

STEERING COMMITTEE #1 MEETING MINUTES

Wednesday, April 22, 2015

Sheppard Elementary School, 1777 West Avenue, Santa Rosa

Call to Order: The meeting was called to order by Steve Cancian, Shared Spaces, project consultant, at 6:10 p.m.

Steering Committee Members Present: Caroline Banuelos, Frank Baumgardner, Davin Cardenas, Marianne Causley, Art Cena, David Chung, Lisa DeCarbo, Arthur Deicke, Duane Dewitt, Gregory Fearon, Bill Haluzak, Jessica Hughes, Hilleary Izard, Karen Kissler, Laurie Kreger, Fred Kruger, Pat Kuta, Della Littwin, Dan McDermott, Jen Mendoza, Gustavo Mendoza, Christina Meyer, Donata Mikulik, Ray Morgan, Laimuta Obrien, Angie Perez, CJ Rico, Magdalena Ridley, Nora Rivas, Chris Rodgers, David Rosas, Anne Seeley, Jacque Sprague, Liana Whisler, Deborah Wilfong, Robert Wilgong.

Steering Committee Members Absent: Gildardo Alcazar, Eddie Alvarez, Gary Balcerak, Brad Calkins, Gene Filiberti, Dominga Gonzalez-Campos, Terry Hilton, John Holden, John Iervolino, Lindsey Kerr, Ron Lopez, Anastasia McCrary, Alma Mendez, Ramon Meraz, Justin Neuroth, Jaime Penaherrera, David Quintana, Luis Ramos, Mike Sjoblom, Daniel Weinzweg.

I. Welcome, Review of Agenda, Guidelines for Meeting

- a. Steering Committee members were asked if Spanish translation would be needed during the meeting. No one stated a need for translation, and the decision was made to conduct the entire meeting in English.
- b. Introduction of the Steering Committee members, members of the public and the project team.

II. Steering Committee Orientation

a. Roles and Responsibilities:

After reading the Steering Committee Roles and Responsibilities sheet (attached), members had the following comments and questions:

- Would like training for the SC members to be effective in their role
- Would like to get City and County department heads to attend SC meetings to answer questions directly
- Does the committee have authority to make decisions? To develop options for the community to consider? To develop alternatives?

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- Would like a trolley/bus tour/bike ride for SC members to see and learn about the project area and identify issues, opportunity sites, take photos, etc.
- Agenda topics should be provided early so that Committee members can tell others
- Notify the Committee of events where Roseland Area Projects will be discussed

b. Annexation and Specific Plan Processes and Project Timeline:

City staff gave a detailed presentation on the Annexation and Specific Plan processes and the project timeline, and committee members had the following comments and questions:

- Has an alternative already been drafted?
- Timeline graphic – there is a typo – Phase 3 for Annexation is really Phase 2. Graphic needs to show that the workshops are for both SP and Annexation.
- Present cost/benefit analysis of Annexation
- Research MTC Priority Conservation Areas
- There should be a comprehensive planning effort between the City and the County.
- What is the difference between the Specific Plan and the Roseland Village Shopping Center project?
- When are the next meetings?
- What will happen to the data that doesn't get incorporated into the Plan?
- There are joint meetings of the City and County regarding the annexation.
- Provide an explanation of all acronyms.
- Add workshops to the annexation process.
- Clarify the boundaries of the annexation.
- A sentiment survey is needed to determine support for the annexation.

III. **Your Vision for the Project – What should our slogan and logo be?**

Due to meeting time constraints, this item was moved to the end of the agenda.

IV. **Planning and Leading the Community Participation Process**

a. Participation Plan:

The project team reviewed the proposed Participation Plan (see attached graphic). Steering Committee members raised the following comments and questions:

- When will future meetings be?
- Conducting the workshops in English and Spanish will be difficult and may discourage attendance

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- A second Steering Committee meeting is needed prior to the first community workshop
- Do two workshops in one night, rather than one – one in English and one in Spanish

Following the discussion of the Participation Plan, the project team emphasized the importance of each member recruiting two additional people to attend the community workshops. The project team explained they would follow up to provide each member with flyers and other tools to recruit participants. Members had the following comments and questions:

- “Strive” rather than “require” Committee members to bring at least two people to each workshop
- The Steering Committee members should only bring Roseland residents to the workshops

b. Identifying Opportunity Sites and Corridors for Consideration at Community Workshop 1:

The project team presented a large map of the study area and explained that a goal of the first community workshop would be to identify key opportunity sites in the neighborhood.

