to Climate Change/Reduce Community's Carbon Footprint             | <ul style="list-style-type: none"> <li>• Develop a 10-year Carbon Footprint Reduction Plan</li> <li>• Assess need for hot weather assistance (e.g. cooling centers)</li> <li>•</li> </ul>  |          |



# First District Municipal Advisory Council

## NVMAC 20/21 Budget Background

**Arielle Kubu-Jones**, Field Representative, First District  
January 13, 2021



# How are the MACs Funded?

**Measure L:** Passed by the voters in 2016, increased Transient Occupancy Taxes (Hotel Tax) from 9% to 12%

- Fire Services: **40%**
- Road Repair and Improvement: **20%**
- Affordable Housing: **13%**
- Tourism Impact Funds: **10%**
- Event Facilities Improvements: **9%**
- Code Enforcement and Compliance: **8%**

Since this is a **voter approved measure**, we need to make sure we are being good stewards of the funding, and are aligning with the voters' intention when the measure passed

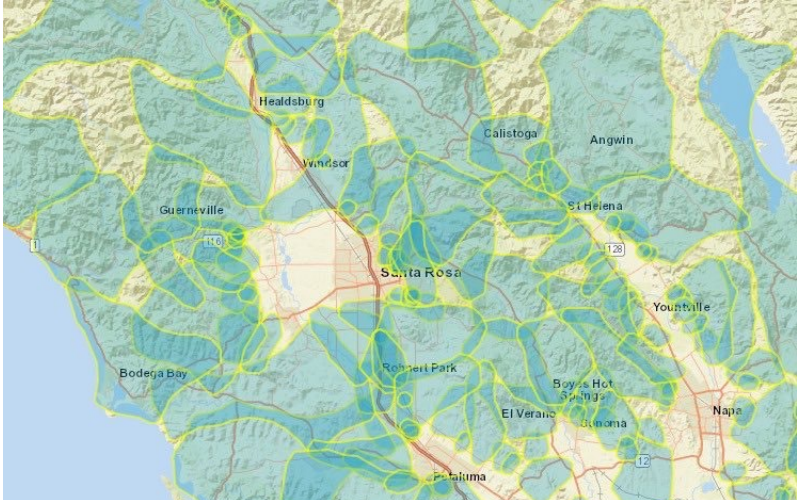


# Tourism Impact Funds: How are they Allocated?

- Funds will be allocated to each Supervisorial District **proportionate to the amount of TOT collected by the District** in the previous fiscal year. Unused funds roll over.
- The First Supervisorial District receives the second highest allocation of the 5 districts, second to the Fifth Supervisorial District (West County).
- In FY 19/20, the First District was allocated **\$194,850.26** from FY 18/19.



# FY 19/20 was challenging for our county



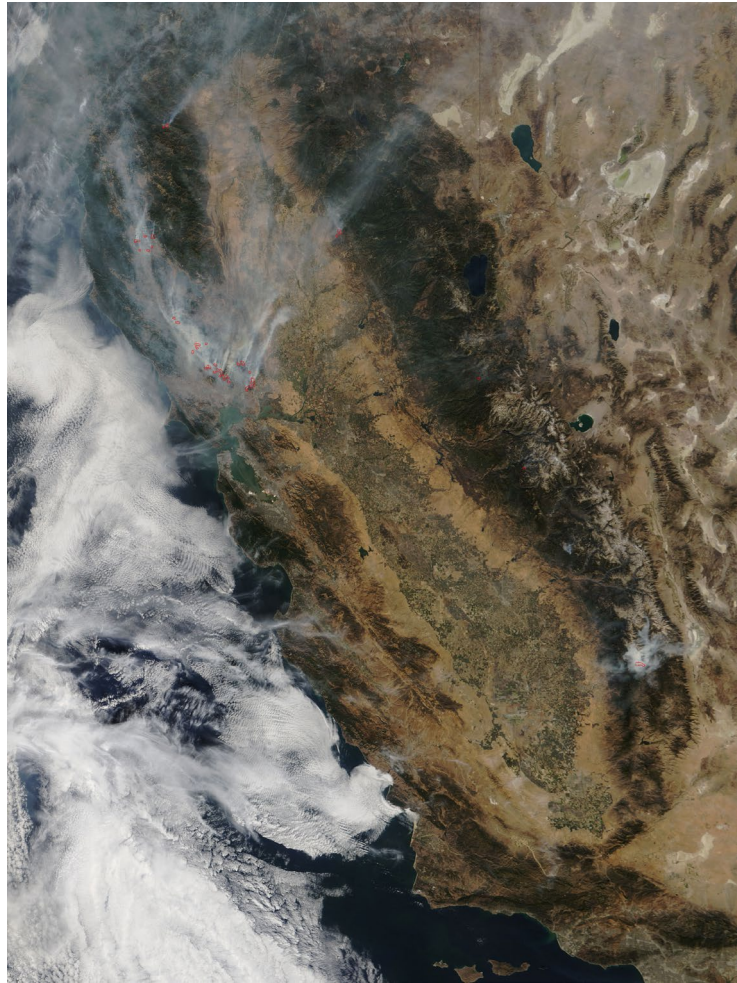
|   |  |
|---|--|
| <p>Cases - Sonoma County</p> <p><b>2,300</b></p> <p>0.45% of Population</p> | <p>Cases - California</p> <p><b>424,038</b></p> <p>1.07% of Population</p> |
| <p>Deaths - Sonoma County</p> <p><b>22</b></p> <p>1% of Cases</p>           | <p>Deaths - California</p> <p><b>8,060</b></p> <p>1.9% of Cases</p>        |



