



## Sustainable Sonoma Council

April 9, 2020 Meeting

Videoconference format

Contents of this document: 1. Pre-meeting survey summary. 2. Attendance list. 3. Meeting agenda and notes. 3. Chat box record. 4. Check-in comments.

# 1. Pre-Meeting Survey Summary

## How Should Sustainable Sonoma Meet Sonoma Valley's Needs Now?

This survey was circulated during the week before the Council meeting.

140 email recipients, 14% response rate, 19 respondents as follows:

### ECONOMY 4

RossDrulisCusenberry Architecture

### ENVIRONMENT 3

Greenbelt Alliance

Sonoma Ecology Center

Sierra Club Sonoma Group, Transition Sonoma Valley

### OTHER 1

KSVY/SV Community Communications

### EVERYONE 12

Agency on Aging

Glen Ellen Forum, SDC Coalition

CarePartners

Interfaith Council

SVUSD

SoCo Commission on Human Rights

SV Housing Group 2

Sonoma Valley Hospital

The Haven

Impact100 Sonoma

SV Education Foundation

A handful of survey questions asked about... How does the world look for your sector in this time of COVID-19?

Summary of responses:

Pre-existing needs are amplified

- Inequality, economic insecurity, struggle to meet basic needs like food and rent
- Need to access and protect open space, to get outside
- Need for shelter, housing security, and direct social services, especially in Spanish and to those without internet
- Need for local self-reliance and a stronger safety net

This changes everything

- Facing economic collapse with mass layoffs
- Physical separation, loss of one-on-one care and connection, is traumatic

Adaptation and success

- Finding new ways to connect, provide services

Chaos, exhaustion

A handful of survey questions asked about... What could SuSo do or be, that would improve things for all sectors of the Sonoma Valley community?

#	Summary of related responses
6	Communications hub. 3 Get information out to people who need help accessing help, 2 Lift up other orgs' good work, 1 Reach those without internet, 1 Bilingual
3	Stay the course on housing affordability
2	Work to "change the terms of our social compact", properly reward essential community workers
Would you favor a central Sonoma Valley fund to channel financial assistance?	
9	Yes
5	Depends. 4 Only if run by and for disadvantaged/people of color
1	No, redundant with Sonoma Valley Fund
1	Meet basic needs: jobs, money for food, help for parents/activities for kids
1	Bring working-class (often Latino) emerging leaders into SuSo's positions of power
1	Advocate for help (policy and \$) for tenants and mortgage-holders
1	Help allocate crisis funding
1	Help permitting processes proceed during SIP, so housing projects can go ahead
1	Erase disparities between City and unincorporated Valley
1	Host community-wide conversation on recovery
1	Make SV more resilient to global disruptions

## 2. Meeting Attendance List

### Council

Fred Allebach  
Lorraine Ashton  
Mark Bodenhamer  
Ann Colichidas  
Stephanie Hiller  
John Kelly  
Curran Reichert  
Maricarmen Reyes  
Diana Sanson

Fe Sendaydiego  
Teri Shore

### Steering Committee

Kimberly Blattner  
Richard Dale  
Cynthia Scarborough

### Advisors

Mike Courville

Ellie Insley  
David Morell  
Katherine Fulton

### Staff

Caitlin Cornwall  
Kim Jones  
Leah Benz

## 3. Meeting Agenda and Notes

Blue is the pre-written agenda. Black is notes taken during the meeting.

### I. Welcome

Zoom orientation

Round robin: One thing you're doing to take care of yourself or someone else in this crisis.

SuSo timeline check: Reminder of our work on housing, how we got here, what we are poised to do.

2017 - Formation after wildfires, "norming"

2018 - "Norming", listening sessions, Voices of Sonoma Valley

2019 - Housing goals, Learning Lab, housing values, expert convening

2020 - Homes for a Sustainable Sonoma Valley: Strategic Recommendations for Our Community, public will building campaign

Just before COVID-19 hit, SuSo staff were a few weeks away from 1st draft of Homes report. SuSo Council had selected "public will building" as a housing strategy to lead on. This work was paused as priorities were assessed (2 surveys), and [Sonoma Valley Volunteers](#) was launched.

### II. Survey summary

Write in chat box:

Which response surprised you?

Which response indicates something SuSo should pay attention to?

- Communications hub (multiple)
- Full cost accounting, a different economy
- Communicate as a group about key issues, including housing affordability and public health
- Remember that it takes more for some people to have the same
- Advocacy and community education rise to the top.
- Staying the course on housing aligns with most pressing current needs
- Would take a good analysis before SuSo (or anyone) could credibly take on allocating money.

