Attachment 1

Sequoia Community Garden

Sequoia Garden Mobile Home Park Owners Association

2023

Sequoia Gardens MHP: CIG/Community Garden Final Report

Our community gardens planning, grant writing and initial committee consisted of six individuals. We worked with our HOA Board to establish a subcommittee under the boards direction.This also included the MHP's managers for final approval.

Once approved for the grant we assembled an initial committee team of 16 volunteers to plan, purchase, implement, plant , weed, maintain, harvest and manage two garden lots located in different regions of the park.

Teams worked to til and amend soil, start seeds, build and assemble raised and ground beds, establish irrigation, plant seeds and starts, weed the beds, tend to plants harvest and distribute produce then water , harvest and weed some more.

Our community benefitted from sharing knowledge and experience, team building, problem solving, physical activity, community building through shared goals and service and food. Additionally , all park residents had access to fresh, delicious organic produce.

Now that the gardens are established an ongoing effort to plant a winter garden is underway. The goal is year round community gardening as long as interest , labor and funds continue.

We stopped tracking volunteer hours when they exceeded 300 hrs. ($22.50 x 300hrs =$ 6,750.) but , we estimate volunteer hours at close to double that amount. Additionally, many neighbours provided in kind donations such as supplies, tools, plant starts and funds. We estimate matched funds and in kind donations at $2700.

Our successes included abundant fresh food production, learning to collaborate as a community with a highlight visit from Santa Rosa Mayor Natalie Rogers. We also learned about our neighbours and developed meaningful relationships. Some challenges included differing communication styles, knowledge deficits , differences in garden and work styles and clearly defining leadership.












COMMUNITY
GARDEN
SOUTH

















Bags of Love Program

Food for Thought

2023

Grant report to the City of Santa Rosa, Community Improvement
Grant Grant Period: November 2023 – August 2024
Grant amount: $2,500

Food For Thought is very appreciative of the $2,500 grant from the City of Santa Rosa Community Advisory Board. This funding has supported Food For Thought's Bags of Love Program. By providing bags of healthy, shelf-stable, easy-to-eat food to unsheltered/housing-insecure people, this program directly addresses food and nutrition insecurity and helps alleviate poverty in Santa Rosa by mitigating the rising costs of one of the most essential yet expensive basic needs–food. Designed to address the particular and transient circumstances of people experiencing housing insecurity and living with serious medical conditions, each portable bag contains the equivalent of 11 meals. Our research indicates that most food offerings for homeless people are high in cheap carbohydrates. In response, our Registered Dieticians devised the Bags of Love menu to offer protein-rich items, no sugar, and 11 meals' worth of calories, in addition to being shelf-stable and easy to eat. Housing-insecure and homeless people typically find out about the services offered by this program when they visit one of our partner health care agencies to receive medical support.

In 2023, FFT distributed 2,565 bags of food to health agencies in Santa Rosa (this accounts for 67 percent of all the bags we provided across Sonoma County in 2023). We expect to provide another 2,500 bags over the course of 2024. Of people who answered our client survey, 39% (91 people) were Hispanic/Latinx, 49% (118 people) were white, and 5% were Black/African American. People receiving these bags of food were living with a variety of chronic/severe health conditions, including HIV, heart failure, pulmonary disease, and diabetes, the symptoms of which can be alleviated through improved nutrition and access to healthy food.

The project was planned by the following members of staff at Food For Thought: Nina Redman, Director of Nutrition and Client Services; Stephanie Kuo, Director of Operations; Roberto Martin, Food Program Manager; and Helen Myers, Director of Community Engagement. These FFT staff members also worked with members of staff at our partner organizations who distribute the bags of food to the clients.

The project implementation team consisted of the above staff members plus around 100 volunteers, who packed the bags of food in the FFT food pantry and were involved in delivering the bags to our partner distribution agencies across Santa Rosa.

As next steps, we intend to continue delivering this program to people in need in Santa Rosa, as we know there is currently a high level of demand for these nutrition services. We consider the number of people supported through the program in 2023 to be a success and will work to offer this support to anyone in Santa Rosa who is eligible and in need.

We currently experience some challenges with gathering demographic data from participants in the program, but we are working closely with our distribution partners to streamline and improve the process of gathering data. Improved program data and evaluation material will allow us to better target our support to those who need it the most, and will help us to better tailor the food we distribute to the nutritional needs of the people we are serving in Santa Rosa.

By providing this essential service, we continue to support some of Santa Rosa's most vulnerable residents.


FOOD
for thought


Bags
of
Love
MISSION
PRIDE




Cheerios
Cheerios
Cheerios


Food
for
Thought


Jean T
1 of 1
8
ROUTE
8

Parade Dragon

Redwood Empire Chines Association

2023

Community Engagement Grant Final Report from Redwood Empire Chinese Association

www.recacenter.org POBox 7854 Santa Rosa, CA 95409,

In 2023, the Redwood Empire Chinese Association requested $2,500.00 through the CAB Grant program to purchase two new performance lions. These funds were granted. Two new lions were purchased for $2,029.90 from Kungfu Direct in San Jose. The remaining funds were used to purchase a new lion drum for $600.50 from the same seller. The parade dragon mentioned in the grant was purchased with funds from a grant from Corazon Healdsburg. Purchasing decisions were planned and implemented with our RECA Youth Group of at least 15 adults and teens, RECA Board of about 15 adults, and various other interested members and friends.

