

# City of Healdsburg City Council Goal Setting FY 24/25

MONDAY, MARCH 25, 2024

FACILITATED BY MRG, RICK HAYDON



WELCOME



Welcome - Mayor David Hagele  
Opening Remarks - City Manager Jeff Kay  
Facilitator – Rick Haydon, MRG



# MRG – Management Consulting



Trusted Advisor

Commitment to  
Public Service

Partners for Impact &  
Transformation

Seasoned Local  
Government Executives

Strategic Organizational  
Development

## Rick Haydon Consultant

- 30+ years in local government
- Prior City Manager, City of Santa Maria & Solvang
- Seasoned Facilitator and Project Manager
- Area of expertise Organizational Assessments, Fiscal Sustainability Plans, Strategic Planning, & Team Coaching.



# AGENDA – EARLY MORNING

Coffee / Pastries / Fruit

Mayor Welcome & City Manager Remarks

Introduction of MRG Facilitator, Rick Haydon

Agenda Overview & Objectives

Public Comment

Introductions / Icebreaker

- State your name, your title, and in a few words, if you had to describe Healdsburg to someone that is not familiar with the city, how would you describe it?

Team Building Activities

- What surprised you the most in the last 12 months of your Council service?
- When you were younger, who inspired you - who was your role model and why?

# AGENDA – MID MORNING

State of the City – City Manager Jeff Kay

- Overview of City Budget

General Discussion on Growth Management Ordinance

- High Overview of Polling Results
- Upcoming Process and Next Steps

5 Minute Break

Hear Feedback on Funding Priorities for 24/25 (*Prioritize Survey Exercise*)

# AGENDA – LATE MORNING

## Overview of Goal Setting Process

- Why Set Goals
- List of Accomplishments
- Staff's Capacity to Address New Projects and Goals
- Strategic Direction (5-year Strategic Plan, 7 Strategic Goals, Annual Work Plan)

## Review the 23/24 Current City Council Goals & Active Projects

- Status Report on all Goals & Active Projects

## Overview of Potential New Goals Submitted by Councilmembers

Lunch – *TBD based on flow of discussion*

# AGENDA – AFTERNOON

## Begin Review & Discussion of Potential Goals for 24/25

- Economic Diversity & Sustainable Growth
- Environmental Stewardship
- Affordable Housing
- Infrastructure & Facilities
- Effective Governance
- Public Health & Safety
- Community Services

## 5 Minute Break

## City Council Overall Review of Potential Work Plan

- Discussion of Potential Arts & Culture Commission
- Review individually proposed new City Council Goals; Council action
- Straw Vote on Potential New Goals for 24/25; Council action
- Choose top 3-5 Priorities for 24/25; Council action

## Public Comments

## Summary of the Day & Council Member Takeaway

# To Ensure a Productive Day

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We will take two **5-minute breaks** and a **30-minute lunch break**.

Please **turn off your cell phones** and **refrain from checking texts/emails** during the day.

Be **focused** and **remain present**.

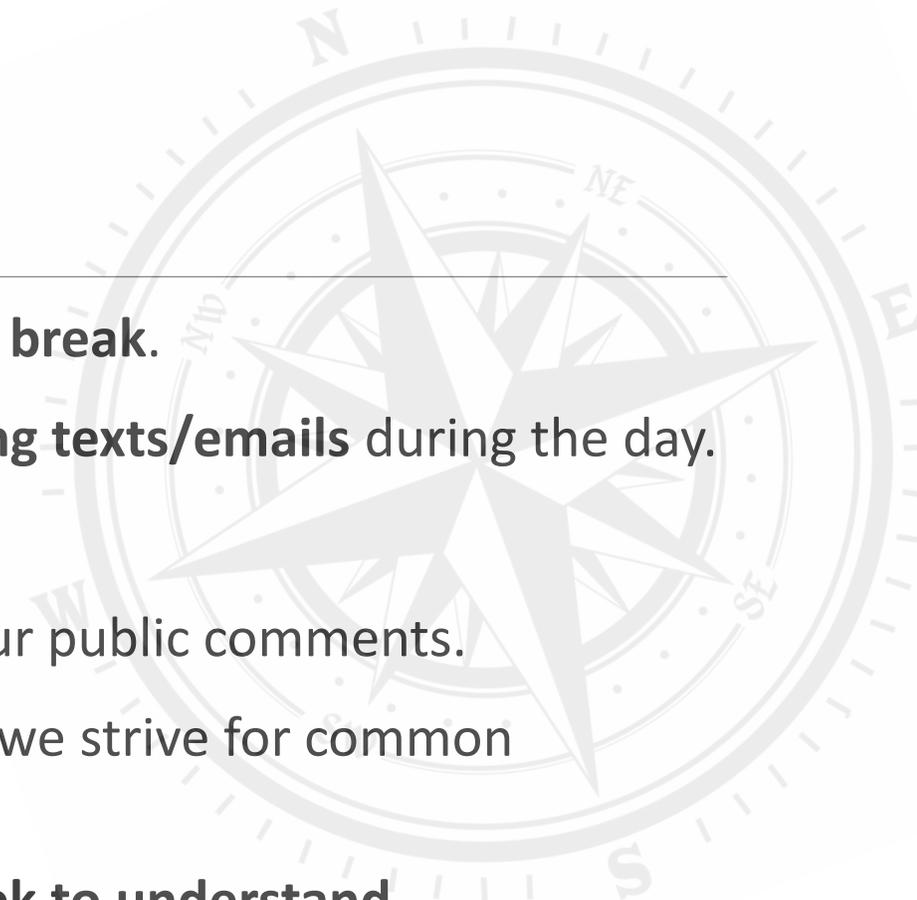
We seek to hear **ideas and perspectives** of residents in our public comments.

