



## Sustainable Sonoma Council notes June 13, 2019

### Attending

#### Council

Fred Allebach  
Ann Colichidas  
Ellen Conlan  
Tom Conlon  
Sandi Funke  
Liz Hamon  
Rebecca Hermosillo  
Jacey Pickens-Jones  
Cathy Wade Shepard

Diana Sanson  
Socorro Shiels

#### Steering Committee

Kimberly Blattner  
Richard Dale  
Cynthia Scarborough  
Betzy Chavez

#### Advisors, Volunteers

David Morell  
Cathy Webber  
Robyn Anderson  
Mike Courville

#### Staff

Caitlin Cornwall  
Kim Jones

Welcome, introductions, updates

1. June 15 SDC Vision workshop, please attend!
2. Correction to SuSo newsletter item that referred to CEQA analysis as “dreaded.”

### Evolution of SuSo’s Council, strengthen the Council

Should the nature of the Council shift, now that we are in a different place than we started? Review the previously-set timeline of Sustainable Sonoma’s activities ([link](#)). Some 2018 milestones are not fully formed. E.g. we have yet to identify indicators or measurable outcomes. Revisit the Council’s charge according to Charter ([link](#)).

The current focus on 1 big monthly meeting is not, based on attendance, an adequate way to build consensus and action across all sectors. Examples: youth and business are consistently under-represented, SLT and Greenbelt have left the Council for different reasons. Disproportionate attendance across the 3 E’s of Economy, Environment, and Everyone. 4 Economy, 3-5 Environment, 15 Everyone, plus 2-3 gov, 2 philanthropy (Steering Committee is composed of 1 Economy, 1 Environment, 2 Everyone).

Representation doesn't have to mean bodies in this room. How does the format need to change for all sectors to be part of SuSo's consensus building, decision making, and action? representation. Steering Committee has already discussed and approved changes in general. Discussion today will inform final decisions by Steering Committee in later June, to be implemented starting with August Council.

- Council member suggested there be a 4th ring to the venn diagram that is Experts (on topic focus, also on this type of community process).
- Observation that some Council members did not know the 3E values underpinning SuSo.
- Have staff reached out to all the different sectors listed in the charter? Over time, yes. Why aren't they here? For some, it's too abstract and outside their lane. Sometimes, time of day is an issue. People are busy.
- 2 table model: 1. consistent group that sets goals, decides representation approach, measures progress, and 2. more topic focused.
- For young people, this meeting style doesn't work well, suggestion to have a targeted/affinity work group focused on creating a format that works for youth.
- Economy might feel "under siege" by Everyone at the table, offset this by emphasizing the definition of triple bottom line.
- More people will show up when we get to ACTION.

## Work Groups report out

ENGAGING Work Group (David Morell)

1) What did you do?

1. Report on Learning Lab I May 14. Great, diverse attendance, positive feedback. Video is up on webpage with handy table of contents. Plan to continue this success through Op ed series leading to Housing Declaration.
2. Dr. Tiffany Manuel on June 27th. She will talk about how to talk about housing that is affordable to a wealthy, change-adverse community. Invite list: SuSo newsletter list (~3000), city/county planning staff, city/county electeds, city/county planning commissions, nonprofit developers. Mark calendars, RSVP, any specific points?
3. Putting out feelers for a September developers panel as a possible future Learning Lab.

2) What actions do you need from the Council related to your next steps?

1. Who here, or your org, would like to have a quote appear, alongside others, in an op ed on Declaration?
2. RSVP for DrT event, bring others, tell staff about your questions for DrT.
3. Who would like help pursue a concept with the SV Museum for an exhibit that illustrates possible futures of SV. Ellen Conlan suggests Michael Acker, artist. Jacey Pickins-Jones might be interested. Ann Colichidas suggests Audrey von Hawley, says she'll contact her.