Our initial event with these funds was to take three teenaged lion dancers and six adults to choose and purchase two new performance lions for RECA performances. Once purchased, our lion team, comprised mostly of teenagers with Youth Group leaders and assistants, plus parents and other interested adults, have practiced and performed with these lions for over 2,000 thousand spectators:

September: Lions' eyes were painted by Santa Rosa officials at the Autumn Moon Festival of over 100 people.
December: Lions performed for about 100 people at the RECA Christmas Party at the Santa Rosa Vets Memorial.
January, 2024: Finley Center, Santa Rosa: Lions performed for about 200 people at a Chinese New Year Celebration. Lions danced for Loma Vista Immersion Academy, Petaluma, for about 100 people. Lions danced at Sonoma County Museum's Lunar New Year Celebration, + 200 people
February: Lions performed for 1,300 people at the Children's Museum of Sonoma County for Lunar New Year.
Lions performed at Oakmont Senior Singles Performance for about 80 people. Hands-on presentation at Village Charter School, @ 50 participants
March: City of Sonoma Lunar New Year Celebration, about 100 people.
Santa Rosa High School, one lion performed at student organized event. @70 students watched
April: Old Courthouse Square lion performance for DA Victims' event, estimated 200 people at time of performance
May: Lions danced at Oakmont, small auditorium, about 50 people
Village School intercultural evening program Lions performed at Rose Parade After-Performance in Old Courthouse Square, estimated 500 people
June: Lions performed in Kensington for Dance Arts Festival, @150 people.
Lions performed at Howarth Park, Child in the Wild, @300 people.
August: Sonoma County Fair performance, @50 people, Parade—cannot count people watching probably over 500

Firm Commitments for next few months for lion dances:

September 14: China Camp State Park, dragon, no lions. (They have their own lions.)
September 28: Autumn Moon Festival, RECA Center
October 5: Walk to End Alzheimer's, SSU
December 7: RECA Christmas Party
January 24: Finley Center Lunar New Year
January 18: Winsor Senior Recreation Center Lunar New Year
February 8: Children's Museum of Sonoma County Lunar New Year celebration with 2 performances
February 10: Farmer's Market invitation to perform for Lunar New Year
February 15: City of Sonoma Lunar New Year with Martin Yan of Yan Can Cook

Santa Rosa, Sonoma County and beyond benefits by the purchase of RECA's lions and drum by receiving positive intercultural interactions which are designed to increase understanding and acceptance of Chinese and Asian culture in our communities. During these troubled times of division, finger-pointing and violence, intercultural performances provide opportunities to identify with concepts and individuals that might seem unknowable, changing them into fun memories of happy events and better understanding.

RECA performances, although sometimes only lion dancing, are usually combined with cultural dance, singing, instrumental solos on lesser-known Asian instruments, introduction to calligraphy and Chinese writing, Chinese scissor-art, other art activities, and a variety of social events involving food of many ethnic origins. We also provide scholarships to high school seniors. These activities are funded by RECA funds, and, in 2023-2024, included grants from CAB, Corazón Healdsburg and the Art and Culture Collective of Northern Sonoma County, Amaturo Family Foundation, Inc., Sonoma County Supervisors, as well as individual donations from members and friends of RECA.

Photos of RECA Lions purchased by 2023 CAB grant



Teens and Youth Group leaders check every lion in the warehouse. They picked the best.

.Photo by Judy Cheung





(L) Santa Rosa Vice Mayor Mark Stapp and Santa Rosa CAB member David Chen paint the eyes of our new lions during the Autumn Moon Festival at our RECA Center in September, 2023. It is traditional to paint the eyes of the lions so the lions can see to perform. Their purpose is to chase away evil spirits so only good remains.

Photos by Grance Cheung-Schulman



First official performance of new lions after having eyes painted, Autumn Moon Festival, RECA Center.

Photos by Grance Cheung-Schulman



RECA Christmas Party, lions perform with a little lion. About 100 people attended the Vets Building.

Photo by Grace Cheung-Schulman.



Finley Center Lunar New Year with James Gore, SoCo Supervisor. Photo by Judy Cheung



Loma Vista Immersion School, Petaluma, Lunar New Year intercultural program. Photo by Judy Cheung



Sonoma County Museum Lunar New Year.
Photo by Judy Cheung



Children's Museum of Sonoma County: two dance performances with hands-on and photo op times before and after. Photo by Judy Cheung



Oakmont Singles Club Lunar New Year Celebration.
Photo by Judy Cheung



City of Sonoma Lunar New Year Performance with traditional *Drunken Lion* routine. Photo by Judy Cheung



Santa Rosa High School performance during a lunch time. Photo by Judy Cheung



New red lion and old little lion entertain at SoCo DA's Victim Awareness event in Old Courthouse Square.
Photo by Judy Cheung



Oakmont's AAPIC Month Celebrations. Lions danced and posed at poolside. Photo by Judy Cheung



Performance for Luther Burbank After Parade Show.
Photo by Nancy Wang



Dance Arts Festival, Kensington, CA, June 1, 2024.
Photo by Megan



Child in the Wild event at Howarth Park.
Photo by Judy Cheung



Our new dragon was purchased with other funds. This dragon performed at many events with lions and other cultural presentations. Photo by Judy Cheung



RECA's new dragon in performance at *Child in the Wild* at Howarth Park. Our dragon is popular for 2024, Year of the Dragon. Photo by Judy Cheung



Village School performance with hands-on time Photo by Nancy Wang



New lion drum at Children's Museum performance with little lion heads waiting for performance later in the act. Photo by Judy Cheung



Sonoma County Fair Parade, August 10, 2024:
New lions, new dragon and new lion drum.
Photo by Nancy Wang