The project team asked members to identify which sites and corridors had the greatest need or offered the greatest opportunity for improvement and thus should be the focus of the Workshop. Members identified the sites shown on the map below. Members also identified a range of desired uses and amenities, which are listed after the map.



DESIRED USES AND AMENITIES

- Activities for youth – bowling alley
- Activity centers
- Library
- Community Center w/ library, computer lab
- Affordable housing (inclusionary housing ordinance)
- Work center for day labor
- More parks
- More trees
- Priority conservation areas (MTC designated)

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- Entertainment/night clubs/bars
- Continuous Bike Lanes
- Continuous Sidewalks
- Complete Streets
- More night-life in Roseland. There used to be a lot of bars. Let's make it fun again.

VALUES

- Southwest culture
- Open spaces

TRANSPORTATION OPPORTUNITY SITES

- Rose Avenue and Sunset Avenue – wider sidewalks
- Sebastopol Road needs improved
- Sebastopol Road and McMinn Avenue – wider sidewalks
- Sebastopol Road and Olive Street, and throughout area – fix potholes
- West Avenue and Sunset Avenue – bike routes to school
- Burbank Avenue and Hearn Avenue – traffic control
- Sidewalks near Department of Motor Vehicles (DMV)
- Corby Avenue and Hearn Avenue – lighting and bike lanes
- Olive Street – north/south bike connection
- Highway 101 crossing?

LAND USE OPPORTUNITY SITES

- Roseland Village Center Site on Sebastopol Road – vacant
- Roseland Village Center Site – library?
- Around the new high school site
- South of southwest community park (more parks)
- Rose Avenue and Burbank Avenue
- Lot across from Roseland Creek Elementary
- Sebastopol Road – Arts & Cultural Center, nightclubs
- Bayer Farm –complete plan
- Roseland Creek – priority conservation areas
- Cement Plant
- Along Joe Rodota Trail – mixed use and housing near SMART station
- Corby north of Hearn – parks?
- Barham Avenue at Hearn Avenue and Dutton Avenue – stores, grocer, places people can walk to

V. What should be our slogan and logo?

a. Themes for a Project Logo and Slogan:

The project team explained how a memorable, meaningful project logo and slogan could help raise the project’s visibility and the community’s level of participation. The team gave each member several post-its and asked them to write down words, phrases or pictures that expressed what they think the logo and slogan should communicate. The results are listed below:

SC Meeting #1: Logo and Slogan Inspiration - Wall Results	
Community Objective/Activity	Notes
Theme 1: Bike/Pathfinders	
Pathfinders	
Let's bike Roseland	
Theme 2: Fun & Play	
More fun for Roseland	
Play and stay in Roseland	
Arts, recreation, & culture	
Theme 3: Together/Unified	
Roseland IN not OUT	IN - can stand for Immersion Now
Roseland together	
Unified/Joined together	
Building community together	
Safe community	
Complete city	"make my city whole"
Dive In	Logo could be water--DIVE IN is an Acronym for Diverse, Include, Vibrant, Engage, Immersion, Now
Moving forward together	lots of people/faces in logo
Add, Incorporate, Collaborate	
Theme 4: Diversity	
Diversity and Unity	
Multi-ethnic zone	
Theme 5: Follow the Money	
Follow the money	
Most bang for the buck	
Theme 6: Past and Future	
Keep Roseland Roseland	
Secure the future, preserve the past	Logo could be background outline of Roseland village with rose and quail in foreground
Roseland: A better future	
Theme 7: Beloved	
Unique/Beloved	
Love your 'hood	
Theme 8: Roses and Blooms	
Roses Together	
Agriculture	
Roseland blooms	
Rolling out the roses	
Bouquet of Roses	
Trees and Roses for Roseland	

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VI. **Public Comment on Items Not on the Agenda**

Members of the public in attendance were given the opportunity to comment on any items not on the agenda. No members of the public desired to comment.

