



# Sustainable Sonoma Council Meeting Notes

Attending: name/which “E” (Economy/Environment/Everyone)

## Council

Ann Colichitas - Everyone  
Fred Allebach - Everyone  
Rich Lee - Place-based/Everyone  
Orlando Rodriquez - Everyone  
Doug Hanford - Everyone  
Ryan Pocock - Everyone  
Mark Bodenhamer - Economy  
Jacey Pickens-Jones - Everyone

Stephanie Hiller - Environment  
Tom Conlon - Environment  
Claudia Sims - Everyone  
Cathy Wade Shepherd - Economy  
Erin Hawkins - Everyone  
Socorro Shiels - Everyone  
Juan Hernandez - Everyone

## Steering Committee

Richard Dale - Environment  
Cynthia Scarborough - Everyone  
Kimberly Blattner - Environment/Everyone

## Staff/volunteers/advisors

Caitlin Cornwall  
Kim Jones  
Robyn Anderson  
Leah Benz  
David Morell

## I. Welcome.

You are all here because you are able to represent something bigger than yourself, bigger than any organization that you might belong to or be employed by. You are here to represent a sector of the Sonoma Valley community, an interest. Why does Sustainable Sonoma need all the community’s interests at one table? Because the definition of a sustainable community calls for satisfying needs across all sectors (Economy, Environment, Equity/Everyone).

## “What is a Sustainable Community?”

A sustainable community is one that is economically, environmentally, and socially healthy and resilient. It meets challenges through integrated solutions rather than through fragmented approaches that meet one of those goals at the expense of the others. And it takes a long-term

perspective – one that’s focused on both the present and future, well beyond the next budget or election cycle.

- E for Environment: A Healthy Climate and Environment -- climate, air, water, biodiversity, conserving our resources, minimize pollution, use renewable resources, adequate resources
- E for Equity/Everyone: Social Well-being for All -- health care, housing, education, human rights are protected, culture is respected and honored
- E for Economy: Economic Security -- money, balance, diverse and viable economic base, local reinvestment, employment, job training, business that enhance community sustainability

Example community goals with lots of crossover between E’s: natural systems are healthy, local businesses can thrive, every child gets a high quality education, all have access to opportunities, thriving agricultural economy.

## II. Where We are Now. Timeline review.

1. Context: Everyone loves Sonoma Valley. Problems bigger than any one organization or sector.
2. Sustainable Sonoma designed to tackle those problems. Everyone in the room: alignment incubator. Highest common denominator. Maximum power to tackle complex problems where interests align.
3. We formed: Sustainable Sonoma Council after the 2017 fires. SuSo is about what affects everyone. We seek the highest common denominator, maximum power to tackle complex problems that all see as critical and can pull together.
4. We asked: What’s most important to you about the future of Sonoma Valley? Produced Voices of Sonoma Valley report.
5. We listened: Housing rose to the top. Learning Lab series.
6. We talked: What does Sonoma Valley need to do on housing? We heard a set of values. Sonoma Valley Housing Declaration.
7. We got help: Expert advice on what SV should do about housing based on SuSo values
  - We wrote a Request for Proposals to seek out expertise in 3 solution domains: Actions for Government, Community-Based Solutions, Market or Private Sector Approaches. These

are the experts we are working with: Cassandra Benjamin, CSB Philanthropic Solutions; Libby Seifel, Seifel Consulting Inc.; Joshua Abrams, Baird + Driskell; Alicia Gaylord, MidPen Housing Corporation; Walter Keiser, Economic & Planning Systems; and Margaret Van Vliet, Trillium Advisors. Each is providing expertise in one or more solution domains.

- Experts will convene on December 5th. Privately.
- Staff will draft recommended strategies. Already have outline and draft title: Homes for a Sustainable Sonoma Valley: Strategic Recommendations for Our Community
- January 9 SuSo Council meeting: filter the menu of housing strategies based on SuSo's values. Identify the strategies for SuSo to lead vs. strategies to promote for others to lead.
- Staff will finalize document, launch, publicity in early 2020

8. We lead: Create menu of housing strategies targeted for a sustainable Sonoma Valley. Take lead on 1-2 strategies, promote the others.

9. We sustained: Take on a next topic beyond housing when the time is right

### III. Create Value Filter: Whole Group Activity

Objective: provide guidance for our housing experts so they prioritize housing strategies that fit SuSo values. Those not present can make their interest's perspectives heard [here](#).

The Council has distilled community values related to housing, crafted a consensus goal related to housing, and raised the visibility around the issue. We need to make sure our housing experts get a clear message from SuSo about what our values are in relation to housing, to provide them with some side rails as they prioritize housing strategies for Sonoma Valley.

Activity: Council instructed to walk around and place colored dots on 26 values that indicate the perspective of the sector they represent, on a spectrum from Must have (i.e. must have this value in SuSo's housing strategy, or my interest group will have to leave the process) to Dealbreaker (i.e. if this value is part of SuSo's housing strategy, my interest group will leave the process).

The purpose of this activity is to find out where the different interests cluster. Something is sustainable when it benefits the economy, environment, and equity.

Activity: Using 5 stars, color coded by E, indicate the housing-related values that are most important to your sector.

Discussion: why did you place your dot or star this way?

- Homelessness: We have not directly addressed the homeless issue. High housing costs attributed to increased corporate investment in properties rather than people moving in themselves. Displacement and gentrification. SuSo has not asked the experts to address homelessness. 30% of SV homeless have income/jobs, but not sufficient to afford housing. Our efforts can help them, but not others who are homeless without income. We need a different approach for affordable housing overall vs. dealing with homeless.
- Complexity: Many of these values are one-dimensional and oversimplify. Tell the experts we realize things are complex, nuanced, interdependent. Balance of actions is what counts. Be strategic. Sustainability gives us a way to avoid negative effects of actions.
- MidPen represents developers...long-term solution requires economic machine to work. Must fix the constraints they face, permitting. Non-profits can lead our local efforts to make it possible.
- Lack of data is a serious defect...where are the data? Some of our SuSo members have useful information and relevant data. Experts can help us understand what data we need to collect. SuSo will do more on this next year.
- Framing the issue is central to success. Infill and sprawl are words that trigger one's theory...data are not enough, primary assumptions matter more. Use arguments that work for both hearts and heads.

Next steps: Staff will send these charts to experts. We will also create a document for SuSo Council and the community that includes the assignment we've given the experts, their names and areas of expertise, and these values that SuSo is guiding the experts with.

#### IV. Work Groups

Reconfiguration of work group tasks to focus on those most important to the housing strategy, and to make it possible for staff to support the smaller number of tasks. SuSo Council members signed up for [priority tasks](#).

#### V. Logo Permission form

Take credit for all you've done! SuSo outcomes are owed by all of us. The housing declaration and the 2020 housing strategy needs your logo. Distribute logo use permission forms.

Closing. Confirm next meeting date: January 9, 2020. Transition to Mingle.