Summer in South Park

South Park Coalition

2023

South Park Coalition's Summer in South Park Event – Final Report
9/19/23

Numbers of participants at event: 255

- 165 guest attendees (based on unique raffle tickets turned in)
- 39 community partners representing 23 agencies (Children's Museum of Sonoma County; Catholic Charities/Caritas Center; Community Action Partnership; Economic Development Board; Head Start; InResponse; IOLERO; LandPaths; Latino Service Providers; Legal Aid; NextGen Trade Academy/LIME Foundation; Nuestra Comunidad/Listos; Providence Health; Recology; Redwood Empire Food Bank; Santa Rosa Community Health; Santa Rosa Junior College; Santa Rosa Fire; Santa Rosa Police; Social Advocates for Youth; Sonoma 4cs; Sonoma County Regional Parks; Sonoma Ecology Center)
- 2 City Council members, 1 Mayor, 1 City Manager 1
- 12 musicians in 2 bands
- 12 South Park Futbol Club players
- 12 South Park Coalition team members
- 11 volunteers

Number of people who participated in the planning of the project: 19

- 12 South Park Coalition team members
- 3 volunteers (from outside of South Park)
- 1 Santa Rosa Fire Department, 1 Santa Rosa Police Dept, 1 Recology. 1 St. Joseph Health

Number of people who participated in implementing the project: 64

- 39 community partners (see above)
- 14 South Park Coalition members: Alma Magallon, Annette Arnold, Arthur Gonzales-Martin, Cade Burkhammer, Irene Flack, Jennie Orvino, Johnnie Jones, Jonathan Heysek, Kim Madsen, Laura Larque, Melissa Salini, Olivia Ortiz, Randy Smith, Seth Montes
- 11 volunteers: Cathy Wild, Bethrenae Tribble, Jennifer Rapoza, Jeff Arnold; Alex McCord; Adrienne McCord; Jasmine Feeney; Raven Gianokos; Ben Hittle

What was accomplished with this funding?

- We provided an afternoon of fun for neighbors to gather in a safe environment.
- We brought local musicians to perform for the community.
- We helped organize outreach efforts between SRPD and South Park residents to help build stronger relations.
- We connected the South Park community with 23 agencies that offer services and valuable information to them.
- We provided an outlet for local organizations to connect with South Park residents.
- This event demonstrated that there are positive things happening in South Park helping to dispel the reputation of South Park being a bad neighborhood.

South Park Coalition's Summer in South Park Event – Final Report
9/19/23

Describe the work that was completed and how the community benefits from the project

Work completed:

- Applied for and receive community improvement grant
- Worked with parks department for park permits, street permits, and sound authorization
- Connected with community partners and local businesses to bring resources to neighbors
- Organized music, games, rock painting, and giant bubbles for entertainment
- Sourced local musicians to perform at event
- Requested and received donation for event insurance
- Requested donations from local businesses for event raffle
- Purchased ice cream, games, prizes, and supplies
- Advertised event on Facebook, NextDoor, Press Democrat, South Park newsletter, through email and posting flyers throughout the neighborhood
- Coordinated South Park team and volunteers to plan and produce event
- Event set up, attendance, and clean up
- Thank you cards sent to community partners, donors, and volunteers
- Photos were posted on Facebook for neighbors to see and share

Community benefits include:

- An afternoon of fun, games, and music to bring neighbors together
- Neighbors benefitted by having 23 community partners provide valuable resources and information (culture, homeless services, business info, pre-school, childcare, job training, disaster preparedness, health screenings, food resources, legal services, education, teen services, outdoor opportunities)
- Opportunity for police to connect with residents and residents to connect with police.
- A positive experience for South Park thereby helping people feel more connected to where we live
- Community and residents seeing South Park in a positive light will help diminish the reputation of South Park as a bad neighborhood

Describe any next steps that will take place

- After the event, we posted all the photos on Facebook for people to see and download.
- Planning for future event to bring neighbors together again.

Please include description of matching funds or volunteer hours that were used.

We received the following matching funds for this event (amounts rounded to nearest $5 increment):

- Sound person and equipment (Johnnie Jones) - $300.
- Raffle prize donations (various) - $1,230 Cafe Frida-$25; CalSkate-$60; Childrens Museum-$64; EpiCenter-$100; The Hattery-$75; Lola's Market$175; Sonoma County Museum-$48; Schulz Museum-$72; Snoopy's Home Ice-$56; Sonoma 4Cs-$25; Sonoma Regional Parks-$69; Sonoma Ecology Center-$469
- Event insurance (St. Joseph Health) - $385
- Food/Beverages for Volunteers-$120; Game prizes-$60; Paint Supplies-$280; Printing-$280; Permits$410 (St. Joseph Community Partnership Fund) - $1,150

Volunteer hours – 196 hours / $4,010 value

- Three team planning meetings (10 people x 1 hour x 3) - 30 hours
- Project management (1 person x 25 hours) - 25 hours
- Volunteer recruiter (1 person x 2 hours) - 2 hours
- Donation requests, pick ups (4 people x 3 hours) - 12 hours
- Event day (20 people x 5 hours) – 100 hours
- Post event clean up, returns, follow up (1 person 8 hours; 1 person 4 hours) - 12 hours

Highlight of successes, challenges, and opportunities for improvement

Successes:

- Everyone had a great time
- Residents were provided with valuable information and resources
- Great turnout from our community partners
- Mayor, city manager, and two city council people attended
- Having local musicians perform
- Improved connection between SRPD and residents
- Rock painting table, games with prizes, and giant bubbles
- A sense that South Park is an improving neighborhood

Challenges:

- Putting up our tent (it takes a village)
- Need for more bilingual participants

Opportunities for improvement:

- Provide source for shade at event.
- Have SRPD out among the guests vs staying inside their booth
- Organize raffle better to track who won what to share with donors
- Get more attendance from neighbors and beyond

SANTA ROSA
POLICE

SantaRosaPD




YAMAHA






CHECK IN
SOUTH PARK COALITION
Annette

Railroad Square Music Festival

The Lost Church

2023



This is a report on the Railroad Square Music Festival for the County of Sonoma's CAB Grant. Our seventh annual festival was held on June 11, 2023.