VII. **Next Steps**

The project team explained that the first two community workshops are scheduled in June 2015, as is the second meeting of the Steering Committee. The dates, times and locations are being worked out now and will be announced as soon as possible.

Adjournment: Steve Cancian, Shared Spaces, project consultant, adjourned the meeting to the next Roseland Area Projects Steering Committee meeting, date and time to be determined, at 8:00 p.m.

Roseland Area Projects

Steering Committee Role and Responsibilities

Role

- Guide the community participation in the Annexation and Specific Planning processes
- Mobilize community members to participate in the workshops and other forums
- Decide which topics and questions should be brought to the broader community in the limited workshop time available
- Provide input and direction on the issues that do not fit into the workshop agendas
- Help refine the specific options, alternatives and plans developed from the broad workshop input
- Represent the community's perspective in the planning process between workshops and after the last workshop
- Represent the community's perspective in public forums, including the Planning Commission, the City Council and the local media

Responsibilities

Attendance

- Attend 5 Steering Committee Meetings (*no more than 1 planned absence*)
- Attend 4 Community Workshops (*no more than 1 planned absence*)
- Attend All City Planning Commission and City Council Hearings on Plan and Annexation

Participation

- Actively participate in all meetings, workshops and forums
- Model the productive, respectful, succinct participation we want from everyone
- Nurture participation by other people from the communities you represent

Representation

- Think and speak from the perspective of the communities you represent, not your personal interest or opinions
- Take every opportunity to share information about the process and invite participation
- When speaking, be clear about when you are sharing your personal perspective and when you are describing the position of the Steering Committee or any other body.

Mobilization and Feedback Collection

- Bring, at least, 2 people to each workshop
- Confirm their attendance 2 weeks prior and the day before
- After each workshop and before the next Steering Committee Meeting, check in with the people you mobilized to get their feedback

Proyectos del Área de Roseland

Papeles y Responsabilidades del Comité Coordinador

Papel

- Guiar la participación comunitaria en los procesos de Anexión y Plan Especifico
- Moviliza miembros de la comunidad a participar en los talleres y otros foros
- Decide que tópicos y preguntas se deben llevar a la comunidad en general en el tiempo limitado de los talleres
- Aporta y contribuye con dirección en las cuestiones que no caen dentro de las agendas de los talleres
- Ayuda a refinar las opciones específicas, alternativas y planes desarrollados de las aportaciones en el taller general
- Representa la perspectiva de la comunidad en el proceso de planificación entre talleres y después del taller final
- Representa la perspectiva de la comunidad en foros públicos, incluyendo la Comisión de Planeación, el Consejo de la Ciudad y los medios.

Responsabilidades

Presencia

- Participar en 5 Juntas del Comité Coordinador (*no mas de una ausencia planeada*)
- Participar en 4 talleres comunitarios (*no mas de una ausencia planeada*)
- Participar en todas las juntas de la Comisión de Planeación y las Audiencias del Consejo de la Ciudad sobre el Plan y la Anexión