#### COALITION Work Group (Diana Sanson)

##### 1) What did you do?

1. Presented to Hospital board to confirm their comfort with being signatory to Housing Declaration--went well.
2. Organizing conversations about SuSo and housing with board chairs and EDs of a handful of orgs at one time. Feedback so far - think SuSo is a good idea, lots of interest and questions on housing, it's not easy, glad you are doing it, do something.
3. Will be assuring that orgs are ok with SuSo's use of their logo, over time, by creating formal logo usage protocol.

#### CAPACITY Work Group (Kimberly Blattner)

##### 1) What did you do?

Held first of many Jeffersonian dinners. No asks. This can be a model that can be replicated for groups of people who have different capacity/ways they can give.

#### LEARNING Work Group (Fred)

##### 1) What did you do?

Our charge is to facilitate the learning of the Council as a whole, while not requiring us to all become housing experts. What is the minimum that each Council member needs to know, to make good decisions? Tricky charge: facilitating the Council's learning does not mean just advancing our own positions. Approach is to create a housing primer. We have the outline and some of the content, still filling in content. Formate is: a short list of general info resources, a list of relevant housing efforts going on that can inform SuSo, and a table of the major debates/conflicts/dilemmas in the housing realm.

##### 2) What actions do you need from the Council related to your next steps?

- Are there any of you, or do you know others, who can help with our LEARNING process, for example to make sure their sector's point of view are represented in the primer?
- Look at issues coming up around real projects, address topics and get experts to help us with those

## Course of Action on Housing

SuSo's overall housing strategy (familiar diagram) still seems solid. The housing landscape keeps evolving, so let's be on the same page about our near-term and mid term actions. Walk through, discuss, revise.

- LEARNING. Finish Housing Primer, including Debates table. Identify experts for each major debates.
- COALITION. Housing Declaration conversations with combined groups. Assure leadership is on board.

- Council: Get more detailed about where there is common ground (Diana - yes, this gets us to our goals, Fred - we should get at what we want, what kind of home and for who, allows us to advocate for i.e. a specific project if it fits our criteria) beyond existing housing statement. Goals? Targets? Put these in front of experts to learn tactics. Not just at Council table, other formats and conversations.
- Council: Improve representation by people most affected by housing situation.
- ENGAGING. Learning Labs continue in September, e.g. developers panel, Cassandra Benjamin.
- After county-wide targets and strategies are available (Ellen - very interest in this. This data will provide a lot of answers. We can focus on gaps).
  - Support specific projects or policies
  - Community-based solutions that don't require policy change e.g. Housing Land Trust, support local developers, incentives for ADUs, etc
  - Detailed mapping and planning
  - Stories

Discussion: What would you add or take away from the above list? What is the right sequencing and timing for these areas of activity? How well do these actions get us where we want to go?

Council expressed a desire to LEARN more about:

1. Housing topics, debates, stats, solutions, etc. SuSo should design learning events so they are most effective for the Council, but have the events open to public. Much data will come from county-level effort.
2. Each other: deepen areas of consensus, identify most important issues, create a model of hearing stories from one another on the Council for community. "How does the housing crisis impact you?"

Results: 1. align values/goals and stories with data. 2. Create housing goals/targets we all agree on.

## Feedback poll on the name of Sustainable Sonoma

It's apparent that the word "sustainable" means different things to different ears, sometimes leaves people guessing as to our intent and values.

- On a scale of 1 to 5, how important is it to change the name of SuSo at some point? Responded 1 (don't change it): 4. Responded 2: 3. Responded 3: 1. Responded 4: 2. Responded 5 (absolutely needs to change): 0.
- If you were going to change the name of Sustainable Sonoma, what might you change it to? Solutions Roundtable. Sustainable Sonoma Valley.
- Comments: Raise \$ to do an effective branding campaign. Use stories to associate with what we want to achieve. Name is problematic, also problematic to change it. Need to distinguish from vineyard signs that say Sonoma Sustainable.