Attendees:

We estimate at least 7,000 people attended the event this year. Being a free festival with many entrance and exit points, it is very difficult to determine the exact number and how many of these attendees were from Sonoma County. If budget allows in 2024, we plan on exploring a phone tracking system to get a better picture of our attendance and where our audience is from.

Artist / Bands:

Railroad Square Music Festival featured 28 local artists/bands on 5 stages, totaling roughly 95 individual performers.

Festival Team

Our core team is made of 3 people, followed by a group of 6 managers. These people plan the event and meet regularly for months leading up to the big day. To implement the project we rely on the core team and managers above, as well as day-of-show staff (20 people) and volunteers (60 people). We also contract with stage and sound companies.

County Funding

Country support came to $423 dollars this year. This went towards promotion and advertising.

Total budget for the festival comes to roughly $68,000. We made the rest of the budget up through sponsorships, concessions, donations, booth gees, and grants.

Accomplishments and Highlights:

Cultural Vibrancy -The Seventh Annual Railroad Square Music Festival presented 28 local bands on 5 stages, showcasing a wide variety of musical styles including Americana, rock, hip-hop, banda, norteño, DJ, singer-songwriter, and more. 14 of the acts were focused on artists of color and 2 bands were entirely Spanish-speaking. We also featured a quinceañera fashion show, wandering circus acts, public recitals from 2 local music education programs, and a land acknowledgement featuring traditional Pomo songs.

Destination and Economic Vitality -The festival brought over 7,000 people to the heart of Santa Rosa and actively helped to establish our county as an arts destination. The businesses of Railroad Square (particularly the restaurants and bars) benefited from extra foot traffic. We pay all staff and artists at the event and in turn support a healthy arts economy.

Placemaking -With the support of the County of Sonoma, we created a centrally located, free and accessible event where the community can gather and celebrate local arts and culture. Since 2015, the Railroad Square Music Festival has worked with local businesses, artists, and community groups to develop the sense of place in this beautiful Santa Rosa neighborhood.

Vision for Future:

We look forward to continuing the festival for years to come. Some of the things we want to focus on in the future include:

- Partnering with media, tourism groups, and hotels to better spread the word beyond Sonoma County.
- Continuing to expand cultural representation on our stages and in our team.
- Partnering with more local businesses as sponsors of the free event.
- Simplifying and streamlining our production process, using lessons learned from our team.


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CARDBOARD
PEOPLE


OLIVER
STOP




novation

AAPIC Community Gathering

AAPIC of the North Bay 2023

Report to the Community Improvement Grant
AAPI Coalition of North Bay
April 2024

REPORT NARRATIVE

Project Objective

As included in the original Grant application document, the expressed objective of the 2023 Community Gathering is to provide an opportunity for AAPI folks to network, celebrate each other's food and culture, promote a sense of community, and provide a platform for AAPIC North Bay to report what it has done in the past year, to announce future projects that would benefit the AAPI community, and to invite people to be involved with AAPIC as members and volunteers to help guide the direction of the organization.

Comments

- The original date of November 4, 2023 was postponed to January 27, 2024.
- A total of 97 people attended the gathering. 55% were AAPIC Members, and 45% non-Members. In both groups, there were a mix of AAPI and non-AAPI people. This shows the strength of our support, both from within our AAPIC community and from our community allies.
- Attendees (& volunteers) included members from the following:
    - AAPI communities: Chinese, Japanese, East Indian, (Punjabi, Bangladeshi), Nepalese, Vietnamese, Filipinos, Cambodian, Laotian & Hmong, Korean, Native Hawaiian, Fijian, and Indonesian.
    - Elected officials: from city councils of Santa Rosa, Healdsburg, Rohnert Park, Cotati, and Petaluma.
    - Non-API allies: Jewish congregation, GoLocal, SC Economic Development Council, etc.

With the above objective as our guide, we developed the Program Goals as follows:

Program Goals

- Build and strengthen relationships in the AAPI community.
- Learn about what AAPI Coalition has done since its inception 2 years ago.
- Learn about the State of the AAPI Community in Sonoma County.
- Be in community with us and share ideas on the issues affecting AAPIs in Sonoma County.

Program Schedule

8:30 am Doors open. Sonoma Taiko drummers welcomed attendees with drumming performance.

9:00 am Asian breakfast prepared and served by volunteers.

9:30 am – 11:00 am

- Welcome Remarks from Co-Chair Elizabeth Escalante.
- Year in Review report by Co-Chair Grace Cheung-Schulman.
- Keynote Speaker Remarks – Dr. Ming-Tung (Mike) Lee, President of Sonoma State University.
- Poetry Reading by Ella Wen, Sonoma County's 2022 Youth Poet Laureate and Mario Carrillo Senior.
- A report "State of the AAPI Community in Sonoma County" presented by Board Member Laurie Fong.