We allow time for **candid** and **honest** conversation – and we strive for common interests.

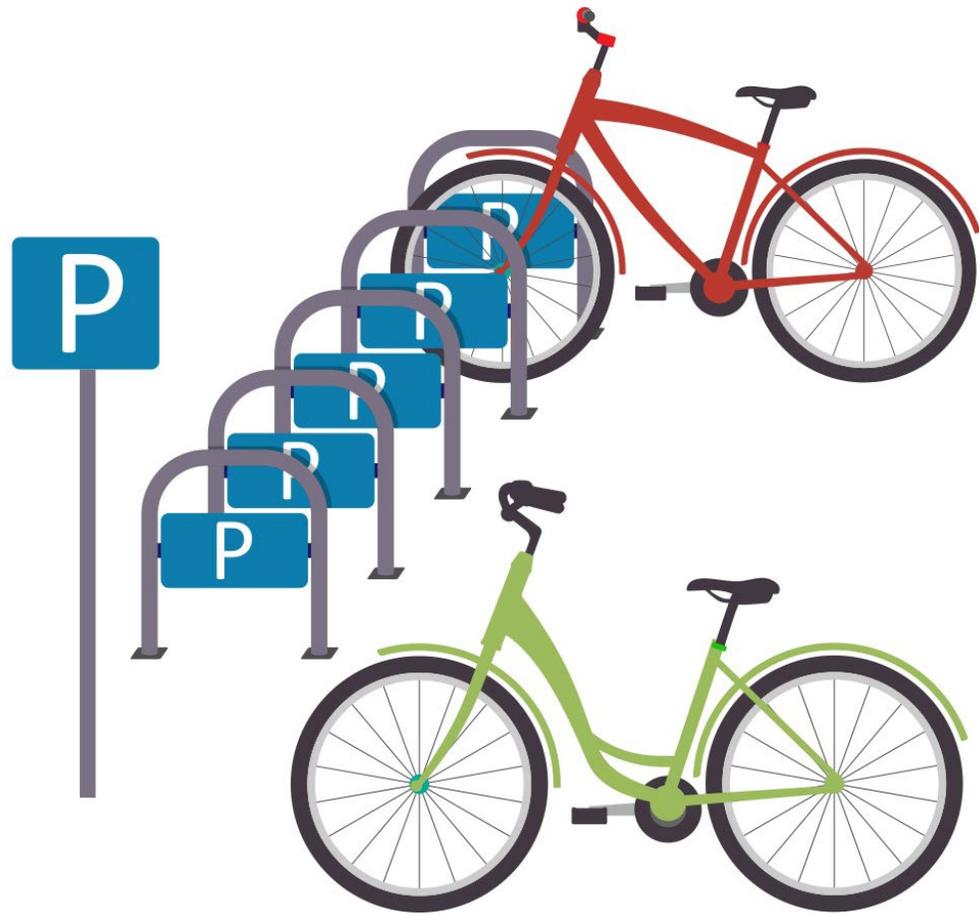
We will **assume good intentions, remain curious, and seek to understand**.

We acknowledge that the **City team includes Council and staff**; welcome staff's input.

We will **adhere to schedule** and allow the facilitator to move the conversation along.



