

STEERING COMMITTEE #4 MEETING MINUTES

Thursday, February 4, 2016
Roseland Village Neighborhood Center,
665 Sebastopol Road Santa Rosa

Call to Order: The meeting was called to order by Steve Rasmussen Cancian, Shared Spaces, project consultant, at 6:15 p.m.

Steering Committee Members Present: Caroline Banuelos, Frank Baumgardner, Davin Cardenas, David Chung, Arthur Deicke, Gregory Fearon, Bill Haluzak, Jessica Hughes, Hilleary Izard, John Iervolino, Karen Kissler, Pat Kuta, Della Littwin, Ramon Meraz, Christina Meyer, Donata Mikulik, Ray Morgan, Tanya Norath, Angie Perez, Magdalena Ridley, Anne Seeley, Deborah Wilfong.

Steering Committee Members Absent: Eddie Alvarez, Gary Balcerak, Art Cena, Duane Dewitt, Don Edgar, Gary Helfrich, John Holden, Laurie Kreger, Fred Kruger, Pablo Lopez, Ron Lopez, Dan McDermott, Jen Mendoza, Gustavo Mendoza, Justin Neuroth, Laima O'Brien, CJ Rico, Nora Rivas, Chris Rodgers, David Rosas, Mike Sjoblom, Liana Whisler.

I. Welcome, Review of Agenda

- A. Introduction of the Steering Committee members, members of the public and the project team.
- B. Members requested that at this new location the available parking be more clearly marked.

II. Preparing For Workshop #4

- A. Where We are in the Process/What are the Next Steps?—the project team reviewed the project calendar highlighting what steps had been completed, where the process now stood and when there would be future opportunities for Steering Committee members and the public to participate (see attached presentation). Members had a wide range of questions and comments:
 - What is a “program” EIR
 - Explain joint City/County process
 - Can public approach County? RE: delay in response to City’s term sheet for annexation
 - Put City’s term sheet on website

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- How do we stay involved after the last meeting?
 - When is the protest period?
 - We should put together a shared message to the County Supervisor candidates
 - Should we officially end the SC so people can convene and meet without Brown Act restrictions?
 - What is the relationship between our projects and the Village Project?
- B. Review and Improve Format for Workshop #4—the project team reviewed the proposed format for the upcoming workshop opening house, including a map of the proposed room layout and draft input matrixes designed to solicit input on each proposed Specific Plan Policy (see attached presentation). Members had a wide range of comments and questions:
- Can we address just cause, evictions, and rent control in policies?
 - We should follow format of last two workshops because people are familiar with it
 - Allow voting for or against each policy with dots
 - Will non-conforming uses be grandfathered?
 - Are there annexation policies—policies that specifically address the transition period?
 - Will you be presenting conflicting policies to choose from? Or will the polices be your or the community’s recommended policies?
 - Cultural flavor of the area is important
 - Mom and Pop shops are key to this distinct flavor—how do we retain them?
 - How do we keep food trucks?
 - What happens when we annex? How can we foster/keep local flavor and not encourage franchises?
 - How can we restrict formula retail and chains?
 - This room requires amplification for any presentation
 - We should do an orientation presentation at beginning of the Open House
 - Some attendees need an orientation—can you create something like that?
 - Arrange for others (youth in Boys’ and Girls’ Club) not to be in space during open house to keep noise down

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- Define terms used, avoid jargon
 - Have clear a feedback loop for further information and to see the results of the Open House input
 - Include table for “Friends of Roseland”
 - Include General Plan and Specific Plan Land Use maps
 - Invite other agencies: Recreation and Parks, City Bus, Library, Law Enforcement, City Council Members
 - Can people write in anything on the policy comment matrixes? Are there limits?
 - How will we know what other ideas have been proposed?
 - Make sure everything is bilingual, fully staff stations with bilingual assistants
 - Can this plan change the General Plan?
 - Send reminders to SC volunteers
 - Open House format worked well
 - SC members are also knowledgeable and can assist
 - Quantify results and support
 - What will happen with the notes and input?
 - Distinguish between proposals made by the open house participants and those made by the project
 - Allow more than yes/no voting, create a way for people to express their level of agreement and how important they think something is
- C. Maximizing Attendance—the project team reviewed the outreach work that was already in progress for the next workshop (see attached presentation). Then they asked members to use their own organizational and personal networks to mobilize more participants. Members had a range of questions and suggestions for improving outreach and engagement:
- Organize a focused meeting just for Spanish speakers
 - Has new director of outreach been involved?
 - Do another mass mailing
 - Distribute information and invitations at churches and health clinics

- Distribute information and invitations at the DMW
- Network through real estate agents
- Use on-line networks
- Post information and invitations at the Library and the Post Office
- Place a large sign on the street in front of the Community Center
- Reach out to the homeless community

III. Reports from Recent Community Meetings on Annexation

The project team reported on the recent community meetings with residents in the annexation islands and with representatives of the local business community. Members had a range of questions and comments:

- What is the sentiment?
- Have other businesses (off Sebastopol) been notified? We should reach light industry between Sebastopol and 12
- Should engage high school students
- Should reach absentee landlords

IV. Steering Committee and Public Comments on Items Not on the Agenda

The project team asked for public comment on items not on the agenda. No comments on items not on the agenda were presented.

V. Close

The project team encouraged all members to recruit participants for the upcoming Community Open House on February 4, 2016.

Adjournment: Steve Cancian, Shared Spaces, project consultant, adjourned the meeting.