11:00 am – 12:00 pm

- Small Group Discussion "Talk Story"
- Attendees were randomly assigned to 12 tables, each hosted by a volunteer facilitator and a volunteer note-taker.
    - Welcome & introductions.
    - Discussions to 2 questions:
        1. What is an important issue for you, as an AAPI (or ally) in Sonoma County?
        2. What do you want to see in this organization, and how can AAPIC serve the AAPI community?
    - Report out from each table.

Comments

- Answers to the above 2 questions were collected, transcribed, and collated into themes.
- Post Meeting Board Strategic Meetings subsequent to the January 27, 2024 Annual General Membership Meeting were held. The newly elected Board Members met to study the comments from the attendees and created a strategic plan for the coming year.
- Through these strategic meetings, we formulated 3 Strategic Goals for the next 2 years:
    1. Reach out to establish new connections and create a robust network of our collective local Asian and Pacific Islander communities. Announce ourselves to our various ethnic communities and let them know what we stand for, and that we support the.
    2. Represent the AAPI community to our policymakers in government, nonprofits, and business.
    3. Strengthen and sustain the internal systems of our all-volunteer network to support AAPIC's efforts.
- Indeed, the first of the outreach event "AAPIC CONNECT" is planned for Friday, April 12, at Bliss Sandwich and Boba Cafe in downtown Santa Rosa to meet our community, particularly the Vietnamese.
- See a copy of the announcement of the first AAPIC CONNECT event. https://mailchi.mp/84552abb8be6/aapic-2024-03-27?e=309952beef

FINANCIAL REPORT

Please refer to attached Financial Report link below.

ATTACHMENTS (can be retrieved from our Google Drive by clicking the links below)

1) **Report Narrative (PDF)** - https://docs.google.com/document/d/1wPcx7tK0fqiiuZ9KJGlS2IDagw8T7VXM/edit?usp=sharing&ouid=101931826012518424662&rtpof=true&sd=true
2) **Financial Report (XLSX)** - https://docs.google.com/spreadsheets/d/1Ca8tl_0wHUm3SjzG8T5OSDYWR67gdo--/edit?usp=share_link&ouid=101931826012518424662&rtpof=true&sd=true
3) **Proof of Payment (PDFs)** - https://drive.google.com/drive/folders/1hq94qsyhghw4l4A-nkEWBqx1VDbqmydu?usp=share_link
4) **Program handouts (PDF)** - https://drive.google.com/file/d/1gH_rVN_t23iivqoW8zNiu87wmET9LU0W/view?usp=share_link
5) **Publicity emails & flyers (PDF)** - https://drive.google.com/drive/folders/1Z3z16T_-i9XjjleXzcOakXF3-qlwaASB?usp=share_link
6) **AAPIC Annual General Report (PDF)** - https://drive.google.com/file/d/1wetXKsOvn3VkjSBwUJ2-2rW2y97sfkao/view?usp=share_link
7) **AAPIC State of APIs in SoCo (PowerPoint)** – read the slide notes at the bottom of the slide) - https://docs.google.com/presentation/d/1V9A3HfGXCsK0rFuLzsHCdc88kSuOP7MW/edit?usp=share_link&ouid=101931826012518424662&rtpof=true&sd=true

8) **Poems by Ella Wen, Sonoma County 2022 Youth Poet Laureate - Behind Quiet Tongues and Fruit Stickers** - https://drive.google.com/drive/folders/1wh6s_OO6613qGIbkAx8NULpxXKSXTI9j?usp=share_link
9) **Collated comments from the attendees (Doc) -** https://docs.google.com/document/d/1-maJIho-vGwo-JcUYckW00xGjsZNv9YA/edit?usp=sharing&ouid=101931826012518424662&rtpof=true&sd= true

10) **Photos of the entire event** (53 photos) - https://www.gcheungschulman.com/AAPI/20240127-AAPIC-AGM
11) **Videos of the entire event (mp4)** - https://drive.google.com/drive/folders/1snfhLlVeW_7zrSWcopXeMcY0zbFFMIKu?usp=share_link

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Carriage Rides

Historic Railroad Square Association

2023

HISTORIC RAILROAD SQUARE 2023 HORSE & CARRIAGE RIDEs

Report on City of Santa Rosa Community Promotions Grant



Historic Railroad Square Association

Report on Community Promotions Fund Grant 2023

The Historic Railroad Square Association received a 2023 Community Promotions matching grant of $2500.00 for the 2023 Holiday Season and the 34th year of providing free carriage rides in Railroad Square. We were delighted to have City support as we continue this holiday tradition.

The Historic Railroad Square Association community partners and donors contributed $10,500 for a working budget of $13,723.00 including the City grant of $2500.

Our Goals:

We more than accomplished our goals of providing a free community event open to all members of the community. We enhanced the visitor experience with the addition of music every day, recruiting volunteer staff to meet and greet and take family photos, and to partner with other Railroad Square and community organizations and businesses. The over-riding goal was to put a friendly face on Santa Rosa and our historic district. Families and friends left having enjoyed what was for them, or would soon become, a wonderful holiday tradition.

Planning Team: The event planning team consisted of the Executive Director and several Board members as well as assistance from Carriage Occasions, the horse and carriage ride owners.

What was accomplished with the City grant:

Specifically, the $2500 grant monies were used to cover 2 full days of carriage rides, ($720) total cost of and partial payment for musicians and entertainment ($1780). We were overwhelmed and delighted by the generous donations from our partnerships with several local institutions and businesses, which with the City's assistance, made this annual event self-sustaining. We were able to match the City's donation.

Activities:

The carriage rides operated every Saturday and Sunday from the weekend after Thanksgiving through December 23rd and Christmas Eve. (Weather permitting) We were able to recruit 3 volunteers/day to help greet people, take photos, and answer questions. The Number of volunteers who participated: 3 volunteers/day @ $29.95/hour x 4 hours/day x 7 days = $2515.80 value of volunteer hours.

