



# City of Santa Rosa

City Hall, Council Chamber  
100 Santa Rosa Ave  
Santa Rosa, CA 95404

## City Council

### - Draft

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Thursday, April 20, 2017

9:00 AM

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#### **SPECIAL MEETING CITY COUNCIL-EXECUTIVE TEAM WORKSHOP**

**THURSDAY, APRIL 20, 2017, 9:00 A.M. AND  
FRIDAY, APRIL 21, 2017, 9:00 A.M.**

**HYATT VINEYARD CREEK  
170 RAILROAD STREET, SANTA ROSA, CA**

#### **1. WELCOME BY MAYOR**

Mayor Coursey called the special meeting to order at 9:01 A.M. All Council Members were present.

#### **2. PUBLIC COMMENTS**

Gregory Fearon, Santa Rosa Together, provided a document and spoke in support of the Neighborhood Organization Incubator Project.

Ginny Doyle, Junior College Neighborhood Association, provided a document and spoke in support of the Neighborhood Organization Incubator Project.

Karym Sanchez spoke in support of free student bus pass.

Susan Shaw -Ex Dir, NBOP, spoke in support of advocating free student bus pass.

Terri Moon spoke in support of Sonoma County Contamination Ordinance in Santa Rosa.

Dr. Rose Saint John spoke in support of a City public bank.

Mara Ventura, lead organizer, spoke in support of minimum wage increase to 15 dollar phases into two years.

Karen Hudson spoke in support of Sonoma County Transgenic

Contamination Ordinance in Santa Rosa.

Norma Doyle spoke in support of Roseland Library.

Tim Hudson spoke in support of Sonoma County Transgenic Contamination Ordinance in Santa Rosa.

Andy Schexnaydre in support of a City public bank.

LuAnne Daly spoke in support of a City public bank.

Shelly Browning spoke in support of a City public bank.

John Rothfield spoke in support of a City public bank.

Kim Kunkel spoke in support of a City public bank.

### **3. COMMENTS FROM THE CITY MANAGER**

City Manager McGlynn provided the objectives of the workshop while discussing the elements of the direction for the City.

### **4. REVIEW TODAY'S AGENDA**

Presented by Jan Perkins, Management Partners and recorded by graphic designer Leslie Salmon-Zhu.

### **5. DISCUSS MISSION, VISION AND VALUES**

Through discussions, Council Members agreed on the following mission statement:

To provide high-quality public services and cultivate a vibrant resilient and livable city.

Through discussions, Council Members agreed on the following vision statement:

Santa Rosa - Leading the North Bay

Staff presented five values to the Council on April 20, with a recommendation that staff discuss the values with employees in all City

departments. The five values included excellence, integrity, teamwork, transparency, and innovation. The objective of those discussions was to define the values and how they are applicable to employees' work. Council Members agreed to this process.

## **6. DISCUSSION OF BECOMING A PREMIER CITY**

Working in small groups, Council Members and department heads identified what the city is doing well now and what it will need to work on to become a leading and high performing city.

## **7. DISCUSS POTENTIAL TIER 2 PRIORITIES**

On April 21, 2017, the Council reached consensus on its Tier 2 priorities. Tier 2 priorities are projects that will receive attention as resources permit. Through dot voting, Council Members identified the first two in the list below as the highest priorities. The remainder are listed in order of which received dots from Council Members.

### **2.1 Ensure long-term revenue stability:**

- Evaluate the Council's 17% reserve policy to determine appropriate levels.
- Evaluate the utility user tax and transient occupancy tax as compared with other cities to determine what levels would be required to bring us to standard levels and reduce our reliance on sales taxes.

### **2.2 Create a framework for a 21st century service delivery model that is nimble, fosters innovation and supports new technologies and opportunities.**

### **2.3 Encourage programming in the downtown.**

### **2.4 Develop and implement an emergency preparedness strategy including identifying vulnerable targets.**

### **2.5 Implement Open Government report components.**

### **2.6 Conduct a study session on community impact reports.**

### **2.7 Support the SMART train - connectivity, transit-oriented development.**

### **2.8 Plan and implement the Southeast Greenway.**

### **2.9 Attract businesses with well-paying jobs and encourage the retention and expansion of existing local companies.**

### **2.10 Implement participatory budgeting.**

### **2.11 Increase funding for Community Advisory Board grants and review policies for determining awards.**

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- 2.12 Increase youth engagement services.
  - 2.13 Explore options for funding the Roseland Library.

## **8. DISCUSS PROCEDURAL ITEMS**

Council Members renamed Tier 3 to other opportunities for the future. Other opportunities for the future are items that are not moving forward and there will be no staff work or reports on the items listed below:

- Explore business improvement districts in neighborhood commercial centers.
- Adopt living/minimum wage.
- Obtain a new funding source for the transit system.
- Conduct an employee survey to gauge morale.
- Carry out work on the climate action plan.
- Develop a strategy for producing/stimulating the production of childcare facilities.
- Create a transition program for neonicotinoids.
- Hold a study session on creating a public bank.
- Explore options for funding free transit rides for K - 12 students.
- Explore paid family leave.

## **9. ADJOURN (CONTINUE) SPECIAL CITY COUNCIL - EXECUTIVE STAFF WORKSHOP TO RECONVENE AT 9:00 AM ON FRIDAY, APRIL 21, AT THE HYATT VINEYARD CREEK, 170 RAILROAD STREET, SANTA ROSA, CA**

Mayor Coursey thanked everyone for their participation and adjourned the special meeting at 12:00 p.m. on April 21, 2017.

Approved on:

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Daisy Gomez  
City Clerk