

THE SPRINGS REDEVELOPMENT ADVISORY COMMITTEE (RAC)
Minutes for Regular Meeting
Thursday, January 7, 2010
Boys and Girls Club of Valley of the Moon

1. Call to Order

Chairperson Stephen Cox called the meeting of the Springs Redevelopment Advisory Committee (RAC) to order at 7:00 p.m.

2. Roll Call

Present: Stephen Cox, Ellen Conlan, Donna Hays, Ryan Lely, and David Whiteley. Richard Lee and Kara Olness Reyes were absent (both excused). Also present were Redevelopment Manager Cas Ellena, Redevelopment Associate Al Lerma, Redevelopment Assistant Jennifer Howze, and approximately eight (8) members of the public during the course of the meeting. This meeting was recorded by SVTV-27.

3. Minutes

Steve Cox requested that the sentence "La Luz is working with a land developer interested in the project" be removed from the Information Sharing portion of the minutes. Ryan Lely made a motion to approve the December 3, 2009 minutes with the requested change. Donna Hays seconded the motion; the minutes were approved 5-0-2 (Lee and Reyes absent for vote).

4. Public Comment on Non-Agenda Matters

Doug Priest, Consultant for Mission Housing Development Corporation
Bob Benz, Architect for Thomas Anderson & Co.

5. Information Sharing

Ryan Lely asked what is happening with the old Barking Dog location. Cas Ellena responded that Karen Waikiki is working on a rehab for a tortillaria, and staff will find out additional information next week when staff is scheduled to meet with her.

Ellen Conlan asked whether staff had any conversations with the owner of the Clemente Inn. Ms. Ellena stated that she has had some communication with owner Marty Edwards who reports that the permit to remove bricks from the demolition site has been extended and that all of the bricks have been "spoken for".

Ms. Conlan also asked if First 5 Sonoma program includes music programs, and whether people could participate in STFCC events without attending the meetings. Steve Cox said he doesn't believe First 5 Sonoma has any music programs available. He said that he includes the contact person for various events in the STFCC notes and these people could be contacted to express interest in participating in a particular event.

Steve Cox said a representative of Mission Housing attended the last STFCC meeting and gave a presentation on the background of Mission Housing. They are looking to build affordable housing in other communities and are trying to see if the community has any interest in having affordable housing developments built in the area.

6. Correspondence

None

7. Monthly Reports

Mr. Cox introduced Kevin Howze from the Sonoma County Department of Transportation and Public Works (DTPW). Mr. Howze explained that Public Works has begun the process of obtaining right-of-way for Stage 2 and appraisals should start within the next month. The DTPW is also working with Caltrans on design issues so that when right-of-way is complete they will be ready to begin construction. Additionally, the DTPW is working with PG&E to get the remaining easements necessary to complete utility grounding work so the embankment can be built. The current timeline is for the embankment to be built this Spring, having PG&E under grounding complete later in 2010, and having construction of Stage 2 begin in Spring 2011.

Mr. Howze reported that Public Works is looking at the Donald Avenue Stretch and whether it would be best to pursue improvements as a separate project or as an amendment to Stage 2. He also reported that Public Works has discussed with Caltrans the possibility of Caltrans providing for the improvements so that Redevelopment dollars would not have to be expended on the project. Donna Hays asked whether or not the Donald Avenue project would include the bridge. Mr. Howze said that there are erosion issues Caltrans needs to address before the bridge could be completed so it would not be included in the project at this time.

David Whitely asked what items have been included in payment on the project so far. Mr. Howze responded that it includes some design work for Stage 2, but for the most part it is construction, right-of-way, and design for Stage 1. Mr. Whitely asked whether or not the project is currently on budget or over budget, and Mr. Howze said that from his rough calculations the project is not in danger of going over budget.

Ms. Ellena introduced Laurie Decker to give an update on the Sonoma Valley Economic Development Partnership (SVEDP). Ms. Decker said that SVEDP is in the process of producing loan program brochures for loan programs for the City of Sonoma as well as The Springs. She also said the business start-up series called "So You Want to Start a Business" will be taking place on January 12, 13, and 14, 2010. The State of the Valley Chamber Breakfast is on January 22, 2010 and Supervisor Brown, Jared Huffman, and Steve Barbose will all attend as guest speakers.