Every Saturday and Sunday between 11-3, volunteers set up welcome tables and festive decoration and offered children's activities such as writing to Santa or drawing pictures which kept them occupied while waiting for a ride.

- A 2x3' history board told the story of Railroad Square's past and stories as introduction to the unique architecture and significance of this nationally recognized Historic District.
- Roving volunteer photographers provided opportunities for family photos using the family's phone. A festive decorated picture frame added to the occasion and Charlie Brown & Snoopy statures were dressed up to add more fun & photo opportunity.
- Musicians performed every weekend and Santa Claus made several appearances and stayed for photos before riding off in the carriage.
- We partnered with the Sonoma County Food Bank who hosted a food drive along with photos with Santa.

- The Girl Scouts provided hot cider and cookies for sale and The "Santa Rosa Claus" set up his sleigh at the Depot for photos and visits with Santa.

Recap: Accomplishments/Moving forward

We continue to feel a particular need to provide a welcoming traditional holiday event that would bring together local families, hotel guests and SMART train riders. There was comfort, holiday spirit and a sense of a caring community that resulted from a very successful 4 weekends plus December 23rd and Christmas Eve event. Our goal was to make it more of an occasion, a family friendly, small town, get-to-know-your-neighbors kind of event! It was very much welcomed and appreciated by all who attended who repeatedly mentioned what a holiday treat the rides are for their families.

With one horse and carriage this year, we were able to offer on average just under 100 rides per day and 643 rides all together with a steady stream of visitors. This year, we had to cancel one of our planned days due to much needed rain. Many visitors were also drawn to the district just to watch and take in the holiday spirit, and the horse and carriage parading around Railroad Square provided the perfect ambiance, which lifted the spirts of all Railroad Square weekend visitors! By adding additional activities such as Santa in his sleigh, The Sonoma County Food Bank food drive with their Santa, hot chocolate from the Welcome
Center along with music in Depot Park, there was plenty going on and we will continue to add activities next year.

Having the Visitors Center open this year added a huge bonus and another attraction for visitors waiting for their carriage ride and provided an opportunity for showcasing Santa Rosa/Sonoma County and providing income from sales of Santa Rosa and local merchandise. Having access to their public restroom was a welcome asset. We were able to secure ad space on the San Rafael SMART platform and with SMART running a full schedule, we saw many visitors from our neighboring county.

Areas for improvement/challenges:
Although the rain was more than welcome, it did cause us to cancel one weekend of the carriage rides. We met that challenge with the food drive with Santa and local music.
We always look for ways to improve this long-time event and will look for opportunities for continued partnerships with our local non-profits and increased advertising.

District Partnerships:
- Volunteers had many opportunities to promote Santa Rosa and to educate people about the charms and businesses within the district. Several of our volunteers were teenagers who worked wonderfully with the many families who attended the events. They thoroughly enjoyed their experiences and certainly honed their hospitality skills!
- We encouraged riders to visit the historic Hotel La Rose to view their stunning Holiday decorations and enjoy an inside glimpse of Railroad Square's architectural treasure, (the Queen of Railroad Square), a property that is also listed on the National Register of Historic Places.

We are most grateful for the grant money that energized our small event and provided a happy experience for such a cross section of the community. We are looking forward to building on that success again next year.

Thank you very much.

Dee Richardson
Dee Richardson, Secretary
Historic Railroad Square Association / Community Benefit District
hbr95404@aol.com / 528-6322
www.railroadsquare.net

Prince Plaza Beautification

Friends of Prince Memorial Greenway

2024

Prince Plaza Beautification
Final Report

One of the goals of the Friends of Prince Memorial Greenway is to highlight existing art along the Greenway and create new art. To that end, local artist Mario Uribe developed a painting design for the circular plaza behind the Hyatt Hotel and shared it at one of the Friends' monthly meetings. This was the impetus for the group to submit an application for a Community Improvement Grant from the City of Santa Rosa to bring this design to fruition.

Mr. Uribe introduced the Friends to Asherah Weiss, Program Director of Artstart, and Kevin Anderson, Program Director of Chop's Teen Club, who had also participated in prior Friends' meetings. The groups began to plan how the painting of the plaza would occur in April 2024, following the award of the grant.

The first step was to present the design to the Art in Public Places Committee. Lisa Kranz from the Friends group prepared and submitted information for the meeting, and she and Mr. Uribe presented the design to the Committee on May 6, 2024. The design was approved.

Following approval of the design, the four partners met virtually and on site to discuss how to implement the painting project in terms of how many teen apprentice artists would be needed, whether the painting should occur on one or two days, how the painting process would best proceed, what materials would be needed in terms of what we already had and what needed to be purchased, was a veneer needed over the paint, how would future graffiti be addressed, who would power wash and when.

The Friends checked into City permitting and began working to secure a Special Events Permit and the required insurance. Although the site is owned by the Hyatt Hotel organization, the plaza is a public space and the project required a permit. The Friends also investigated whether the City could assist with power washing since it has the equipment to capture any potential runoff, thereby ensuring the safety of the creek environment.

Ultimately, the City of Santa Rosa Recreation and Parks crew who oversees the PMG were engaged to power wash the plaza a few days before the scheduled painting to ensure the space was as clean as possible to accept paint, particularly in the joints between the concrete slabs.

With the plaza washed and ready, the Friends prepared by purchasing materials and food for painting day, June 18, 2024.

