



City of
Santa Rosa



COMPLETED AND SIGNED APPLICATION MUST BE FILED WITH THE CITY CLERK BY:
DECEMBER 18, 2019, AT 5:00 P.M.

APPLICATION FOR APPOINTMENT TO THE SANTA ROSA CITY COUNCIL

This application is to fill a vacancy on the Santa Rosa City Council expiring in December 2020. This application is a public document. It may be reviewed by any member of the public upon request after the close of the application period. Only Santa Rosa registered voters who have submitted a complete application packet by the deadline will be considered for appointment.

Name: MICHAEL F. Mertini

Residence Address: [REDACTED] SANTA ROSA, CA 95404

Mailing Address (if different): [REDACTED]

E-mail: [REDACTED]

Home Phone: [REDACTED] Daytime Phone: [REDACTED]

Are you currently a registered voter and a resident of the City of Santa Rosa? YES

Years of Residence in the City: 34

Resident of City Council District No: 4

Please answer the following questions on a separate sheet(s) of paper as they relate to the Council seat you are seeking. See attached

Part I:

1. Please describe your background as it relates to your application for appointment to the Council.
2. Please describe your qualifications for appointment to the Council.
3. Please state why you wish to be appointed to the Council.

Part II:

1. What particular skills do you bring to the Council?
2. Why do you think you should be appointed to the City Council?

3. How much time do you have available to serve?
4. In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?
5. How have you remained current and informed on City issues?
6. Please summarize your experiences in community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.
7. Do you have any specialized training or other qualifications that would be important for the Council to consider?
8. Serving on the Council requires you to annually file a Statement of Economic Interests (FPPC Form 700), a public document in which you disclose your financial interests. Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct/indirect financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interests in relation to your responsibilities as a member of the Council? If yes, please describe any potential conflicts.

To be appointed to the Council you must be a registered voter residing in the City of Santa Rosa at the time of submitting this application and must remain an elector of the City while serving on the Council.

To be considered for appointment you must submit in person:

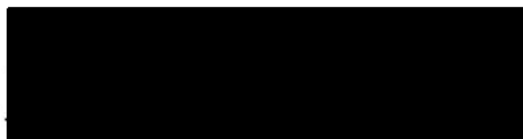
1. The application with any supplemental sheets attached;
2. The FPPC Form 700 (Statement of Economic Interests); and
3. The Nomination Paper with no fewer than 20 signatures, with names and addresses of Santa Rosa registered voters to:

City Clerk's Office,
City Hall, Room 10,
100 Santa Rosa Avenue,
Santa Rosa, CA 95404

FILING DEADLINE: DECEMBER 18, 2019, AT 5:00 P.M. PLEASE NOTE THAT ROOM 10 IS CLOSED ON FRIDAYS. TO SUBMIT APPLICATION/NOMINATION PAPERS ON A FRIDAY, PLEASE CALL 707-543-3015 TO SCHEDULE AN APPOINTMENT.

I Michael F. Martinez swear/affirm that the foregoing information is true and correct.

Applicant's Signature



Date

12/16/19

Santa Rosa City Council Application
December 2019

Part 1

1. Please describe your background as it relates to your application for the appointment to the Council.

I have three passions: the first is my family; the second is multi-generational agricultural production; and the third is public policy.

Married for more than 41 years, my wife and I have raised our son here in Santa Rosa and watched him learn and grow within the Santa Rosa City Schools. We supported him in his education and in his interests in Scouting and sports. We helped him earn his BS from UC Davis and an MBA from USF. He has chosen to return to Sonoma County with his wife and infant son while joining me in the winery that I helped start.

That winery started in a garage in Oakland and moved to Sonoma County in 1982. We have had the opportunity to see first-hand and work side by side with incredible multigenerational agriculture that is Sonoma County. This agricultural heritage that has thrived since the Gold Rush and continues to provide a strong economy and landscape that was lost in other Bay Area counties to sub-division and high tech.

The combination of parenting and running a small business resulted in an interest in local public policy and participation in local governance. In addition to a variety of youth and business Boards, I have had the honor to serve as a Planning Commissioner for the City of Santa Rosa; I was elected for three terms to the City Council (having to step down early from the third term); and served as the Mayor from 2000 to 2002.

These three passions have not abated.

2. Please describe your qualifications for appointment to the Council.

My qualifications include my experience as a Council Member, my three successful campaigns and my prior service as Mayor. More importantly, like the current Council, I served at a time when there was a high level of civility and respect amongst Council Members.

