

**SANTA ROSA CITY COUNCIL MINUTES
SPECIAL MEETING
COUNCIL – EXECUTIVE STAFF WORKSHOP**

**TUESDAY, FEBRUARY 9, 2016, 9:00 A.M. – 4:00 P.M.
HILTON SONOMA WINE COUNTRY
3555 ROUND BARN BOULEVARD, NAGASAWA ROOM
SANTA ROSA, CA**

1. CALL TO ORDER AND ROLL CALL

Mayor Sawyer called the meeting to order at 9:10 a.m. Council Members present: Mayor Sawyer, Vice Mayor Schwedhelm, Council Members Carlstrom, Combs, Coursey, Olivares, and Wysocky.

2. WELCOME BY THE MAYOR

3. PUBLIC COMMENTS

Thomas Ells spoke on the current rent crisis regarding supply and demand and analysis of traffic issues.

Dee Dee Bridges, Open Government Task Force, spoke on the homeless population top priority, Roseland annexation, and the adoption of the Sunshine ordinance.

Kevin Conway encouraged the Council to make climate change and sustainability a priority.

Linda Adrain spoke on the adoption of a rent control ordinance.

John Kennedy spoke on Chair of Habitat for Humanity, ready to help with development

Mike Grace, President of Sonoma County Historical Society, asked for Council's support for the Sesquicentennial celebration for Santa Rosa.

4. REVIEW OF THE AGENDA

Jan Perkins, Senior Partner, Management Partners, reviewed the agenda, the process for the meeting, and the objectives of Shared Vision, Consensus for Goals, and Strengthen Council/Staff teamwork. Ms. Perkins introduced Leslie Salmon-Zhu, the graphic recorder for the meeting.

5. APPRECIATE ACCOMPLISHMENTS

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

Group 1: Increase in positive attitude about city, taking ownership of our issues, i.e., homeless, affordable housing, Courthouse Square, violence prevention. Survived the recession, i.e., turning street lights back on. Values, Council and City seriousness about issues, community and council working better together

Group 2: Open Government Task Force a game changer, reorganization of City organization, expanding resources for homeless population i.e., HOST contract, additional beds, shower/toilet trailer. Leadership, commitment, intentional collaboration, allocating resources.

Group 3: Cohesive Council effectiveness, housing response, regional efforts to clean power, smoking ordinance, prescription drug disposal, and reorganization of City staff.

Council working together, staff support and empowerment, clear vision, and Santa Rosa embracing its leadership role.

Group 4: Organization structure and realignment, homeless population progress, addressing issues and not postponing them for later. Value trust, competence and commitment, vision process, community commitment

Other key accomplishments: Courthouse Square and water conservation, more community engagement.

6. VISION FOR THE FUTURE

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.

Each Council Member created a vision statement and reported on how they see Santa Rosa 10 years from now:

Mayor Sawyer: A city known for its reputation for supporting and facilitating a strong business community as a financial engine to support our social, environmental, and quality of life elements so vital to a popular and successful city.

Vice Mayor Schwedhelm: A city where the needs of community are met. A vibrant and sustainable organization that is responsive.

Council Member Carlstrom: A thriving metropolitan community that embraces culture, diversity, and innovation while honoring heritage and regional roles. A city that is affordable and enjoyable, dynamic and resilient.

Council Member Combs: Great quality of life for those who are here now and those to come. Happy, healthy, greenhouse gas reduction, jobs that pay more, arts. A place for everyone and everyone in a good place. A city that has it all.

Council Member Coursey: Diverse and inclusive, a regional leader as an example of how things are done right.

Council Member Olivares: A vibrant, affordable, safe, healthy community to live, work, educate and play.

Council Member Wysocky: A national example of a sustainable community focusing on economics, environment and equity with all community members. An organization where community involvement is inherent.

Council Members shared the following tag lines:

Santa Rosa - The economic and cultural leader of the North Bay.

A Growing Community – Hops, Herbs, Habitat: Come grow with us.

The leader in equity, economy, and environment. A City committed to the Three Es.

A vibrant diverse, sustainable city to live, learn, and play...to thrive.

The city crafted for community.

Santa Rosa: Where we want to live.

Wine country center of everything.