| Sonoma County Cases |               |                  |                     |
|---------------------|---------------|------------------|---------------------|
| <b>Active</b>       | <b>Deaths</b> | <b>Recovered</b> | <b>Total</b>        |
| <b>5,616</b>        | <b>190</b>    | <b>13,186</b>    | <b>18,992</b>       |
| 1.1% of Population  | 1% of Cases   | 69% of Cases     | 3.73% of Population |



# FY 20/21 may continue to challenge these revenues



| Sonoma County Cases |               |                  |                     |
|---------------------|---------------|------------------|---------------------|
| <b>Active</b>       | <b>Deaths</b> | <b>Recovered</b> | <b>Total</b>        |
| <b>5,616</b>        | <b>190</b>    | <b>13,186</b>    | <b>18,992</b>       |
| 1.1% of Population  | 1% of Cases   | 69% of Cases     | 3.73% of Population |

Cases - California  
**2,261,875**  
5.71% of Population

Deaths - California  
**25,388**  
1.12% of Cases



**Vaccine Information**



# Tourism Impact Funds: How can they be used?

## Unique and urgent needs within unincorporated Sonoma County:

- Safety Improvements
- Environmental Impact Mitigation
- Public Safety
- Parking Enforcement
- Projects that benefit the community, or support organizations that coordinate community improvements, such as the **Municipal Advisory Councils**





# Tourism Impact Funds: How does the First District use them?

In addition to the MAC's ongoing expenses, Supervisor Gorin supported the following projects and organizations with Tourism Impact Funds in FY 19/20:

- **Sonoma Overnight Support: \$60,000**
- Parking Enforcement in the Springs: \$50,583 (yearly expenditure)
- Boys and Girls Club of Sonoma Valley: \$30,000
- Regional Parks for the Sonoma Valley Trail Development: \$30,000
- **La Luz: \$30,000**
- **CAP Sonoma and Friends In Sonoma Helping: \$15,000 each**
- Sustainable Sonoma: \$10,000
- **Undocufund: \$10,000**
- **Center for Social and Environmental Stewardship: \$10,000**
- **Burbank and Midpen Housing: \$10,000 each**
- **Vintage House: \$10,000**
- **Food for Thought: \$5,000**

*Fuchsia* denotes Covid related direct assistance funding



# NVMAC Budget: Then and Now

- Beginning with **FY 20/21**, Supervisor Gorin is allocating each MAC **\$10,000 per Fiscal Year**.
  - The \$10,000 can be used by the NVMAC for both ongoing expenses and special projects approved by the Supervisor
  - Each project will need to go through the Board for approval
  - Simple form to streamline requests
  - Funds will not roll over year to year



First District MAC Budget Expenditure Request Form

The North Valley MAC has a budget of **\$10,000** for Fiscal Year 20/21. This includes all ongoing expenses and any additional special projects or costs as identified by the MAC. Expenditures for special projects are subject to the approval of the District Supervisor.

Please complete this form and provide to **Arielle Kubu-Jones** for approval by the District Supervisor. Attach any supporting documentation (estimate, cost breakdown, etc).

|  |  |
|--|--|
| Project Title  |  |
| Description  |  |
| Amount Estimate  |  |
| MAC Advisory Topic Area<br><i>(please check applicable box or fill in for 'other')</i> | Transportation/Transit <input type="checkbox"/>      |
|  | Health and Human/Safety Net <input type="checkbox"/> |
|  | Community Projects <input type="checkbox"/>          |
|  | Preparedness <input type="checkbox"/>                |
|  | Other (please specify)                               |
| How will the community benefit from this project?                                      |  |
| Partnering Organization(s), if any   |  |

# Budget Form and Partnering with Local Organizations

- Requests will be considered by the Supervisor on a case by case basis
- Because the MAC is not a fiscal entity, it may make sense to partner with an organization who can receive the funds
- Some expenditures may not need a partner
- Larger events may be approved using Tourism Impact Funds not currently allocated to the SMAC depending on availability of funding and community benefit

|   |  |      |  |
|---|--|------|--|
| Chair Signature   |  | Date |  |
| Return to Arielle Kubu-Jones at <a href="mailto:arielle.kubu-jones@sonoma-county.org">arielle.kubu-jones@sonoma-county.org</a> Call or e-mail Arielle at 565-2989 with questions. |  |      |  |

# Thank You!

## Q&A

