



**Sustainable Sonoma Council Meeting**  
**La Luz Center back patio**  
**June 9, 2021**

**I. Welcome**

Desired meeting outcomes

- Reconnect in person. Hooray!
- 2nd round of input on a new name
- Input on prioritizing SuSo’s actions on current issues facing the community

Welcome new members

- Judy Talaugon, representing Indigenous Environmental Network, Kearny Street Workshop and the American Indian Movement
- Dora Estrada, representing Sonoma County Office of Equity

Welcome guests

- Mark Bramfitt of Local Area Formation Commission
- Jesús Guzmán, Stephanie Picard Bowen, and Melissa Gomez of Generation Housing

The heart of the meeting was people visiting several stations, each with a different topic, described below.

**II. Rename Sustainable Sonoma**

Attendees marked what they considered the most accurate and compelling name (green dot), and what they considered the least accurate and compelling name (red dot). Meaning of yellow dots is unknown. Steering Committee makes the final decision. Spanish version will be vetted with Spanish speakers.

Council votes on the names that were narrowed down by previous discussion at Council and Steering Committee

- Sonoma Valley Together / Valle de Sonoma Juntos
- Sonoma Valley Coalition / Coalición
- Sonoma Valley Collaborative / Colaborativa/o (plus one Council vote via survey)
- Consensus Sonoma Valley / Consenso

Council votes on names that were added at the meeting

- [don't change the name]
- Sonoma Valley Alliance / Alliance

Results from most recent public survey

- Sonoma Valley Together / Valle de Sonoma Juntos
- Sonoma Valley Coalition / Coalición
- Sonoma Valley Collaborative / Colaborativa/o  
Consensus Sonoma Valley / Consenso
- [don't change the name]

### III. Refresh SuSo: inclusion

Barriers to inclusion/participation	Solutions & Strategies
It's in English only	Hire translators
Formal agenda, off-putting, lots of older white people	Include food and socializing. Design in time to mingle and talk.
Not enough time in the meeting to connect with people	
Need childcare	Provide childcare
I don't have time or transpo	Meet people where they are. Go to other people's meetings
Meeting time	Evenings
Not willing to state <u>facts</u> about history	Be brave about history, state the historical facts. Take anti-racist training. Do a project to tell untold stories, like the history of the Plaza. Collect data.
Lack access to Indigenous and BIPOC communities	

### IV. Refresh SuSo: SuSo's issues

Reported here are how attendees ranked the importance of SuSo engaging with each issue, reflected in the number of votes (each person got 5 votes, not all attendees visited this station).

1. Leadership and power across generations and races: 7 votes
  - a. Potential meaningful, visible, feasible contributions SuSo can make
    - i. Promote/augment Latino Leadership program at La Luz
    - ii. Restart Leadership program by Chamber?
  - b. Other input: Won't this happen passively? Look at the SVHS yearbook.
2. City housing policy: 5 votes (see more below, in the City housing rules station)

3. County housing element: 5 votes
  - a. Potential meaningful, visible, feasible contributions SuSo can make: follow the process and track issues, go to public meetings to advocate
4. Future of Eldridge/SDC: 4 votes (see more below in the Future of Eldridge station)
5. Bridge the digital divide: 3 votes
  - a. Potential meaningful, visible, feasible contributions SuSo can make: Supervisors approved investments on June 8: make sure some comes to the Springs.
  - b. Latest on this issue statewide: see [article](#).
6. Fix the daycare desert. 3 votes
  - a. Potential meaningful, visible, feasible contributions SuSo can make
    - i. Assist people to start daycares, including licensure. Michael Tinocco knows of a similar existing program
    - ii. Match up empty office space for daycare providers to use
  - b. Other input:
    - i. Where/who are the daycare providers? Info is lacking
    - ii. Teens get stuck doing childcare and can't do well at school or engage in the world.
7. People living in creeks: 0 votes
  - a. Potential meaningful, visible, feasible contributions SuSo can make: support [Project HomeKey](#) (and 7B proposed) in Sonoma Valley
8. Promoting vaccination: 0 votes, but see station with this title below
9. Emergency preparedness (added during the share-out, 0 votes)
  - a. Potential meaningful, visible, feasible contributions SuSo can make:
    - i. Promote preparation and training to our own constituencies. Includes evacuation planning for people and animals, go-bags, info networks, home supplies, home hardening, and defensible space.
    - ii. Promote/advocate for emergency resource hubs where people live
    - iii. Advise CalTrans where to manage roadside vegetation
    - iv. Promote/augment Map Your Neighborhood and the new Neighbor Fests (Maricarmen)
    - v. Promote/augment text-based emergency info networks with Sonoma County and City. County is using the Twilio app (Michael).