Al Lerma gave an update on the Commercial Rehab Loan Program. Staff has currently received 10 pre-applications for the program, and are working to market the program to other potential applicants. He also gave the results of the marketing RFP as producing four firms to work with in providing design services for the program. The firms selected are Ross Drulis, Thomas Anderson & Co., Praxis Architects, and Robert Sanders & Co.

Patricia Talbot provided an update on Sonoma Valley Community Health Center (SVCHC). She explained that the health center did not get the grant it had applied for but they are continuing on in the development process and are currently pursuing other possible sources of funding. They also had a pre-application meeting with the Sonoma County Permit and Resource Management Department and are now working on the full application. Steve Cox said he believes it is important for the RAC to continue to support the SVCHC by keeping funds obligated to the project so the SVCHC has something to point to showing strong community support for the project.

Ms. Ellena reviewed the remaining monthly reports.

Public Comment

Bob Benz

Mike Acker

8. Old Business

A. *Potential Banner Program*

Ms. Ellena explained that this item is on the agenda mainly for discussion by the RAC to see whether or not they wish to pursue the banner concept at this time. Ms. Ellena presented an email from Laurie Decker outlining a banner photography contest done in Richmond, British Columbia. A local submission committee reviews the entries and the selected winners have their photographs printed on banners. Ms. Decker also mentioned the possibility of having a children's art contest through local schools or Boys and Girls Club rather than professional artists.

Ryan Lely said he would like to see the banners used to promote events and have the sponsors support the banners so they could be changed out more frequently.

RAC members discussed potential banners and decided they would rather spend redevelopment funds on other projects and determined to remove this item from the agenda until there are options for sponsorship or matching funds for the program.

Public Comment

William Murray

B. Potential Public Art Program

Ms. Ellena discussed possible art projects/programs that redevelopment could participate in including the installation of art forms or murals on private property along the corridor. This program could be provided for in a similar fashion to the Commercial Rehabilitation Loan Program facades in that the private sector would be responsible for the ongoing maintenance. The item was opened up for RAC member discussion. Ellen Conlan asked about who would be responsible for maintaining a mural. Ms. Ellena said it would be the responsibility of the property owner and/or tenant.

Donna Hays said she feels that art is the icing on the cake and would like to focus the attention on meatier projects.

RAC members decided to remove the item from the agenda for the time being and focus on more substantial projects.

Public Comment

Bob Benz

C. Donald Avenue Stretch of Highway 12

RAC members briefly discussed the item and decided that they would like to pursue completing the project as quickly as possible rather than wait for it to be included in Stage 2 or to see if Caltrans will fund the project. They asked for staff to continue discussion with the DTPW to see what the next steps are in moving the project forward, as well as having them provide a cost estimate for the project.

D. MIG Final Report

Al Lerma provided an update on the MIG Final Report. He pointed out changes in the report which included the clarification of the role of the RAC and the addition of a market overview section to the report to tie in with some of the issues raised during the workshop. He also pointed out corrections to the Opportunities Map (the "Map"). David Whitely asked that more information be broken out for the properties listed on the Map. He would like to see the size of the parcel, who owns it, and how long they've owned it. Ms. Ellena suggested focusing on one activity hub per month, starting with the center hub. She said staff would bring to the next meeting the detailed information on the center hub parcels. The RAC members agreed with this idea. Time constraints cut the discussion short, and the item was continued to the February 4, 2010 meeting of the RAC.

9. New Business

A. RAC Policy Discussion Regarding Requests for RAC Support

This item was continued to the February 4, 2010 meeting of the RAC due to time constraints.

10. Agenda for Next Meeting

Call to Order; Roll Call; Approval of January 7 Minutes; Public Comment; Information Sharing; Correspondence; Monthly Reports; Old Business: MIG Final Report, Donald Avenue; New Business: RAC policy discussion regarding requests for RAC support, Agenda for Next Meeting; Adjournment.

11. Next Meeting

February 4, 2010, 7:00 p.m., Boys & Girls Club of Valley of the Moon, 100 Verano Ave., Sonoma.

12. Adjournment: The meeting adjourned at 9:02 p.m.