



**RRROC**  
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**MINUTES FOR THE REGULAR MEETING**  
**Thursday, July 16, 2009, 6:00 P.M.**  
**Guerneville Veterans' Building, 1<sup>st</sup> and Church Streets, Guerneville**

**1. Call to Order**

Vice Chairperson Lynn Crescione called the meeting of the Russian River Redevelopment Oversight Committee (RRROC) to order at 6:03 p.m.

**2. Roll Call**

Present were Lynn Crescione, Dan Fein, Tom Lynch, John Uniack, and Catherine Young. Members absent: Suzie Baxman, Sarah Ronis and Ken Wikle. Gary Getchell arrived at 6:08 p.m. Also present were Executive Director Kathleen Kane, Community Development Manager Mark Krug, Redevelopment Manager Cas Ellena, Redevelopment Associate Al Lerma, CDC Staff Mike Brown, and approximately 10 members of the public during the course of the meeting.

**3. Minutes**

Tom Lynch made a motion to approve the June 18, 2009 Meeting Minutes; the motion was seconded by Catherine Young and the motion passed 5-0-4 (Getchell, absent for vote; Baxman, Ronis, and Wikle absent)

**4. Public Comment on Non-Agenda Matters**

Lloyd Guccione  
Lenny Weinstein  
Quynn Nhu Le

**5. Information Sharing**

John Uniack suggested that RRROC packet be posted on the website at least 72 hours prior to the meeting time. Mr. Uniack also noted that the RRROC Election information posted on the CDC website should have included the Candidate Application Form.

**6. Correspondence**

None

**7. Monthly Reports**

Redevelopment Manager Cas Ellena discussed the updates that were included in the Monthly Reports. RRROC members commented. Ms. Ellena also explained that many of the task group meetings are open to the public and will be posted on the website when lead time between scheduling and meeting date permits. Executive

Director Kathleen Kane noted that the task group meetings are scheduled as needed and different meeting formats will be used, depending on purpose for each meeting. Some may be small meetings of group members only, while others will be intended for wider attendance and public input. Ms. Kane also explained that the purpose of the task groups is to provide input to CDC staff and that task group members do not vote on discussion items but rather are asked to comment individually or as a group on all discussion topics.

Ms. Kane also responded to a question about additional funds that were added to the Baskets and Banners cost estimate since the last RRROC meeting, explaining that the added funds were necessary to pay for the required permit fees and to allow for contingency costs.

Public Comments

Lloyd Guccione  
Lenny Weinstein  
Lee Torr, IV

**8. Old Business**

***A. Russian River Redevelopment Plan Amendment***

Ms. Ellena informed the members that the Preliminary Plan Amendment was approved by the Planning Commission (PC) by resolution on June 4, 2009. The PC resolution directed the staff to move forward with a detailed identification and analysis of projects to be followed by the preparation of a Plan Amendment to the Redevelopment Plan. On June 11<sup>th</sup>, the first in a series of community meetings was held at the Guerneville Veterans Hall to launch the Plan Amendment process. The meeting was attended by staff, special district representatives, Supervisor Carrillo and members of the public. On July 14<sup>th</sup>, a Request for Proposals was issued to solicit consultant services for the Plan Amendment process with a response deadline in thirty days from that date.

Several RRROC members requested that the staff place on the August RRROC agenda an item for discussion as to whether or not to support the Plan Amendment process and a voluntary tax increment cap given the time and expense involved.

Ms. Kane explained that the CDC was moving forward with the Plan Amendment Process as a two-stage process. The first stage is to conduct a comprehensive identification, analysis and fiscal assessment of projects; the second stage would be the preparation of the Plan Amendment itself. The decision as to whether or not to proceed with the Plan Amendment will be based on the information gained during the first stage. This decision would be made by the Board of Supervisors. Ms. Kane commented that it might be worthwhile to complete the first stage project analysis regardless of whether a Plan Amendment would follow.

Public Comment

Lloyd Guccione  
Lee Torr, IV  
Elise Robbins

***B. Vouchers for County Refuse Disposal Facility***

Ms. Ellena provided information regarding a meeting CDC staff had with staff from the Sonoma County Department of Transportation and Public Works and representatives from Redwood Empire Disposal on June 17<sup>th</sup> during which they discussed a range of issues including garbage service, special cleanup days, developing dump facilities, as well as a number of other ways to help with cleanup for this area. Staff recommends the formation of a task group to effectively address clean up of the River area issues.

Public Comment

Lloyd Guccione  
Tim Lipinski

***C. Fife Creek Commons (AKA, 5<sup>th</sup> and Mill Street)***

Mark Krug, CDC Community Development Manager, made a second presentation regarding the Fife Creek Commons affordable housing development and Burbank Housing Development Corporation's request for \$1,175,000 in Russian River Redevelopment housing set-aside funds, to pay a portion of the predevelopment and construction costs. (The first presentation regarding this issue was made at the June 18, 2009 RRROC meeting). Mr. Krug provided an update to the RRROC members on the project financing, which includes county, state, and federal funding sources.