Lead artist Sophia Chin and assistant lead artist Zoe Roberts met the Friends and Mario Uribe at Olive Park at 7:30 am to prepare for the teen apprentice artists from Chop's, who were scheduled to arrive at 9:00 am. Tasks included blowing off dirt that had accumulated since the power wash, preparing the materials, ensuring a cooler of water and snacks was nearby, and painting the joints in the concrete grey.

When the Chop's apprentices arrived, Sophia provided guidance for how the paint would be applied and the group got to work. Each artist selected an area of the plaza and the appropriate

paint color and rolled on the paint, being careful of the rock wall and the adjoining area on the other side of the previously painted grey concrete joint. There were 12 people involved in the day: 5 Chop's artists, 3 Artstart artists, 2 Friends, along with Mr. Anderson from Chop's and Mr. Uribe, who also assisted.

The group applied the first coat of paint and then took a break for lunch. After lunch, the second coat of paint was applied and completed. It was getting hot, and everyone was motivated to finish. Then the group cleaned the site and materials. The Recreation and Parks crew had provided barriers to ensure that people would not traverse the plaza, and those remained overnight to protect the space while the paint fully dried.

The grant funds were used to purchase food and materials for the day. It turned out that some of the materials purchased were not needed, so they were returned. The budget had anticipated and provided for a $50 stipend for six apprentice artists from Chop's, but there were only five. The $200 cost of fees for the City Special Events Permit had not been included in the original grant request, so the savings from the materials and stipend were applied to this cost. The Friends also received and appreciate the participation of the Sonoma Paint Center, whose manager donated the cost of half the paint for the project. The remainder was paid for by a Meuser family donation.

Volunteer hours were estimated at 41, with actual hours at 63. The original budget focused mainly on painting the plaza and did not factor in much time for planning meetings, including preparation for and attendance at the Art in Public Places Committee, which explains some of the difference.

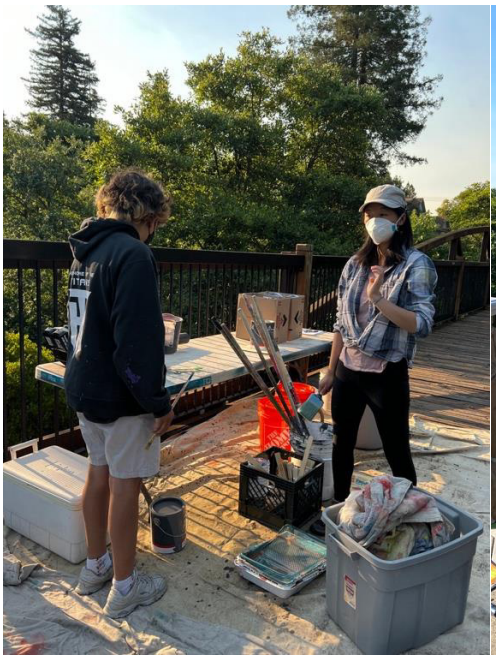
In terms of community benefits, this public space has been transformed from a grey, concrete plaza with a simple star design to a bright starburst of color. It is a more cheerful place that is hoped to be a focal point for future gatherings and activities. The completed work, as the photos below illustrate, is colorful and lively.

The Friends of PMG are anticipating future collaborations with Artstart and Chop's on the plaza and are planning a mosaic project for the top of the newly painted concrete bench tops in the near future. In the longer term, mosaics on the plaza itself are a potential future project.

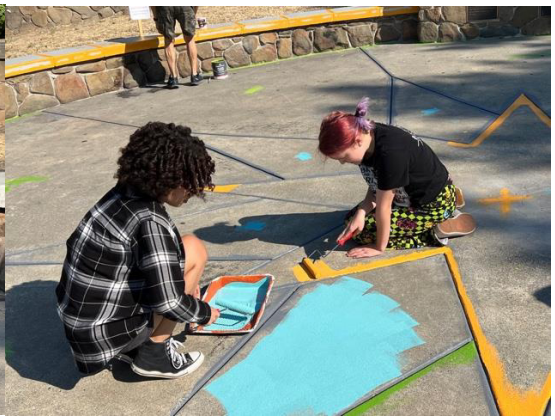
There are several successes to report. Connection with the Recreation and Parks greenway crew was essential to the success of this project, and their efforts in power washing the plaza and securing it from foot and bike traffic on painting day are greatly appreciated. This will help the Friends in subsequent efforts in making a direct connection to the right people.

Another success is the collaboration between the Friends, Mr. Uribe, Artstart and Chop's. This collaboration is one the Friends hope to nurture and build upon. Through this community project, several young people were introduced to the Prince Memorial Greenway, and the Friends hope they are proud of their work and have returned to show their friends and families the result of their efforts and that they visit regularly.

Images from the Prince Plaza Painting Project – June 18, 2024












The artists above with the finished project below.



Saturday in the Park

Th Neighbors of Coffey Park

2024

October 4, 2014

Re: 2024 Saturday in the Park – Final Report

On September 14th, 2024, Saturday in the Park was held at the Coffey Neighborhood Park.

This free community event was held from 1 :00 pm to 6:00 pm and had as many as 500 people at one time with families coming and going throughout the event. The event began with local craft booths selling their items at 1 :00 pm with music starting at 1 :30 pm and music until 6:00 pm. There were food vendors and dancing throughout the day.

This event was put on by members of the community and was not for profit but created to continue to build on the great community we have. This event was not only well received but many neighbors have already asked if we will do it again.

There were approximately 15 volunteers from the Community and the Neighborhood. This event was made possible with donations and grants. Argonaut Constructors was our largest donor, this event would not have been possible without their generosity, and we want to recognize them.

