



Sustainable Sonoma Council

Meeting Notes

January 13, 2020

Videoconference format

Plain text is agenda, *italics is discussion.*

Attendees: see end of notes.

Meeting focus: 1. Connect across sectors as we look ahead post-vaccine 2. Solid steps for sharing *Homes* 3. Find consensus re Eldridge

1. Welcome.

Welcome new Council members Eric Gonzalez, Boys and Girls Club and Susan Holzer, Vintage House Senior Center.

2. Breakout group #1: Looking forward together

As we look several months ahead to when most people in Sonoma Valley are vaccinated against covid, what do you want people in other sectors in Sonoma Valley to know about how your sector is seeing that future? What will be different about your sector's priorities, compared to before or during the pandemic?

Tracy Salcedo (Geographic Glen Ellen):

Sense of community, sense that we are all supporting each other and recognizing each other's needs, including children.

Children/youth need help navigating.

Richard de Leon (Equity, Hanna Institute): Advance program at Hanna Institute for children 5 and under. How to support other CBO's like Mentoring Alliance with trauma-informed mentoring. Need for purposeful building of relationships.

Eric Gonzalez (Equity, Boys and Girls Club): Social emotional needs for youth, (re)establish our volunteer program.

Kimberly Blattner (Equity, La Luz): Longstanding housing and employment needs in the Latino community have

worsened. Anticipate problems getting the vaccine out and need to build trust between white/Anglo and Latinx community, possibly leverage Catalyst funding.

Richard Dale (Environment, Sonoma Ecology Center, Economy, Chamber of Commerce): Community has come together, we will be working more cross-sector. Outdoors and environment are part of the solution. Strategies to support and address some of the failures/risks faced by businesses on the edge are under process.

Curran (Equity, SVIMA): More quick mobilization of short term, hands on projects. SVIMA is shifting away from long meetings to taking action with people including those we don't share opinions with.

Tom Conlon (Environment, Sierra Club):

Dealing with climate grief, long-term collapse of our biosphere as it struggles to adapt, preparation for next stage. Everyone understands we are less resilient and stable than 5 years ago, there is profound disagreement between people and there is a need for more stability. Sierra Club has discovered it's a racist organization which has taken positions against transit and affordable housing, want to change perception. In contrast, Springs MAC is a group alert to injustice and racism. "Kincentricity" is coming forward.

John Kelly (Equity, SVUSD): 6 or 8 months from now, SVUSD will start to resemble normal operations. Pandemic changes will continue. More people can get involved in governance now, are hearing different voices, getting people involved who have been marginalized up to now, rebalance away from those who have historically been over-present. Access is better. The internet can be transformative.

Cathy Wade Sheppard (Economy, Real Estate): During pandemic, real estate community remains active and sees a

change in the kinds of buyers to people fleeing cities for rural places. The affordability gap is getting wider and wider, which is a concern.

Roger Nelson: Construction of Affordable Housing is considered "essential", continuing. Want to see more Affordable Housing in the community and a broader-based community.

Fred Allebach: We can't go back to normal, need to make as many systemic changes as possible and address root causes of poverty and health issues. It is a tall order and comes from the top of all of society, but maybe possible to make radical moves in the Sonoma Valley scale by way of a tipping point at the Board of Supervisors level, or the City Council getting aligned to make systemic change.

Cynthia Scarborough: Continue with the same priority to advocate for services for seniors and people with disabilities. Pandemic has amplified the need to get information to seniors, particularly those isolated, by bridging the "digital divide".

3. Breakout group #2: Plan discussions with groups about *Homes for a Sustainable Sonoma Valley*

The breakout groups today reflect 3 key audience groups. as shown in [Launch spreadsheet](#). Presentations will likely include 20-30 minute powerpoint about the findings and recommendations in the *Homes* strategy, and then 20-30 minutes of discussion in response to questions. **Overlaps highlighted.**

1. Can we add any organizations or people to the list for this audience group so far?

Policy people (advocates and gov) who have an implementation role

- Press: talk with the PD editorial board and give them update. Ted Appel, Will Schmidt, Julie Johnson.

