



Sustainable Sonoma Council
Minutes
August 16, 2018
Sonoma Community Center, room 203

Attendees

Sustainable Sonoma Council

Lorraine Ashton, Teen Services, Board
Mark Bodenhammer, Sonoma Valley Chamber of Commerce, ED
Ann Colichidas, Golden State Manufactured Home Owners League
Ellen Conlan, Springs Community Alliance, Chair
Tom Conlon, Transition Sonoma Valley, Sierra Club, Climate Coalition
Maureen Cottingham, Sonoma Valley Vintners and Growers Alliance, Director
Steve Finely, Sonoma Valley Interfaith Ministerial Association, Chair
Rebecca Hermosillo, Office of Senator Mike Thompson, Senior Field Representative
Stephanie Hiller, Sonoma Valley Housing Group
Rachel Hundley, City Council
Sandy Piotter, F.I.S.H
Maricarmen Reyes, Sonoma Valley Community Health Center, Outreach Director
Cathy Wade Shepard, real estate
Socorro Shields, Sonoma Valley Unified School District, Superintendent
Teri Shore, Greenbelt Alliance, North Bay Director
Jacqueline Torres, Sonoma Valley High School, Student
Peg Van Camp, Sonoma Valley Fund, Board
Bert Whitaker, Sonoma County Regional Parks, Director

Steering Committee

Richard Dale, Sonoma Ecology Center ED; Sonoma Valley Health Roundtable, Chair; Chamber of Commerce, Board
Cindy Scarborough, Council on Aging, former ED of Vintage House

I. Welcome. Overview of agenda. Materials review.

Members reviewed the below timeline of proposed agenda items for Sustainable Sonoma Council meetings. There were no changes or feedback to the timeline.

	Building Council capacity	Implementing meaningful change
October 2017	Post-fire, “we are in this together”	Brainstorm of post-fire priorities
January 2018	Role of Council	Work with draft goal statements
March 2018	Code of conduct, part 1	Understand and plan listening sessions
June 2018	Code of conduct, part 2	Digest listening session input, part 1
August 2018	Understanding each others’ interests	How to talk about Sustainable Sonoma (elevator pitch, why I’m involved,, etc)
October 2018	Dealing with not agreeing on many things while homing in on common ground	Digest listening session input, part 2 Set long-term goals, part 1
January 2019	Focusing: Identifying our unique capability, niche, and limits Choosing winnable priorities	Set long-term goals, part 2 Set near-term action priorities, part 1
February 2019	How to work in a diverse Work Group	Set near-term action priorities, part 2
March 2019		

Sustainable Sonoma Council members were reminded that they can view the raw data from listening sessions [here](#).

II. Activity: Code of Conduct: Understanding Each Other’s Interests

Small groups worked through worksheet, discussed with group members, and reported out. Summary attached.

III. Activity: Talking points for describing Sustainable Sonoma, and why we invest in it

Members reviewed draft talking points and FAQs about Sustainable Sonoma. Draft talking points were edited based on group discussion. Members then broke into small groups to practise answering the questions, “What is Sustainable Sonoma?” and “Why are you involved in it?”

What is Sustainable Sonoma?

Sustainable Sonoma is a forum where a diverse group of Sonoma Valley people—businesses, environment, social justice, nonprofits—can take action on solutions to our community’s biggest challenges.

Words and phrases you can use to craft your own version:

- Creates a forum, Sustainable Sonoma brings us together, coalition
- Everyone, stakeholders, interests, voices, leaders, diverse
- Business, nonprofits, economy, environment, cultural, justice
- Protect what’s great
- Act on solutions and opportunities around big, unresolved problems that affect everyone, to protect what’s great about Sonoma Valley
- Collective voice
- Efficient: everyone is there
- Sonoma Valley needs a new approach
- Build understanding that allows innovation

Why are you involved with it?

I’m on the Sustainable Sonoma Council. I work with leaders from really different sectors of the community. If we act together across interest group lines, we can find new ways to solve issues that are most important to every person in our community.

IV. Housekeeping

Members told staff their availability, to inform setting a recurring monthly time for meetings. In order from best to worst, these are: 1st Tuesday, 1st Wed, 1st Thursday. The next Sustainable Sonoma Council Meeting is October 18, 2018, 3-5pm, location TBA.

Review Council membership. Staff acknowledged that Council membership, and especially Council meeting attendance, has an over-abundance of people from Everyone/Equity interest groups, and not enough people from Economy interest groups. There was not time for Council discussion on this.

Materials for each Sustainable Sonoma Council meeting can be found on the [Calendar page](#) of the Sustainable Sonoma website. Members were asked to inform staff if they are NOT comfortable including their email address in an online Council roster, now available [here](#). At this point, staff has not heard from any Council member on this.

Sustainable Sonoma Council members were asked to step into a bigger role to make Sustainable Sonoma grow and succeed, with the intent of out-growing its current status hosted, funded, and staffed by Sonoma Ecology Center. Roles for Council members include the following, which due to time constraints were not discussed in detail.

- Bring speakers who can inspire and educate the community on topics like housing
- Recruit more Council members, particularly from business, agriculture, and wine
- Partner with Sonoma Ecology Center to provide expertise, staff, and funding
- Analyse data from listening sessions
- Share examples of cross-sector projects and efforts to promote on SuSo website
- Help promote September 19th listening session

V. Close and thanks.

Next meeting: October 18, 2018, 3-5pm, location TBA. Primary focus: discuss results of listening sessions, ahead of Council deciding on long-term goals and near-term Action Priorities.