### III. [Discuss survey results](#)

[Toward a shared analysis. Other interpretations. Voices not heard from.](#)

- Shortcoming of survey: did not hear from Latino community in survey. There's enormous need there, especially for undocumented people (Kimberly). Also: did not hear about status of small businesses.
- Can we do some info-sharing now?
- Things are changing so so fast. What will be needed in 4 weeks? What happens when shelter-in-place lifts?
- Crisis will exacerbate existing strains esp. for people at the bottom. They need jobs, jobs that aren't bad for the planet. So it's the perfect moment for triple bottom line thinking.
- A local food system that employs local people and increases resilience. Not much food is locally sourced in SV. Local food would mitigate threat of scarcity of fresh produce.
- How can we come out of this stronger? Build on this as an opportunity to identify weak points.

### IV. [SonomaValleyVolunteers.org](#)

SuSo staff launched website to address need for younger volunteer force to meet emerging community needs caused by COVID-19. Acts as clearing house for all volunteer opportunities in Sonoma Valley. SuSo Council member organizations are encouraged to submit volunteer opportunities and promote the website to your own audiences using the promotional materials on the Press page of the website.

### V. [What are the most important short-term and long-term roles for SuSo?](#)

[Things to consider:](#)

1. [Stay aligned with SuSo's purpose and values\\*](#)
2. [Our substantial investment and momentum on housing affordability\\*\\*](#)

3. Survey results, and limits of results. Need to weigh invisible voices.
4. Unique ability of SuSo to focus on long-term outcomes, instead of the short-term needs that we are all responding to
5. SuSo does have resources to continue.

\* from SuSo Charter

- We identify and tackle complex community problems with an explicit value of sustainability, finding solutions that have the greatest buy-in and also promote balance among: environment, economy, and everyone (equity).
- We help facilitate diplomacy across key sectors within the community...
- We work to shift public opinion and change mental models to advance our agreed-upon solutions for complex community problems.
- We develop tools that inform member decisions on new projects, policies and proposed actions...
- We identify and link potential investment opportunities ... that align with our ... values and identified solutions to complex community problems.

\*\* Summary table of housing strategies forthcoming in Homes for a Sustainable Sonoma Valley

<b>CROSS-CUTTING STRATEGIES</b>
1. Increase public and private funding for decent housing that's affordable
2. Get Sonoma Valley designated in government plans that affect housing.
3. Understand and track Sonoma Valley's housing situation.
4. Build public will for housing affordability and a good match between jobs and homes.
5. Develop a cohesive joint City-County housing strategy.
6. Address the mismatch between the City and the Springs in terms of representation, resources, poverty, etc
<b>INCREASE THE NUMBER OF AFFORDABLE, DESIRABLE HOMES</b>
7. Improve infrastructure to support infill, low- and moderate-income homes.
8. Reduce regulatory barriers that limit housing production. Actively incentivize production.
9. Build a variety of types of homes in thriving neighborhoods for low and moderate income people, including on nontraditional types of land.
<b>10. IMPROVE and rehabilitate existing housing of all types, so people's homes are safe and affordable.</b>
<b>11. PRESERVE existing housing affordability and protect residents, including renters.</b>

Short term roles (1-3 months), which could postpone housing report and messaging. Consider capacity. (Numbers below show frequency of similar comments.)

- 4 Lead Sonoma Valley Volunteers
- 4 Pursue big funding to make good on our unique cross-sector structure and demonstrated collaboration in SV, to reset stronger/more sustainable coming out of this. Need actual project(s). Commitments of funding for recovery. SVV is a strong initial response, point to it as we determine next steps.
- 3 Immediate housing needs e.g. for people evicted or at risk of eviction or homelessness. Could be advocacy, e.g. rent/mortgage deferments or forgiveness, assistance. Renters need education about their rights and resources.
- 2 Don't drop our beneficial effective activity on short term things, stay agile.
  - 1 Recruit people facing greatest housing insecurity to Council
  - 1 Webinar on social determinants of health with guest speakers about immediate life-threatening needs like domestic violence or reducing stress or tenant rights (Maricarmen) How can SuSo help with this need?
  - 1 Friendly bilingual messaging needed for people to be motivated to maintain distancing. Postcard? Business card? Button? "as if there was an alligator". (Messaging is going out now to business owners who primarily serve Spanish speakers from SoCo EDB. Has been a slower priority than food and rent.)
- 1 Hope, staving off despair.