Community Grants were designed to improve neighborhoods, strengthen relationships among residents, and foster a stronger community. Thanks to the Community Grant Program, we believe we met every one of these goals.

The CAB grant funding allowed us to purchase supplies, and pay for park permitting, signage, restrooms, garbage services, musicians, and stage and sound.

Our biggest challenge was dealing with vandalism the weekend before the event. Thanks to the City of Santa Rosa, this was addressed quickly.

Should Saturday in the Park occur next year, we will invite city outreach groups like CAB, Santa Rosa Police and Fire, and general information booths. As the City grows, more people come and go. It is important to continue to cultivate our community.

Below reflect some of the expenses for this event copies of receipts provided.

PARTIAL EXPENSES	**AMOUNT**
STAGE + BACKLINE + PA	$ 7,939.19
FEATHER WEIGHT CHAMP - BAND	inc above
SILAS AND THE MORING PAPER - BAND	inc above
T-SHIRTS	$ 294.39
PACIFIC SANITATION	$ 860.05
RECOLOGY	$ 270.00
BIKE VALET TICKETS	$ 75.42
BANNER	$ 127.65
PERMIT FEES - 5-15-24	$ 525.00
PERMIT FEES BALANCE - 8-15-24	$ 700.00
EVENT INSURANCE	$ 295.00

Comments from the Community:



September 16 at 9:03 AM ·

Massive shout out to the event organizers on Saturday. Coffee Park first ever Saturday at the park event with theme of Cultivating Community. Great turnout from all age groups. Proud of our Community.

Steve M Wadleigh
September 14 at 1:51 PM ·

Here is a picture of our booth at the Saturday in the Park event at Coffey Park. So glad that we can be there to show our support and love for our Coffey Park neighbors. Together we are Coffey Strong!

Helen Perez Hyslop Top contributor
What a fantastic way to bring our neighborhood together!!
Such an enjoyable Saturday in the Park. We are all strong survivors and I am so proud and thankful to see the way our neighborhood has been restored. We loved the awesome music and the booths, the dancing children and happy faces. Let's do it every year. So grateful to all who helped bring us together❤️👍❤️👍

2w Like Reply 6

This project helps unify our community and introduce neighbors to each other. This is what community is all about. Thank you to the Community Advisory Board and the City for their support in bringing this vision to the forefront.

Sincerely,

Michele Rahmn
Coffey Park, Ca


YAMAHA
HAMMOND


HOME
CARE
Comfort Light


LANDFILL
RECYCLE


WELCOME TO
SATURDAY IN THE PARK


BORN TO SPARKLE SHINE

Skyhawk Neighborhood Day

Skyhawk United

2024

CIG Project Report
Skyhawk Neighborhood Night

What was accomplished:

The Skyhawk Neighborhood Night was a very successful community event that promoted community, culture and fun. About 150 neighbors gathered and met one another; enjoyed an afternoon of food, entertainment, arts and culture; and shared resources on common needs and interests, such as fire safety, creek maintenance. The event promoted community togetherness and offered an opportunity for neighbors to get to know one another which is especially important as we face annual fire hazards and other natural disasters. We were glad to officials from our municipal government also participated: City Council member for District 3 (Dianna MacDonald) and Community Engagement Manager (Ana Horta).

Highlight of successes, challenges, and opportunities for improvement:

(a) Successes: It was truly an event that built community through offering an of live music, food, and words from a diverse showing of cultures represented in our neighborhood. Our community has over 600 homes and this was a wonderful opportunity for members to meet, connect, and build strong ties. We recruited quite a few youths to join our newly established Skyhawk United Youth Program. They will implement the community's first bookmark design competition for the youth.

(b) Challenges: Skyhawk United is a young nonprofit. The biggest challenge was to spread the word throughout our community. We used a banner at the entrance of Hwy 12, put chalk marks on community walk ways, and promoted by emails, Facebook, Instagram and NextDoor.

(c) Opportunities for Improvement: 1. The length of the event from 6pm to 7:30pm seemed to be a bit too short. We might consider starting a little earlier next time. 2. The food tables and the registration tables should be farther separated for better management of traffic flow. 3. Many people said they heard about the event by word of mouth. We need to beef up our promotion and marketing efforts.

Numbers of people implementing and participating in the project

We had 16 people implementing this neighborhood event. There were about 150 people attended this event.

Pictures of the project:
















Volunteers

Name	Address	Task
Edson Wong	5742 Raters Dr	Food table
Jharna G.	1455 Nighthawk Dr	Food table
Weixiang Shi	5938 Sunhawk D	Food table

Xiaoqing Zhu	5771 De Soto Dr	Food table
Tracy Gu	1443 Twilight Pl	Flyer, promotion
Jun Lin	1473 Hawk Crest Pl	Restaurant coordination
Ann Brown	1581 Mystic Point Pl	MC
Ryan Brown	1581 Mystic Point Pl	PA system and cables
Diana Codding	1526 Barn Owl Pl	Membership sign up
Jim Coding	1526 Barn Owl Pl	Membership sign up
Chunlei Li	1445 Nighthawk Dr	Table set up
Chunlan Li	1445 Nighthawk Dr	Youth program
Lisa Zheng	5938 Sunhawk D	Youth program
Mason Lin	1485 Great Heron Dr	Food
Yushu Teng	5865 Mountain Hawk Dr	Food
David Chen	5771 De Soto Dr	Permit, insurance, etc
Hongmin Zheng	5938 Sunhawk D	Clean up

Receipts and Invoices

Please refer to attached copies of receipts and invoices.