



# City of Santa Rosa

City Hall  
100 Santa Rosa Ave  
Santa Rosa, CA 95404

## City Council Regular Meeting Minutes - Draft

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Friday, March 10, 2017

9:00 AM

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### SPECIAL MEETING CITY COUNCIL-EXECUTIVE TEAM WORKSHOP

FRIDAY, MARCH 10, 2017, 9:00 A.M. - 4:00 P.M.  
HILTON SONOMA WINE COUNTRY  
3555 ROUND BARN BOULEVARD, NAGASAWA ROOM  
SANTA ROSA, CA

#### 1. Welcome by the Mayor

Mayor Coursey called the special meeting to order at 9:15 A.M.

#### 2. Public Comments

Alan Moody spoke in support of Americans with Disability Act.

Yarrow Kubron spoke in support of public banking.

Kristin Kiefer, Downtown Action Organization, spoke in support of a property-based business improvement district.

Karen Weeks spoke in support of the Open Government Task Force objectives and the sunshine ordinance.

Karym Sanchez, Fare Free Student Transit, spoke in support of free public transportation for students.

Steve Birdlebough spoke in support of an environmental action plan.

Bernie Schwartz spoke in support of the Courthouse Square and expressed concerns of the homeless issues.

Michael Hyman, Downtown Action Organization, spoke in support of the Courthouse Square and of a property-based business improvement district.

Jim McAdler, Southeast Greenway Campaign, spoke in support of the Southeast Greenway.

Marty Bennett, North Bay Jobs with Justice, spoke in support of increasing minimum wage.

Linda Proulx, Southeast Greenway Campaign, spoke in support of the Southeast Greenway.

June Brashares, Sierra Club, spoke in support of increasing minimum wage.

Van Hinshaw, Sonoma County Democratic Party, spoke in support of increasing minimum wage.

Michael Allen, Sonoma County Conservation Action, spoke in support of housing, a property-based business improvement district, and sustainability.

Tom Robertson, Downtown Action Organization, spoke in support of a property-based business improvement district and an increase of public transit services.

Kenny Bilecki, North Bay Organizing Project, spoke in support of free transit fare for students.

Tess Lorraine, Alliance for Care, spoke in support of elderly care.

Gregory Fearon, Santa Rosa Together, spoke in support of the Open Government Task Force objectives and the sunshine ordinance.

LuAnne Daly, Public Banking Support, spoke in support of public banking.

Carol Taylor, Transit Riders United, spoke in support of subsidizing youth bus passes.

Tamara Stanley, Habitat for Humanity, spoke in support of affordable housing.

Carlos Campos spoke in support of public banking for cannabis industry.

Shelly Browning spoke in support of public banking.

Jonathan Coe, Santa Rosa Metro Chamber, spoke in support of a property-based business improvement district.

### **3. Comments from the City Manager**

City Manager McGlynn introduced Jan Perkins, Senior Partner, Management Partners.

### **4. Review Today's Agenda**

Jan Perkins, Senior Partner, Management Partners, reviewed the agenda, the process for the meeting, and the objectives of Shared Vision, Mission, and Values. Ms. Perkins welcomed Ben Hornstein, Director of Water, and Caluha Barnes, Director of Office of Community Engagement; and introduced Leslie Salmon-Zhu, the graphic recorder for the meeting.

### **5. Discuss Progress and Achievements Over the Past Year**

Council and staff broke into small group discussion to come up with top accomplishments and each group reported out.

Group 1: Passing ballot measures O and N, homeless, police not a stumbling block on Roseland annexation, staff working with the County on an agreement on the Roseland annexation, Planning and Economic Development Department more user friendly, departments working cohesively and collaboratively, willingness to deal with difficult issues without Council confrontation.

Group 2: Invested in the reunification of the Old Courthouse Square, passing of rent control issue on ballot, development of Housing Action Plan, streamlined processes, homeless services and policy progress, and comprehensive strategies.

Group 3: New train at Howarth Park, fundraising, and donations, housing response, Bayer park, better involvement tools for the community, taking ownership of our homeless issues, full staffing of Office of Community Engagement, better community engagement, communication among departments, and excellent teamwork is a key measure for us.