3. Please state why you wish to be appointed to the Council.

I see the Current Council as a body working well together, doing their homework, representing the community and making difficult decisions. This unforeseen vacancy should not be seen as a time for politics but a time for policy. I bring

experience and involvement in issues important to the Council. I have no plans to run for office but offer almost twelve months of "roll up your sleeves" and move the City forward.

Part 2

1) What particular skills do you bring to the Council?

I would bring a) preparation and understanding; b) ability to articulate complicated public policy issues; c) a proven track record of working collegially with other Council members; and d) an understanding of budgeting, finance and accounting from more than 35 years of operating a small business.

2) Why do you think you should be appointed to the City Council?

I provide the current Council with an experienced candidate prepared to assist in moving the City forward with a minimal learning curve.

3) How much time do you have available to serve?

Having served in this capacity, I am familiar with the time demands on the job and prepared to be as active as needed. I am very fortunate to have my son in a role at the winery now taking on almost all of the administrative and operation duties.

4) In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?

Housing and homelessness are the two largest challenges.

The availability and the cost of housing have both been a struggle for many only to be exacerbated by recent fires. On the one hand we see the struggle our children face in living in the town they grew up in. We see increases in land, labor, materials and fees. We see an imbalance between wages and rents/mortgages. On the other hand we cannot easily build our way out due to strong community interests in preserving community separators, adopted Urban Growth Boundaries, maintaining Open Space. The Council has taken logical steps in planning for more dense Downtown development and is addressing the cost of process and challenge.

Homelessness has become more visible and the impact to quality of life is significant. But the homeless is not a new phenomenon. While on the Council in the late 90's and early 2000's, the homeless had camps behind St Eugene's and on Cemetery Hill. We visited those camps and learned that the issue was rarely economic but was related to mental health and substance abuse. We also learned the hard lesson faced today – if not here then where. The Council on

which I served created the first shelter across the street from the Police Department and then expanded services to Samuel Jones Hall.

5) How have you remained current and informed on City issues?

Since stepping down from office I have remained active with the Sonoma County Alliance as Board Member, Executive Committee Member and Past President. The Sonoma County Alliance is an organization comprised of business, labor and non-profits whose mission recognizes that a healthy environment requires a healthy economy.

I have participated with twenty two multi-generational growers and producers to create and manage the Sonoma Alliance for Vineyards and Environment (a 501cs) whose mission is to enhance the environment by promoting sustainable wine practices while maintaining the economic viability of the wine growing and winery community.

6) Please summarize your experience in community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.

Impacting the costs of housing in Santa Rosa is the cost of mitigation for the listed California Tiger Salamander. Working with the grape growers and the federal Fish and Wildlife Service, we have submitted application for a Safe Harbor for vineyard replants based on Best Management Practices developed by the biology of the species. Approval is expected in early 2020. Building on my experience gained when the CTS was first listed while on the Council, I have strengthened my relationship with state and federal regulators. The success of the Safe Harbor application evolved into conversations with the County of Sonoma to address the broader issue of creating viable habitat and relieving the cost burden to urban development. Working with Supervisors Hopkins and Gore along with current members of the City Council and the Board of Public Utilities we have embarked on a cooperative effort to create a Habitat Conservation Plan (HCP) that would enhance habitat and recovery while reducing the cost burden on housing.

Another issue facing the City of Santa Rosa is compliance with the Sustainable Groundwater Management Act and the identification of the Medium Priority Santa Rosa Basin. The City is responsible for a small percentage overall of the extraction of groundwater as it obtains most of its drinking water from Sonoma Water. What remains is the responsibility of Cotati and Rohnert Park; agriculture; rural residential; and small water districts. Almost half is the responsibility of agriculture. While agriculture is responsible for extraction it is also the most capable of recharge. Working with growers within the basin, we have created farm plans that include monitoring of groundwater; development and funding of recharge projects; soil moisture monitoring to determine

appropriate irrigation practices; use of wind machines replacing irrigation as frost protection; and summertime releases from farm ponds to support salmonids.

7) Do you have any specialized training or other qualifications that would be important for the Council to consider?

I served on the Santa Rosa Planning Commission for five years, the Santa Rosa City Council for eleven years; and served as Mayor of Santa Rosa for two years.

8) Serving on the Council requires you to annually file a Statement of Economic Interests (FPPC Form 700), a public document in which you disclose your financial interests. Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct/indirect financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interests in relation to your responsibilities as a member of the Council? If yes, please describe any potential conflicts.

I would need to abstain from contracts between the City and some agricultural operations as I receive compensation from those interests.

My operating a winery does not pose any conflicts as we reviewed those activities with the FPPC when I last served. Any sales of wine from our winery are made through the three-tiered system of distributors.