City of Santa Rosa

Office of Community Engagement
637 First Street

Community Advisory Board
Regular Meeting Minutes - Final

Wednesday, September 25, 2019 **6:00 PM**

6:05 P.M.

1. CALL TO ORDER & ROLL CALL

The meeting was called to order at 6:05pm. Member L. Moore left the meeting at 6:39pm.

Present: 10 - Vice Chair Vincent Harper, Board Member Daniel Chaparro, Board Member Veronica Cruz, Board Member Danielle Divine, Board Member Jennielynn Holmes, Board Member Lacinda L. Moore, Board Member Carley C. Moore, Board Member Cecile Querubin, Board Member Keith Roberts , and Board Member Laney Rooks

Absent: 3 - Chair Cherie Barnett, Board Member Miles Burgin, and Board Member Michelle Escobar-McGarry

2. REVIEW OF CAB MEETING GUIDELINES

Vice Chair Harper reviewed the CAB Meeting Guidelines, including the following:

- Do not interrupt other members or presenters.
- Wait on the Chair or Vice Chair to call you before you speak.
- Do not use cell phones during the meeting. If you must use a cell phone, you may excuse yourself from the meeting to do so.

3. PUBLIC COMMENTS

Mike Cook made public comment on two upcoming workshops hosted by Santa Rosa Together, Santa Rosa Housing for All and the City of Santa Rosa. The workshops will be held on November 1 and 2, 2019 and will include information for City and Count employees on the first day and for Santa Rosa residents on the second day. Mr. Cook also provided the CAB with copies of the flyer for each workshop session.

4. APPROVAL OF MINUTES

August 28, 2019 Regular Meeting Minutes.

A motion was made by Board Member L. Moore, seconded by Board Member Rooks, to approve the August 28, 2019 meeting minutes as amended. The motion carried by the following vote:

Yes: 9 - Vice Chair Harper, Board Member Chaparro, Board Member Cruz, Board Member Divine, Board Member L. Moore, Board Member C. Moore, Board Member Querubin, Board Member Roberts, and Board Member Rooks

Excused: 1 - Varela

Absent: 3 - Chair Barnett, Board Member Burgin, and Board Member Escobar-McGarry

Abstain: 1 - Board Member Holmes

5. CAB ANNOUNCEMENTS

Member L. Moore announced that she has to leave the meeting early. Member Divine announced that leaders in South Park would like to put on a future CAB agenda because they'd like to get assistance in forming a neighborhood association. Member Divine also mentioned an art project at Julliard Park that she would like to get the Community Engagement office involved in. Member Cruz announced that Restorative Resources has moved offices to Lomitas Avenue and will hold an open house in December. Finally, Member Rooks announced that there will be a fire survivors rally at Old Courthouse Square on September 27, 2019 from 5:00-7:00pm.

6. STAFF UPDATES

1. Community Improvement Grant Update - the 2020 Community Improvement Grant (CIG) Program will focus on Neighborfest. Community engagement staff met with public safety staff and decided that they can commit to seven Neighborfest events in 2020 between June and October. This will be one event in each of the seven Council Districts. Applicants will be encouraged to work with other neighborhoods in their district, if feasible. Staff is currently working on selecting the dates of the events. The CIG Program application will be released on or around October 1, 2019 and will be due by January 6, 2020, 4:00PM. The Operations Subcommittee will be working on developing a review process and an award selection process for the CAB. The CAB will select award winners in February or March 2020 and staff will work with each awardee on their agreements. More updates to come on the 2020 Neighborfest Program.

2. CIP Feedback - The CAB tabled at three Wednesday Night Market events and two Neighborfest events with the voting buckets for the CIP budget priorities. Approximately 260 people were engaged to vote. The top priorities are almost identical to the last three voting cycles: housing, street improvements, traffic signals and recreation facilities.

3. Merit Awards - Staff reminded the CAB that the Merit Awards Ceremony will take place on Monday, October 21, 2019 from 7:00-8:00pm in City Council Chambers.

The selection committee selected 13 nominees to receive awards this year.