Participación

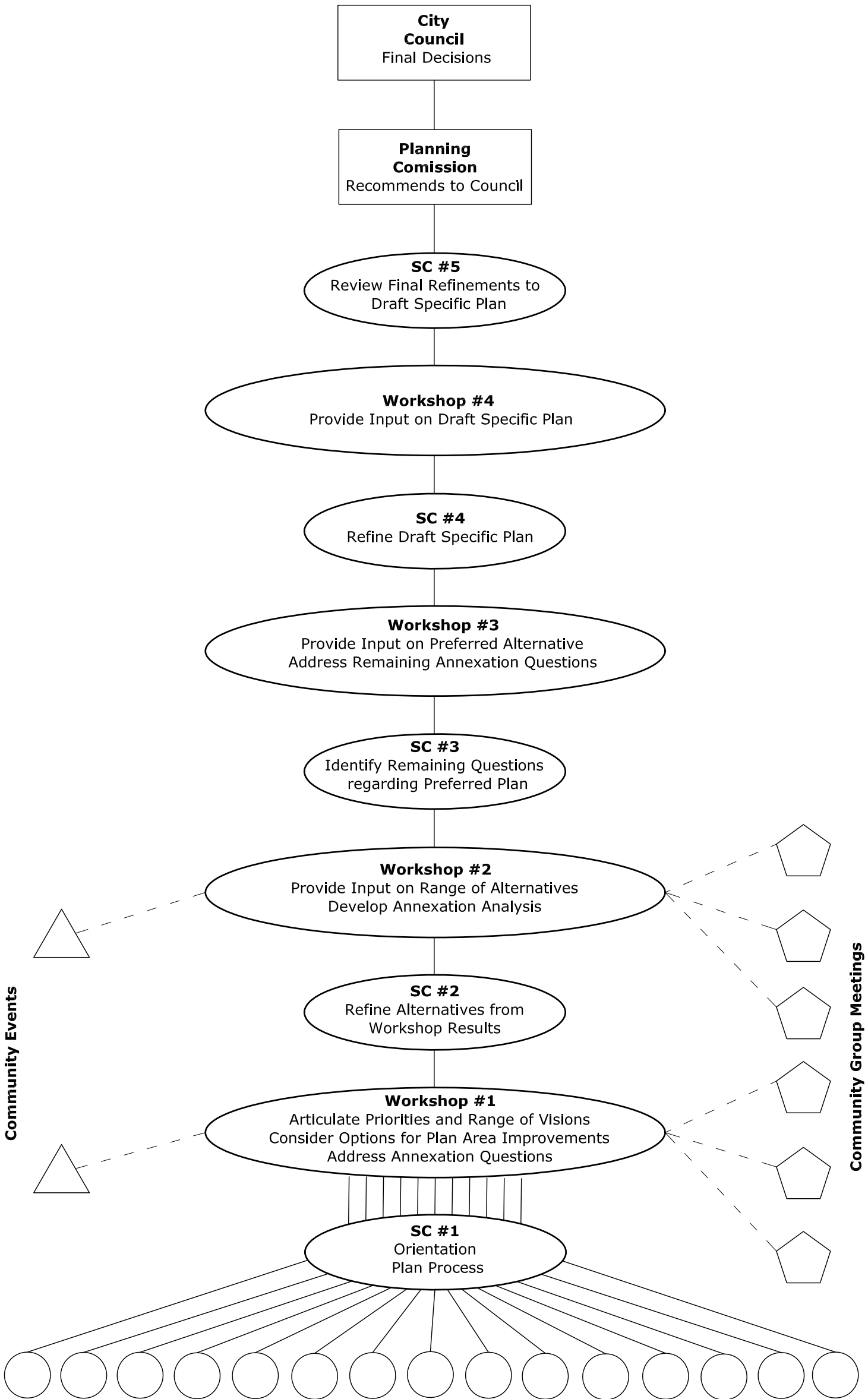
- Participar activamente en todas las juntas, talleres y foros
- Representar y modelar la calidad de participación productiva, respetuosa y breve que esperamos de todos
- Promover participación de otra gente de la comunidad que uno represente

Representación

- Pensar y hablar desde la perspectiva de las comunidades que represente, no sus intereses personales u opiniones
- Tomar oportunidad para compartir información sobre el proceso e invita a la participación
- Ser claro sobre cuando uno comparte su perspectiva personal y cuando describe la posición del Comité Coordinador u otra institución

Movilización y Colección de Feedback (reacciones e información)