### Long term roles

- 7 Housing: stay the course. Even more urgent now, with possible mass evictions (Fred), recession or depression on the horizon. What's the point of changing when uncertainty is so great? Maybe we'll have lots of affordable housing pretty soon. (Mark B) Housing carries so many other needs and issues with it.
- 4 Anticipate that things will be much worse across 3E's long term, also opportunities for different types of public will building narratives, a different economic basis, new allies (Katherine, Richard) Can we help the economic recovery by investing in 3E infrastructure (transit, housing, flooding, groundwater)? Gov is looking to invest in such. (John). Act on unique positioning of SuSo
  - 1 A food system that produces local food, is a buffer against crises, and employs local people. (Stephanie)
  - 1 Align more with social determinants of health, not just housing: Economic Stability, Education, Social and Community Context, Health and Health Care, Neighborhood and Built Environment (Maricarmen). Community Building Initiative (Vince Harper) is an example that examines needs every 3 months. Healthypeople.gov

### VI. Next steps to take next steps.

Staff, Steering Committee, and advisors will digest and report back what is feasible, and create work plan.

Staff check in with people who haven't taken survey or attended Council.

Closing comments and thoughts?

2 Make sure that SuSo staff maintain having the capacity to continue.

VII. Closing. Confirm next meeting date: May 14 at 3pm

## 4. Chat box record

1. Kim Jones: All survey responses:  
<https://docs.google.com/forms/d/1wyS1DX81lyWNAu3k25EpQCLJ0ujBqILW7to9-E-4PgE/edit#responses>
2. Mark: Don't forget: ordering from Sweet Scoops is "Economic Development." I just got 4 quarts of Economic Development on Tuesday. :)
3. Fred: TBL, full cost accounting values are really pertinent now! SuSo was already there; now is a great opportunity to bring these values forward and articulate them to the whole community
4. Katherine: I am struck by the need for a communications hub. Would love to hear more about what exists and what is lacking.
5. Kim: I liked the communications hub concept. That might be a natural evolution of the Volunteer project.
6. Fe Sendaydiego: Communications hub is interesting
7. Stephanie: I don't think anyone in the Valley is focused on building a closer relationship between local organic farms and people needing food.
8. David: Continue to communicate effectively as a GROUP about key issues, including housing affordability and public health. SuSo is structured to reflect our entire community, across interest groups. Build support for restructuring our economy, society and equity once we emergence from this constraint.
9. Curran: I didn't find any of it particularly surprising. I do think this is an important time to remember that it takes more for some people to have the same.
10. Teri: The volunteer hub you've already set up is important and not sure what more you can really take on effectively in short term.
11. Diana: The communications hub concept could be merged with the "change the terms of our social compact" comment. The crisis, as others have pointed out, is highlighting weakest areas.

12. Lorraine: Seems like advocacy and community education and information rise to the top. Staying the course on housing fits for crisis time as help with housing payments and basic needs is most important.
13. Stephanie: Thank you Kimberly, I think there's no question that the undocumented are most in need! There is just nothing for them... If we think ahead we could be facing more empty shelves at the supermarket.
14. Stephanie: What about putting together a proposal to ask the county to open certain public lands to farming, and some unemployed undocumented people, who are farm workers, could work that land?
15. Curran: I think what I am struggling with is that we are still in the two week at a time mindset that comes with this kind of crisis. it is hard to address any kind of long term plans because I think it is just too early to say.
16. Maricarmen: Thank you for this site (SonomaValleyVolunteers)-it has been super helpful!
17. Stephanie: Great resource, really well put together!
18. Teri: This was a smart and effective move. Do you really need to do more in response to COVID?
19. Ann: In March, 1/3 of renters nationwide did not pay rent
20. Fred: eviction moratorium will last for two months past official end of crisis, that's when a major housing issue will really hit
21. Ann: Keeping people in their homes takes care of two of the Ps: Preservation of existing affordable housing and protection of tenants good stuff Steph! Rent and mortgage forgiveness, rental assistance
22. John: The last time a downturn happened, a decade ago, it was linked to a very significant home price reduction in the Valley (~50%). During that time, a lot of public service workers (quite a few teachers) were able to get into the housing market, often with assistance on down payments from family. Something to think about in the longer term is how we work on down payment assistance of existing One of the potential outcomes of the immediate crisis is a sustained downturn, more of a depression than recession. The federal response may be infrastructure expenditure. In general we were thinking about housing, we may want to think additionally about how we can get infrastructure projects "shovel ready." These would be roadway and water projects, and then perhaps seeking federal dollars for SMART to extend to Sonoma Valley much sooner than contemplated. To the extent that we can reduce travel times into the Valley, it is possible we can affect the overall market pressures on existing workforce and affordable housing.
23. Fred: maybe SuSo works on an incentive campaign for homeowners to not sell to speculators, but rather, sell to people who are our working class...
24. Ann: yeah, some of the vacation rentals
25. Maricarmen: Supervisor Gore-Latinx community forum (weekly).  
<https://us04web.zoom.us/j/582901705?pwd=Mk9QMzRvZS9mckJtUlpsMG9jbkhMUT09>.  
Call In #: 301 715 8592. Meeting ID: 582 901 705