Group 4: Internal processes, worked quickly for new garbage hauler, high strength waste digester, centralization of products enabling us to use more efficiently, Council cohesively worked together to hire new City Attorney, cannabis policy guidelines, and the demonstration garden at City Hall enhanced our communities.

Other key accomplishments: Successful new hires of key positions and the little to no concerns during a very wet season - a testimony to field staff.

## 6. Discuss Trends and Challenges

Council discussed their vision for the future, which will be the roadmap of where they go moving forward and will be a touchstone for entire organization. A slide presentation was shown highlighting trends and challenges affecting the City of Santa Rosa now and expected to be important in the future.

The trends and challenges included:

- Population growth
- Demographic shifts
- Unemployment rates and projections
- Income inequality
- Shifting age of workers in the United States
- Age demographics of Santa Rosa workforce
- Impact of the sharing economy, advanced technology and artificial intelligence
- Persistent revenue gaps for local governments
- Likelihood of a recession
- Santa Rosa's financial forecast
- Rising pension and health care costs
- Comparing Santa Rosa with several other cities between 110,000 and 220,000 population
- Impact of legal cannabis
- Shifting Federal policies posing uncertainties

## 7. Discussion on Mission, Vision, and Values for Santa Rosa

Each Council Member provided input in advance about a mission statement, vision statement and a set of values for the City of Santa Rosa. The results were compiled and presented.

Mission: Through discussions, the Council tentatively agreed on the following mission statement: **“Create a welcoming, safe and vibrant community.”** The mission statement will be confirmed or modified at the April 20, 2017 City Council Goal Setting Workshop.

Vision: Following discussion, the Council tentatively agreed to the following phrase as a starting point for the vision: **“Santa Rosa is a beacon of vibrancy and economic opportunity attractive to...”** Council agreed for staff to develop one or more vision options for the Council to consider at the April 20, 2017 City Council Goal Setting Workshop.

Values: Council Members indicated they considered all of the values listed to be important. Discussion comments included the following:

- Term use of “inclusive” about making decisions
- Transparent and open decision making is important
- Like the idea of community-oriented
- Public Service is what we are about - to include:
  - o Inclusiveness
  - o Civility
  - o Collaboration and teamwork
  - o Transparent and open decision making
  - o Creative/innovative leadership
- Could have two sets of values: one internal, one external
- Everything we do should be aimed at “customer service”; some other comments about the use of “customer service” were:
  - o It can mean a range of things
  - o Customer service is what we do, the value is how we provide it to all
  - o Customer implies we’re a business, yet we’re a monopoly

City Manager McGlynn offered to have staff work on value statements to provide a draft set of values and descriptions for the Council to consider at the April 20, 2017 City Council Goal Setting Workshop.

## 8. Orientation to Setting Priorities

The method used to address Council's priorities for a clear and reachable process were specific, measurable, achievable, realistic, and with timelines.

The priority setting process for Tier 1 was defined as Council's top priorities to receive primary attention. Tier 2 was defined as projects which will be pursued as resources permit. Other opportunities for the future were projects that do not emerge as Tier 1 or 2. These will be reviewed in the future, but will not receive attention or resources this year.

## 9. Discussion of Tier 1 Priorities

The Council confirmed that the Tier 1 priorities established in 2016 continue to be the top priorities.

Tier 1: Underway and receiving highest attention

1.1 Reduce Homelessness through a comprehensive strategy.

1.2 Develop a comprehensive housing strategy - "Housing for All," including:

- Increase housing (citywide - market rate/workforce/affordable)
- Attract housing - downtown and transit-oriented
- Address rent stabilization

1.3 Create a plan to address infrastructure and deferred maintenance throughout the community.

1.4 Pursue current opportunities for medical cannabis, cultivation, lab, and employment development. Prepare for impacts of legalized cannabis.

1.5 Complete Roseland annexation and move to implementation.

## 10. Wrap up and Next Steps

Key next steps include the following:

- Staff to create vision options for the Council to consider in April.

- Staff to create values options for the Council to consider April.
- Consultant to prepare agenda for April 20 - 21, 2017 workshop.

Mayor Coursey thanked everyone for their participation and adjourned the special meeting at 4:00 p.m.

Approved on:

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Daisy Gomez

City Clerk