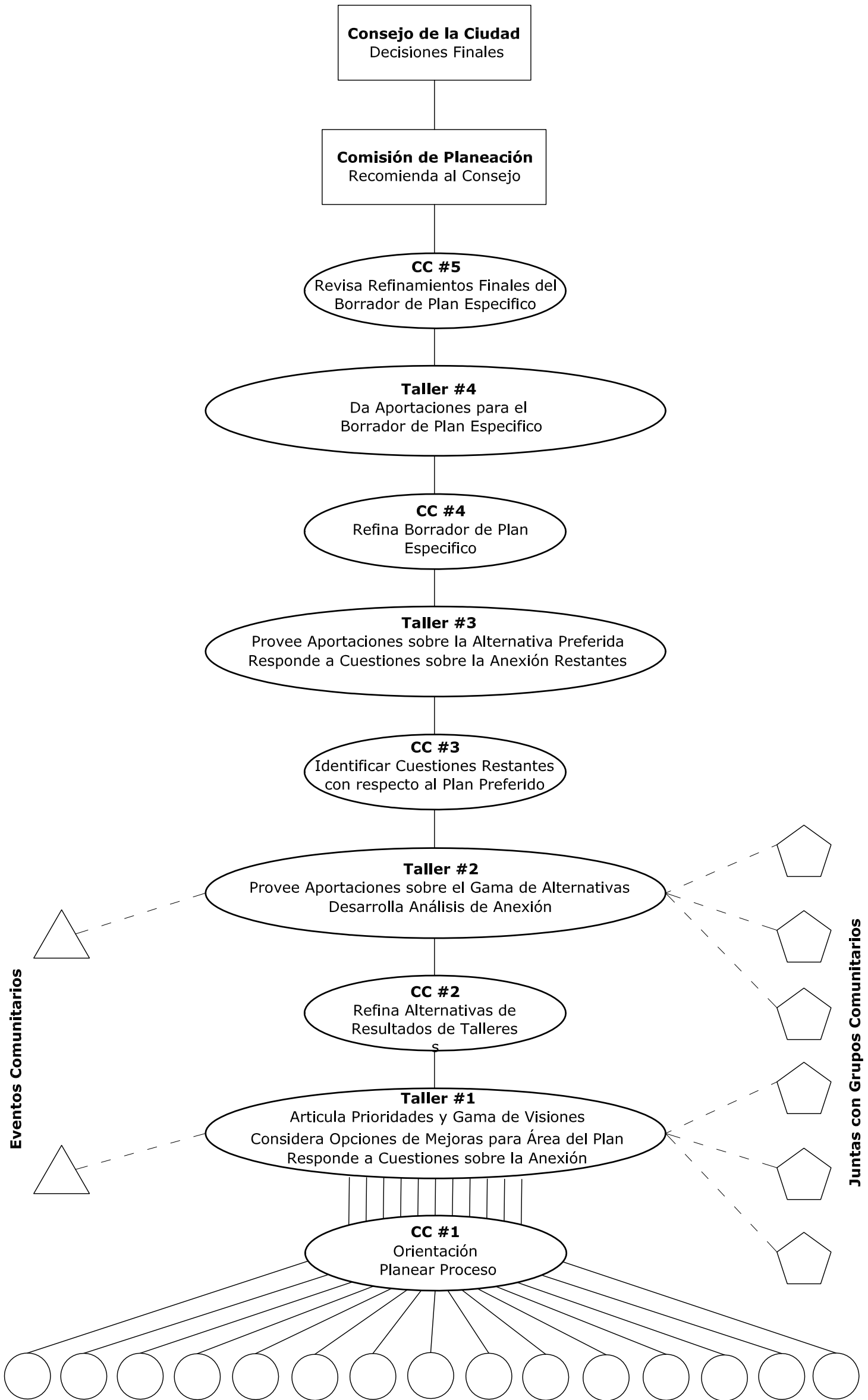
- Traer, mínimo, 2 personas a cada taller
- Confirmar su asistencia 2 semanas antes y un día antes de la reunión
- Después de cada taller y antes de la próxima reunión del Comité Coordinador comunicarse con la gente que movilice para participar en la reunión para obtener feedback y reacciones



Individual Outreach and Followup with Potential Steering Committee Members

Participation Begins From the Bottom Up

Roseland Area Projects Participation Plan



Divulgación y Promoción Individual con Miembros Potenciales del Comité Coordinador

La Participación Inicia de Abajo Hacia Arriba

Plan de Participación en Proyectos del Área de Roseland