Nonprofits, foundations, and donors who have an implementation role

- FISH (Sandy), Jacob Rich from Burbank Housing
- Rotary (presentation), Visitor's Bureau, Vintner/Grower meeting
- Vintage House
- SAHA, Burbank Housing, MidPen

Groups whose members are needed to support housing affordability politically

- Workers, including teachers, fire department, police, service industry, etc. Utilize union, school, and local business networks.
- Interfaith community. The reach is extensive within congregations.
- Financial advisor community.
- Municipal and neighborhood associations/groups, including online forums and fire safe councils.
- The Elders Salon Sonoma

2. Please identify 3 possible times/dates for this presentation and discussion in the next 3 months that don't have known conflicts. Are there existing meeting times that might be good, or meeting times to avoid?

Policy people (advocates and gov) who have an implementation role

No comments

Nonprofits, foundations, and donors who have an implementation role

- Three Rotary (different times and different meeting locales). Sonoma City, Sunrise, and Kenwood/Glen Ellen Rotary.
- Springs MAC
- Glen Ellen Forum
- North Valley MAC
- Nonprofit ED Calendar, should check that and look on the Chamber of Commerce website
- Visitor's Bureau, Vintner/Grower meeting, maybe a joint meeting
- Meetings going on, check w/ Gorin's office, plan it out so not to get overlooked given how many urgent things are happening now.

Groups whose members are needed to support housing affordability politically

- SVIMA 2/24 12:15. Strategize to create an all-faith Zoom meeting.
- Housing Committee of Area Agency on Aging 3/2
- Glen Ellen Forum and North Valley MAC 3/1
- Rotary Clubs
- City and county commissions
- Public events in evenings
- Avoid Valentine's Day

3. Please suggest people who are likely helpers, spokespeople, testimonial givers, or co-presenters.

Policy people (advocates and gov) who have an implementation role

- Look at attendees and outcomes of City's Housing workshops, how is this different, what objectives. SuSo can speak with some authority, should make its own agenda not just be at a gov meeting.
- SuSo should have a housing subgroup of policy people who will do the advocacy at the public meetings. Council members showing up is what is needed, not just a document. Implementation plan needed.
- Work with the trades: John Macintagart, IBEW, new ED of North Bay Building Trades.
- Valley of the Moon Teachers Association Renee Magnani, classified employees of school district Kimberly Smith.
- Public financing agencies, state and federal

Nonprofits, foundations, and donors who have an implementation role

- Blend, depends on the audience.
 - Trusted, will depend on the audience.
 - General, with philanthropy, someone who has personal experience or direct experience, strategic voice (e.g., a business developer).

Groups whose members are needed to support housing affordability politically

- For public presentation: Rep's of all E's, Diana Sanson, Logan Harvey
- Curran, Cynthia, Kimberly ready to help

3. The Future of Eldridge

Goal is to submit a consensus statement next week based on our highest common denominator, the elements that most advance economy, environment, equity. Can submit more statements later.

Edits to consensus areas

- Employment
 - "Beneficial", providing diversity of employment.

Areas without consensus

Might not be included in this statement, to be resolved in more discussion at Council level and included in future advocacy once consensus is reached

- Interim uses, and re-use of buildings: Ask for a finding about whether and under what conditions re-use and interim use is feasible.

- Possible modification of “Construction of new housing” replaced with “housing that is accessible or affordable”
- Must be compatible with Glen Ellen
 - Clearly define “complete community”
 - Consider concept of “community compatibility”
 - New infrastructure should improve connectivity. Consider a statement like “Styles and sizes of buildings that can be found on the campus and in Glen Ellen and Marty/Martin/Madrone neighborhoods.”
- Creation of new community with its own governance
 - Consider adding "public" governance, such as Brown Act and open government.
 - Consider an elected board for SDC, elected by Valley
 - % of public vs private
- Satellite campuses for SRJC, SSU, David, etc.
 - Consider current interest/lack of interest of potential students and institutions
 - Think long-term, what might change to create demand in the future

Next steps:

- **Sustainable Sonoma staff will circulate new letter by 1/15. Aiming for 2 rounds of revisions and to submit by 1/22**
- **Clarify timeline**

Attended:

Council

Fred Allebach
 Mark Bodenhammer
 Tom Conlon
 Richard de Leon
 Eric Gonzalez
 Susan Holzer
 John Kelly

Roger Nelson
 Curran Reichert
 Orlando Rodriguez
 Diana Sanson
 Cathy Wade Shepard
 Tracy Salcedo
 Teri Shore
Steering Committee
 Kimberly Blattner

Richard Dale
 Cynthia Scarborough
 Tim Zahner
Advisors
 David Morell
Staff
 Caitlin Cornwall
 Kim Jones
 Mike Courville