26. Cynthia: re findings: - needs more input to be useful, can we also disseminate via IT, Sun, and KSVY? - large numbers for central funding effort, - large numbers for centralized communication effort.
27. Fred: SuSo keep an eye on how Permit Sonoma responds, and if planning parameters change to make Affordable housing more likely; lobby for investors to buy land to then donate to non-profit builders
28. Maricarmen; <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>
29. Stephanie: The “long range” here is more like six months, whatever the topic or project
30. Fred: great idea Curran, let’s get the city and county to pledge to really work on inclusive housing in the valley
31. Stephanie: But creating housing except for emergency housing for homeless, takes at least six months...so if we came up with a plan, we could conceivably have a “project ready” plan with financing that could lift people up as we approach the other end of this crisis. And let’s remember that more crises will follow, including climate change disasters.
32. David: Yes, actual projects become central to a big time proposal based on our SuSo structure as a model for others to recover from this challenge. I see Housing, BusinessRedevelopment and Employment as the three key pillars.
33. Fred: short term, Sheriff won’t enforce evictions, no evictions for two mos after crisis, there is a default current reprieve in housing, after the crisis, then real trouble ... chew through, then digest... this metaphor leads to...
34. Maricarmen: That is exactly what I mean with focusing on subtopics quarterly, because those are immediate needs.
35. Stephanie: I just want to mention that there’s a property for sale on Broadway currently for sale that Rachel Hundley proposed for affordable housing but the city council was too depressed to even talk about it...some funding would help!
36. Fe: my two cents. love the volunteer website. we get a lot of inquiry on how people can help the hospital - I would recommend to refer those to the website instead. education focus on housing - thanks!
37. Fred: emergency phase #1
38. Katherine: I would encourage not thinking about big philanthropy outside Sonoma until Sus Sonoma raises its profile here in the Valley. There is a lot of resource and talent—and new allies—waiting to be inspired and to come together. On the sidelines not sure what to do if volunteering isn’t their thing. That’s why communications and lifting up what is and isn’t happening is so important. Curran is right. Sus Sonoma can offer hope, and can do this, by also helping get ahead of curve. Give people more things to say Yes to, not just be afraid.
39. Maricarmen: <https://www.facebook.com/visionycompromiso/>

## 5. Checkin comments

### Council

Fred - writing a lot, reorganizing, gardening, walks, guitar, playing “house” with wife

Lorraine Ashton - needs to shelter in place, would like to be doing food distribution, lots of board meetings, lots of Zoom social activities

Mark Bodenhamer - lots of checking in on business members, nature, reading, musical instruments some days, some days red wine and stress eating

Ann C. - lots to do at mobile home parks, addressing rent stress, starting day with meditation etc.

Stephanie Hiller - getting outside, looking for more garden space, looking for more places to garden, very upset when they closed the parks, very tired of Zoom

John Kelly - drinking lots of wine, lots of (law) clients need services, getting distance learning at SVUSD, planning reopening and food distribution

Curran Reichert - pastoring a congregation, record every Thursday for the coming weekend.

Doing as much virtual pastoral care. Divide up congregation to make sure everyone is getting a phone call.

Maricarmen Reyes - talk a lot to her pitbull, in community trying to help people and stay strong for them, crying here and there, connecting through Zoom a lot, deepening some connections

Cathy Wade Shepard

Diana Sanson - outside in the garden, volunteering to negotiate a local lease to keep a nonprofit from being removed, volunteering for food distribution

Fe Sendaydiego - trying not to work 24/7, preparing for surge, increased distancing, game night on Zoom

Teri Shore - social distancing whenever out, doing best to make sure people social distance from partner, who is at high risk, doing iNaturalist class through SEC

David Stollmeyer - exercising a lot more than ever in entire life, loving it

#### Steering Committee

Kimberly Blattner - garden is my salvation when not working with La Luz finances, hosting nightly sing-alongs

Richard Dale - Maybe Stephanie can connect with SGP. Discovered many roads in Sonoma Valley to bike around, staying up late to connect dots around SV

Cynthia Scarborough

#### Advisors

Mike Courville - looking after senior neighbor

Ellie Insley

David Morell - staying in touch with friends who live alone, get them delivery

Katherine Fulton - celebrated 30 year anniversary! Had a virtual meeting she wouldn't have had otherwise. Thinking about people around the country by themselves, calling them.

#### Staff

Leah - lots of time with child

Caitlin - ordering from Sweet Scoops, kayaking, not parenting so well

Kim - splitting time between my house and staying with my mom to keep her company