7. SCHEDULED ITEMS

7.1 COMMUNITY ENGAGEMENT STRATEGIES FOR MEASURE M EXPENDITURES

Jen Santos, Deputy Director of Parks in the Transportation and Public Works Department, presented information to the CAB and staff on Measure M and asked for feedback on engagement strategies for Measure M expenditures. Measure M was adopted by voters in November 2018 and will be implemented between April 1, 2019 and March 31, 2029. Measure M is estimated to raise $11.5 million annually for parks in the City of Santa Rosa. For the full presentation on Measure M, please contact Danielle Garduno at dgarduno@srcity.org.

Feedback from CAB:
Member C. Moore - bring County Parks into conversation during community engagement process. Have community help with the engagement process and maybe think about having a community advisory committee.

Member Roberts - there needs to be a process for new parks in underserved neighborhoods.

Member Rooks - participates in block captains meetings and this has come up for Fountaingrove and Hidden Valley. Have you considered water parks? Funds could be used for education and nature programs.

Member Querubin - will you be working with the general plan outreach process? How do we think about this a part of the city as a whole rather than each neighborhood for its own?

Member Divine - parks need to have restrooms. Maybe have a suggestion box/dropbox in neighborhoods where people can leave their ideas.

Staff Recommendations for Community Engagement:
- Utilize existing events such as 2020 Neighborfest Program, Wednesday Night Market, Cinco de Mayo, and Juneteenth.
- Reach out to neighborhood associations and groups. Community Engagement has a list of contacts.
- Schools are a great place to reach people. Utilize parent club meetings.
- Involve youth!

Public Comments: None.

7.2 CAB STRATEGIC PLAN COUNCIL ITEM UPDATE AND SUBCOMMITEE NEXT STEPS

Staff provided the CAB with the City Council's feedback on the strategic plan, which they approved on August 6, 2019:

Council Member Olivares: how can the CAB help us when we are recruiting new members? Is there information you can give us? Interested in the community engagement/citizen engagement academy. Concerned about burnout.

Council Member Combs: how does the Charter language impact this document? In other words, how does CIP fit into this? Public safety?

Council Member Fleming: What does the onboarding process look like to the CAB? Would like a recruitment flyer or something similar to know who to appoint. Has the CAB implemented the acheivement portion of the plan?

Council Member Sawyer: interested in the citizen engagement academy. Concerned about amount of work. May be too aspirational.

Given this feedback, the CAB Chair and staff agreed that the CAB should narrow their focus to the following:
1. Neighborfest
2. Citizen engagement academy
3. Recruitment flyer
4. Measuring acheivements/success

Public Comment: None.

7.3 GET TO KNOW YOUR CAB MEMBERS

Members C. Moore and Roberts presented information about themselves, including their educational and career backgrounds and personal information they wanted to share with the CAB and members of the public.

Public Comment: None.

8. FUTURE AGENDA ITEMS

A. Subcommittee Report Outs (on-going)
B. Get to Know Your CAB Members (on-going)
C. Neighborfest Outcomes Presentation (October 2019)
D. Homeless Point in Time Count Presentation (October 2019)
E. Strategic Plan Review and Update (October 2019)
F. Santa Rosa General Plan Update Presentation from PED (TBD)
G. New Community Programs and Engagement Department (TBD)

H. Recreation Programs (TBD)
I. CAB Budget and Promotional Items Discussion (TBD)
J. Roseland Annexation Update from SRPD (TBD)
K. Bennett Valley Senior Center Update (TBD)

9. ADJOURNMENT

The meeting was adjourned at 7:18pm.

A motion was made by Board Member Holmes, seconded by Board Member Querubin, to adjourn the meeting. The motion carried by the following vote:

Yes: 9 - Vice Chair Harper, Board Member Chaparro, Board Member Cruz, Board Member Divine, Board Member Holmes, Board Member C. Moore, Board Member Querubin, Board Member Roberts, and Board Member Rooks

Excused: 2 - Board Member L. Moore, and Varela

Absent: 3 - Chair Barnett, Board Member Burgin, and Board Member Escobar-McGarry

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Any writings or documents provided to a majority of this meeting body prior to this meeting regarding any item on this agenda are available for public review in the City Clerk's Office, Room 10, City Hall, 100 Santa Rosa Ave, during normal business hours.