

The Springs Redevelopment Advisory Committee (RAC)
Minutes for Regular Meeting
Thursday, February 5, 2009

Valley of the Moon Boys & Girls Club

I. Call to Order

Chairperson Stephen Cox called the meeting of The Springs Redevelopment Advisory Committee (RAC) to order at 7:01 p.m.

II. Roll Call

Present: Donna Hays, David Whiteley, Richard Lee, Kara Olness Reyes, and Stephen Cox. Ryan Lely and Ellen Conlan arrived at 7:02 p.m. Also present were Community Development Commission Executive Director Kathleen Kane, Redevelopment Associate Cas Ellena, Judith Miller, Interim Redevelopment Associate, and approximately nine (9) members of the public during the course of the meeting. This meeting was recorded by SVTV-27.

III. Minutes

Donna Hays made a motion to approve the December 4, 2008 meeting minutes and David Whiteley seconded the motion; the motion carried 5-0-2 (Lely and Conlan not yet present).

IV. Public Comment

None.

V. Correspondence

Kathleen Kane reported that there has been no correspondence to the RAC since the December meeting.

VI. Old Business

A. Monthly Reports

Kathleen Kane introduced Cas Ellena, the new Redevelopment Associate, and gave an update on the hiring of a new Redevelopment Manager. Ms. Kane then introduced Kevin Howze, who provided an update on the Hwy 12 construction. Mr. Howze responded to a previous RAC request for information regarding selection of textures for highway retaining walls. Mr. Howze reported that after speaking with the Sheriff's department, he believes the best surface would be smooth with a stain and then a coating to prevent graffiti from adhering. RAC members inquired whether it would be possible to install decorative ceramic tiles on the walls and whether funds previously committed for installation of public art at the Gateway Arch site could be redirected to pay for tiles on the walls. This discussion will be placed on the agenda for the March RAC meeting.

Ms. Kane continued to review current redevelopment projects and the financial report contained in the RAC monthly packet.

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Public Comment

None.

B. Façade Improvement Program

Cas Ellena opened the discussion regarding the Façade Improvement Program. Rich Lee and David Whiteley recused themselves from any discussion regarding the Façade Program. The RAC discussed some of the monetary limits and other features included in the proposed program, then requested CDC to prepare a full Commercial Façade Improvement Program Design, rather than the outline that was previously distributed, and present it at the March RAC meeting. The RAC will continue discussion of the proposed program criteria and features at that meeting.

VII. New Business

C. Preliminary FY 09-10 Budget for The Springs Redevelopment Project

Kathleen Kane presented the FY 09-10 Budget, Achievements for FY 2008-09, as well as the Goals for FY 2009-10 and 2010-11. Ms. Kane asked the RAC for their additions or deletions to these Goals. After some discussion, Ms. Kane made a minor change in the Goals for FY 2010-11 by removing the verbiage after "and 7". David Whiteley made a motion to accept the Achievements and Goals with the minor change, Ryan Lely seconded the motion. The motion was approved 7-0-0.

Public Comment

Laurie Decker

VIII. Agenda for Next Meeting

Call to Order; Roll Call; Minutes; Public Comment; Correspondence; Old Business; Monthly Reports, Façade Improvement Program, Additional Improvements to Highway 12 Corridor; New Business; Gateway Arch Project; Springs Clean Up; Agenda for Next Meeting; Next Meeting; Adjournment

IX. Adjournment: Meeting adjourned at 8:56 P.M.

X. Next Meeting:

March 5, 2009, 7:00 P.M., Boys & Girls Club of Valley of the Moon, 100 Verano Avenue, Sonoma, CA

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THE SPRINGS REDEVELOPMENT ADVISORY COMMITTEE MEETING
 FEBRUARY 5, 2009
Public Comment Sign-In Sheet

Name (PLEASE PRINT)	Please Identify Subject to be Discussed (This information will be included in the minutes of the meeting. You may include your opinion of whether or not you support an item on the Agenda.)
JOAN PURVIS	resident of BHS. No particular comment.

*Please note that this document will be included as an attachment to the meeting minutes.
 Signing this document is voluntary.*

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September 10, 2008

Commercial Façade Improvement Program
Preliminary Program Design

- **Goal of the Program**

- The goal of the Commercial Façade Improvement Program is make a positive, high impact to the visual appearance of the Highway 12 commercial corridor by eliminating physical and economic blighting conditions. The Façade Improvement Program will achieve the goals of the Redevelopment Plan, Five Year Implementation Plan and the Strategic Plan by providing financial incentives to business and property owners to revitalize their storefronts. These capital improvements will result in promoting a better business climate for residents and visitors in The Springs Redevelopment Area.
- The Program would provide below market rate loans with attractive terms and conditions to business tenants and property owners to completed needed exterior improvements to commercial buildings.
- The Program will target Highway 12 (from Agua Caliente to Verano Avenue). In addition to putting a “fresh architectural face” to some older buildings, it will help to instill a sense of pride among business tenants and property owners as well as residents. The Program will augment the planned multi-million dollar Highway 12 improvement project which will include a new street, sidewalks, curbs, gutters and streetlights. Phase II construction is scheduled to start in Fall 2008.

- **Free Technical Assistance**

The Redevelopment Agency will provide design services (up to \$3,500 per project), permit processing and fee payment assistance, bidding and construction management assistance, inspection, and lead/asbestos testing as no cost to the program participant. To be eligible, businesses and properties must be located within The Springs Redevelopment Project Area (see Map). First priority shall be given to commercial properties located on Highway 12.

- **Loans to Existing Business Tenants**

Business tenants may qualify for a zero or below market interest loan, up to a maximum of \$10,000 per business, for eligible commercial façade improvements. These loans may be deferred and forgiven after five (5) years if certain conditions are met. Property owners must sign the Funding Application consenting to the proposed improvements and conditions of the loan.

- **Loans to Property Owners**

Property owners may qualify for a zero or below market interest loan, up to a maximum of \$100,000 per building, for eligible commercial façade improvements. These loans may be deferred and forgiven after five (5) to seven (7) years if certain conditions are met. A Deed of Trust will be recorded on each property as security for these loans.

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- **Maintenance Covenant**
Loan recipients are required to sign a “maintenance covenant” or agreement which requires that the business tenant and/or property owner agree to maintain the exterior of the building and the completed improvements for specified term from the date of construction completion.
- **Compliance with Highway 12 Design Guidelines**
Projects must comply with Sonoma County Codes and the Highway 12 Design Guidelines adopted in November 1994. Copies of the Design Guidelines are available at: http://www.sonoma-county.org/cdc/pdf/rd/sv/highway_12_design_guidelines.pdf, or by calling the Redevelopment Agency at 707-565-7523.
- **Eligible Façade Improvements**
Eligible façade improvements to commercial buildings may include any cosmetic improvements to the building exteriors visible from the public right-of-way including, but not limited to:
 - Awnings and canopies
 - Signage and graphics
 - Windows and door replacement
 - Painting and plastering
 - Historic building restoration
 - Parapet alterations and improvements
 - Roofing
 - Tile work
 - Exterior lighting and supporting electrical work
 - Landscaping/irrigation systems
 - ADA (Americans with Disabilities Act) improvements including ramps
 - Lead/asbestos abatement
 - Parking lot resurfacing
 - Pedestrian pathways