Public Comment

Kristin Thurman  
Jim Maresca  
Chaney Delaire  
Gale Brownell  
Craig Meltzner  
Elise Robbins  
Quynn Nhu Le

**Action**

Motion to approve the funding request in the amount of \$1,175,000 was made by Tom Lynch and seconded by Catherine Young. The motion passed 4-2-3 (with Getchell and Uniack as the opposing votes and Baxman, Ronis, and Wikle absent).

**9. New Business**

***A. Commercial Rehab Loan Program***

Ms. Ellena presented a draft of the program guidelines, based on guidelines that were recently recommended for approval by the Redevelopment Advisory Committee for the Springs Project Area and by the Community Development Committee for the Roseland Project Area, for discussion and consideration by the RRROC for the Russian River Redevelopment Project Area.

The RRROC members made a number of suggestions for consideration by the staff before the guidelines are finalized. Acting Chair Crescione asked that this item be

continued to a future meeting pending further review by staff, as well as further discussion by the Economic Development Task Group.

Ms. Ellena responded by saying that the staff would review the suggestions by the RRROC members and would discuss further with Economic Development Task Group before bringing back to the RRROC. Ms. Kane noted that the CDC staff had reviewed various façade programs from other communities in drafting these guidelines for the Springs RPA and that each community must decide what works best for their own unique redevelopment project area.

Acting Chair Crescione also noted that at least half of the members of the Economic Development Task Group are small business owners and non-RRROC members who have and will provide additional input on these guidelines. Ms. Kane added that staff will refer the question regarding the addition of a residential façade element as a part of the Housing Rehabilitation Program to the Housing Task Group for further discussion.

#### Public Comments

Lloyd Guccione

#### ***B. 2009 RRROC Election***

Ms. Ellena provided an update about the RRROC Election Calendar. The election date is scheduled for December 18<sup>th</sup> at the Guerneville Veterans Hall with five seats open (1-Business Owner/Business Property Owner; 2-Residential Owner Occupant/Residential Property Owner; 2-Residential Tenant). Ms. Ellena presented an overview of the election calendar including the list of public notices published in local newspapers and posted on the CDC website. People who had cast eligible ballots in the 2007 election, and who continue to be eligible residents and/or property owners as evidenced by lists from the Registrar of Voters and the County Assessor's offices, will receive a postcard to notify them of the upcoming election and the fact that they will automatically receive a ballot via mail.

RRROC members requested that the postcard being mailed to registered voters about the election date include notification of the opportunity to serve as well. Ms. Ellena responded that staff could accommodate this request as the postcards had not yet been printed.

#### Public Comments

Lloyd Guccione

#### ***C. Project Task Group Recommendations***

Ms. Kane introduced for discussion and possible action a call for recommendations for people to serve on the new Redevelopment Plan Amendment and Russian River Area Cleanup Project Task Groups to be appointed by CDC.

The following names and organizations were recommended by the RRROC:

**Plan Amendment Task Group Recommendations:**

Tom Lynch  
John Uniack  
Dan Fein  
Lynn Crescione  
River-to-Coast Child Care Services  
West County Community Services  
Churches  
Interfaith Coalition  
Homeowner organizations  
Chambers of Commerce  
Herman Hernandez  
Lee Torr, IV

**Cleanup Project Task Group Recommendations:**

John Uniack  
Tim Lipinski  
River Keeper Paddlers  
Friends of the Russian River  
Cary O'Strofe and Skate Park Group  
Local truck haulers

**Action:**

Motion to recommend the list of names to the CDC Executive Director was made by Tom Lynch and seconded by Catherine Young. The motion passed 6-0-3 (Baxman, Ronis, and Wikle absent)

Public Comments

None

**1. Public Comment on Non-Agenda Matters, continued**

Lloyd Guccione  
Elise Robbins

**11. Agenda for Next Meeting**

The following items were recommended for inclusion in the August 20, 2009 Agenda: Call to Order; Roll Call; Approval of Minutes for July 16, 2009; Public Comment; Information Sharing; Correspondence; Monthly Reports; Old Business: Russian River Redevelopment Plan Amendment; New Business: Sweetwater Springs Water District Project; possibly the River Park Stage project, Public Comment; Agenda for Next Meeting; Adjournment.

**12. Adjournment**

The meeting adjourned at 9:28 p.m.

**Next Meeting:** Next regular meeting on Thursday, August 20, 2009 at 6:00 p.m., Monte Rio Community Center, 20488 Highway 116, Monte Rio.

**13. RRROC members:**

**Residential Tenants:** Catherine Young, Suzie Baxman, Sarah Ronis.

**Residential Property Owner Occupants and Residential Property Owners:** Dan Fein, Tom Lynch and John Uniack.

**Business Owners/Business Property Owners:** Lynn Crescione, Gary Getchell, and Ken Wikle.

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**Notes:**

1. A recording of the meeting is available on CD at the Guerneville Library for listening purposes on-site or you may purchase a copy of the recording from the Sonoma County Community Redevelopment Agency for \$5.00 by calling (707) 565-7523.