**V. The campaign for housing** (Melissa Gomez and Stephanie Picard-Bowen, guests)

Generation Housing staff brought lots of signs, banners, and postcards, and handed out many! You can pick up a yard sign at Caitlin's house (text or call 707-322-1400), and/or ask for more signs and banners at the WeAreGenH [campaign website](#).

**VI. Better housing rules for the City of Sonoma** (Jesús Guzmán, guest)

- How can SuSo contribute to better housing rules in the City of Sonoma?
- Signed letters and editorials
- BMFH! Build more freakin' housing!
- Publicly congratulate activists who got “extremely low” and new inclusionary units added to the Development Code.
- Show up at Planning Commission and City Council to support “good” projects and oppose “bad” projects.
- Change code to allow houses without garages. Good for bikes and seniors.
- Follow the process and track issues, identify critical issues to advocate for, show up to comment, make alliances and turn out numbers of people

## **VII. Concept: City and Springs as one city (Mark Bramfitt, guest)**

### Context

- The city and county are already entering into discussions
- Seems impossible, and probably undesirable, for the Springs to become its own city. There is not the tax base. No new cities have incorporated in California for 12 years.

### Barriers to seeing this happen

- Inertia of the status quo. Would require a special election. Expense.
- City of Sonoma: white anxiety about diversity
- Lack of perception of need for this change: how would this change the everyday life of Springs residents?

### Potential benefits

- Equity
- Services efficiency
- More money to the Springs
- Local agency realignment that might better address water supply and management
- Make the City Council more diverse
- Effective climate action across the entire “urban” part of the Valley
- More influence with the County.

### How can SuSo contribute?

- Wait and see what the city/county discussion yields
- Start the conversation
- Urge Catalyst Fund or another funder to do a feasibility study.
- Do the math. See [StrongTowns.org](http://StrongTowns.org).

## **VIII. The future of Eldridge/SDC**

- Land use alternatives may be selected for public input as early as August.
  - Get the word out early and often, keep people ready to respond.
  - Keep advocating for open space, affordable housing (for at-risk populations, just as SDC has always housed), and priority public uses.

- Transitional (not “interim”) emergency housing use of some existing buildings, and a commitment from DGS that the at-risk population served by this transitional housing will be of the long-term housing at SDC.
- American Indian Religious Freedom Act. Hold space for this discourse.
- Should SuSo push Sonoma County to urgently begin the consultant’s work to get input from groups who have not been heard?
  - Several yes marks
  - Who will determine who those groups are?
  - Want to see consultant come to the Springs. Pop-ups at local stores and apartments.
- Should SuSo reiterate to Sonoma County that we want to see jobs there that diversify the economy, not more of the same? Several yes’s, no no’s.
- What does your sector want to see or not see at Eldridge?
  - Not fancy expensive single family homes. 2 upvotes.
  - Mix of home types
  - Innovative building construction.
  - Space for native ceremonies and gatherings
  - No golf course or hotel. 2 upvotes.

**IX. Promoting vaccination**

- County statistics are reported by census tract. Tracts have wonky shapes that make it hard to understand what’s happening in Sonoma Valley neighborhoods.
- 18-34-year-olds are the most hesitant. To reach them, follow lead of County, planning some digital campaigns and incentives, like lottery tickets.
- Getting 80-100 people at clinics at La Luz, have given 307 first doses.

**VI. Closing**

- No meeting in July. August gathering is Aug 11.
- Thank you, stay in touch.

Key links:

[SuSo core functions](#)

[Homes for A Sustainable Sonoma: Strategic Recommendations for Our Community.](#)

[Sonoma Valley Volunteers](#)

[Generation Housing](#) and its media campaign for housing

Attending:

**Council**

Cathy Wade Shepherd

Tom Conlon

Tracy Salcedo

Sandy Sanchez  
Eric Gonzalez  
Dora Estrada  
Judy Talaugon  
Fred Allebach  
Maricarmen Reyes

**Steering Committee**

Richard Dale  
Kimberly Blattner  
Cynthia Scarborough  
Tim Zahner

**Guests**

Mark Bramfitt  
Jesús Guzmán  
Melissa Gomez  
Stephanie Picard Bowen

**Staff**

Caitlin Cornwall  
Kim Jones  
Michael Tinoco (Health Action)