



Council members

attending:

Lorraine Ashton
Mark Bodenhamer
Ann Colichidas
Ellen Conlan
Tom Conlon
Rebecca Hermosillo
Stephanie Hiller
Rachel Hundley
John McCaull
Maureen Cottingham

Mark O'Brien
Doug Hanford
Diana Sanson
Fe Sendaydiego
James Perse
Cathy Wade Shepard
Socorro Shiels
Tim Zahner

Steering Committee

attending:

Richard Dale
Gary Saperstein
Cynthia Scarborough

Staff and facilitators

attending:

Caitlin Cornwall, Kim Jones, Teri Updegraff, Jennifer Blackwood, Ellie Insley, Mike Courville, Robyn Anderson

Meeting objective: Council members feel that their tasks ahead are interesting, feasible, and effective, and we are all on the same team.

Agenda Item: Updates

- How to talk, to build public will for housing. Successful slogans from Minnesota “Prosperity depends on housing for all” and Illinois “We need the people who need housing.”
- Sustainable Sonoma applied for \$100,000 grant from Impact100 Sonoma, which is decided by a vote in May and June. Elements: public educational events, maps and data, telling housing stories through video and media, site tours with Council members, sustain Sustainable Sonoma.
- Philanthropy strategy meeting outcomes: 1. Make a meaningful, visible contribution on housing by raising awareness and increasing will in the community: Educate the public, hold joint board meetings, promote public art projects. 2. Build capacity of Sustainable Sonoma as a whole: meet challenge gift, Impact100, Jeffersonian dinners.

Agenda Item: Discussion

- Consensus statement about SuSo’s intention regarding housing affordability was discussed, slightly edited, and voted to adopt: *“Sustainable Sonoma is bringing the Sonoma Valley community’s different sectors together to increase, improve, and*

preserve housing that is affordable for people who live or work in Sonoma Valley, within already developed areas, to create diverse, safe, complete neighborhoods.”

- Discussion about what aspects of this statement are supported by all Council members, versus other aspects that are not supported by all.
 - What is the impact of affordable housing not contributing to property tax?
 - How much housing are we aiming for? Of what kinds? What prices? Where?
 - The data is out there to inform this conversation.
 - Assumptions about people facing disparities. Entitlement about neighborhoods, living situations.
 - Volunteers to wordsmith: *Socorro Sheils, Tim Zahner, Rachel Hundley.*
 - In future, maybe clarify through discussion which aspects are must-haves vs nice-to-have for each member.

Agenda Item: Diving into action

Breakout work groups create mini work plans that build on members’ knowledge, connections, and interests

LEARNING: Understand housing initiatives in Sonoma City, County, Bay Area and elsewhere: housing needs, shortfall, barriers, levers, opposition, and support. *Lead: Tim Zahner Helper: Ellen Conlan. Participants: Stephanie, John, Ann, Cindy, Doug, Ellen. [Notes](#).*

ENGAGING: Produce high-visibility education events for the Council and community on housing affordability. *Lead: Lorraine, Mark O’Brian. Participants: Tim Zahner, Tom Conlon, Cindy Scarborough. [Notes](#).*

CAPACITY BUILDING: Build the capacity of Sustainable Sonoma to deliver, including fundraising (private and public) for our collective work. *Lead: Richard Dale, Diana Sanson Signed up: Ellie Insley, Maureen Cottingham, Socorro Sheils, Tim Zahner, Gary Saperstein, Fe Sendaydiego. [Notes](#).*

COALITION: Present on the Voices of Sonoma Valley report and seek support and commitments from groups and organizations. *Lead: Diana Sanson, Helper: Cynthia Scarborough. [Notes](#).*

CHECKLIST: Develop criteria for when Sustainable Sonoma undertakes, endorses, or promotes a specific project or policy. *Lead: Tom Conlon. [Notes](#).*

Agenda Item: Reflection

Objective: what did we learn, what did we do, what do we know? (facts)

- We agreed on a housing statement (more discussion needed for many)
- We formed Work Groups and developed specific tasks for each work groups
- We have a context, next steps

Reflective: what charged you up, or not, about today? What gives you hope, what causes you concern? (feelings)

- Demonstrates complicated nature of this issue.
- Nervous about not having agreement before presenting to public.

- Confusion about the logic model. Are the things we are proposing here what needs to be done to move the needle?
- What is the unique area of focus of this group? “What is our lane?” CASA is an example of a targeted action, where we can put pressure, rather than tackling the entire issue.
- The biggest obstacle is the community pushing back.

Interpretive: Therefore, what does this conversation mean for you, for us? What do you take away from all this? How did what we did today affect what you do leaving the room?

- Our leverage is advocacy: holding people accountable to proper planning and development. We are a group that will find alignment around housing and advocate for those.
- We need a mantra. Something we can rally around. “Getting on a closer-together page is a goal in and of itself.”

Decisions: what do we want to do differently in future?

- Community engagement: talk about needs, challenges, solutions. Informing the public with a shared vocabulary, enough shared understanding of what we’re talking about, which doesn’t exist now.
- If advocacy is all we are going to be doing, what is the timeline for legislation, etc?
- Even if we knew the timing, we don’t have the consensus to weigh in on the specifics. All work groups can be productive even without consensus.

Next meeting: March 14, 2019, 3:00-5:00 pm, Sonoma Community Center