7. DESIRED OUTCOMES OF BROAD GOAL CATEGORIES TO MEET THE VISION

Ms. Perkins presented the question: What should be different in several years as a result of the city’s focus on each goal area? Council and staff broke into small group discussion on the following categories and reported out on their desired outcomes.

City Services: Improve customer service, accessible, convenient, predictable, expedient, innovation. Prioritize resources, clearly define what we do by communicating changes. Responsive to changing community needs. Our core values will drive customer service, realistic expectations from community and the organization. Keep/ensure a high level of employee morale, go the extra mile i.e., stay with the customer until they get where they need to go. Be friendly and welcoming. Engagement between staff and community.

Housing/Homelessness: At functional Zero – every new person in the community has a place to go. Housing opportunities for all, healthy vacancy, maximize development opportunities on transit oriented development, more certainty in planning process, more certainty in development process. Proactive response in/for rental housing, commitment for urban growth boundary. Data would be used to make all decisions.

Economic Development: Moving forward and looking up, good paying jobs, Railroad Square = charming, incubators for hyper small businesses i.e.; arts, agriculture, medical, tech., business related to medical cannabis research and development, testing, etc., understand linkages beyond retail, educational partners. Leading SMART revolution.

Transportation Roads: Presence at/with SMART leadership, SCTA leadership, dedicated funding source for roads, enhanced multi-modal network, increase east/west connectivity on land and air, electric vehicles incentivized. Urban trails, full buses and efficient connectivity, free transportation, more bike and car share services, traffic calming, keep road index up, safe routes to school.

8. OVERVIEW OF FINANCIAL AND ORGANIZATION CONTEXT FOR GOAL SETTING

City Manager Sean McGlynn gave an organizational update and Deborah Lauchner, Chief Financial Officer, gave a general overview of the budget process. Discussion ensued among the council members.

9. CONSENSUS ON PRIORITIES FOR THE COMING YEAR

Discussion ensued around the priorities and goals the Council identified. Council identified five Tier 1 items, twelve Tier 2 items, and ten Tier 3 items:

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 marijuana, cannabis cultivation, lab and employment development. Prepare for impacts of legalized marijuana.

1.5 Complete Roseland annexation and move to implementation.

Tier 2: Also underway, with attention as resources permit:

- 2.1 Implement Rental Inspection Program
- 2.2 Ensure long-term revenue stability (Measures O & P)
- 2.3 Support SMART train – Connectivity; transit oriented development
- 2.4 Southeast Greenway
- 2.5 Attract businesses with well-paying jobs
- 2.6 Complete the unification of Courthouse Square
- 2.7 Develop an emergency preparedness strategy - including vulnerable targets
- 2.8 Implement Open Government report
- 2.9 Implement Participatory Budgeting
- 2.10 Rebuild our services (internal/external)
- 2.11 Create a searchable City website
- 2.12 Focus on youth and gang violence

Tier 3: Not underway (new initiative, Council direction not provided, or resources not available)

- 3.1 Explore business improvement districts in neighborhood commercial centers
- 3.2 Increase funding for Community Advisory Board grants
- 3.3 Community Impact Reports
- 3.4 Fund positions to help new Community Engagement Director
- 3.5 Research what City can do with gun/ammunition control safety
- 3.6 Attract a boutique hotel to downtown
- 3.7 Adopt living/minimum wage
- 3.8 Increase programming in downtown
- 3.9 Obtain new funding source for transit system
- 3.10 Increase youth engagement services

10. AGREEMENT ON PROGRESS REPORTING AND STAYING ON COURSE

This item was discussed with Item 12 – Wrap Up.

11. PUBLIC COMMENTS

Gregory Fearon spoke on Council publishing the notes and results of the work session and to continue to engage the public participation.

Norma Baumsteiger spoke on the location of the meeting being inconvenient for the public and the tree removal in Courthouse Square.

12. WRAP UP

Council Members gave their feedback on the meeting process and provided closing comments, insights, and takeaways from the meeting. Ms. Perkins and Ms. Salmon-Zhu reported the paper charts will be scanned and sent to the City Manager's Office.

13. ADJOURNMENT OF MEETING

Mayor Sawyer adjourned the meeting at 3:45 p.m. The next regularly scheduled meeting will take place on February 23, 2016, at a time to be set by the Mayor.

Approved on:

Stephanie A. Williams
Deputy City Clerk