# Bike Rack



**Time  
Management Tool**

**Items to discuss at a  
later time**

# Today's Objectives



Receive an update from the City Manager on the State of the City



Update on the Growth Management Ordinance Polling Results – Discuss Next Steps



Discuss and provide feedback on funding priorities for 24/25 – *Priority Survey Exercise*



Seek consensus on 24/25 Goals

# Public Comment

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# Ice Breaker

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State your name, your title or role, and in a few words, if you had to describe Healdsburg to someone that is not familiar with the city, how would you describe it?

## Team Building Exercise

What surprised you the most in the last 12 months of your Council service?

When you were younger, who inspired you - who was your role model and why?

# View from the Bridge

State of the City  
– City Manager  
Jeff Kay



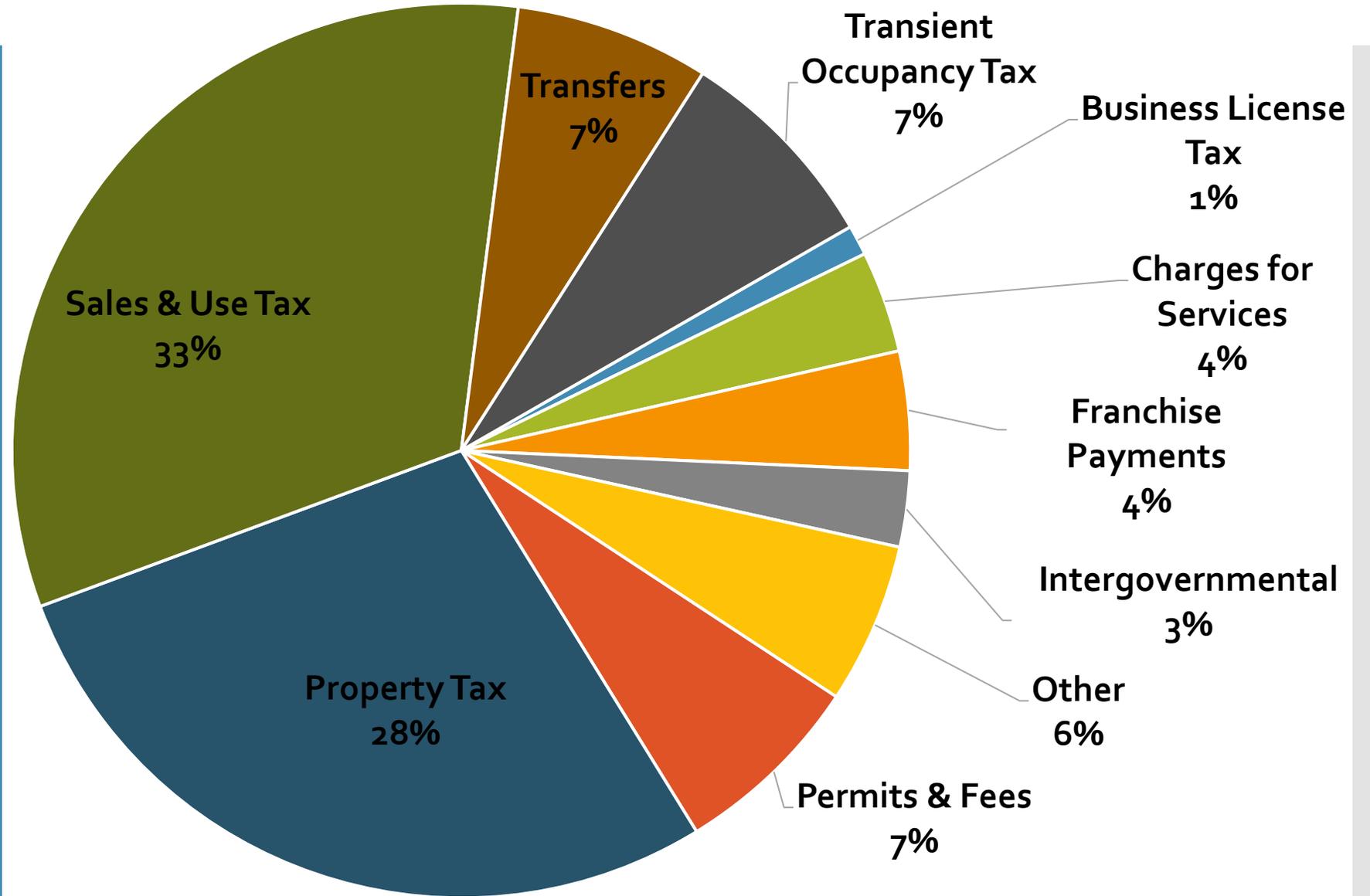
# Overview of City Budget



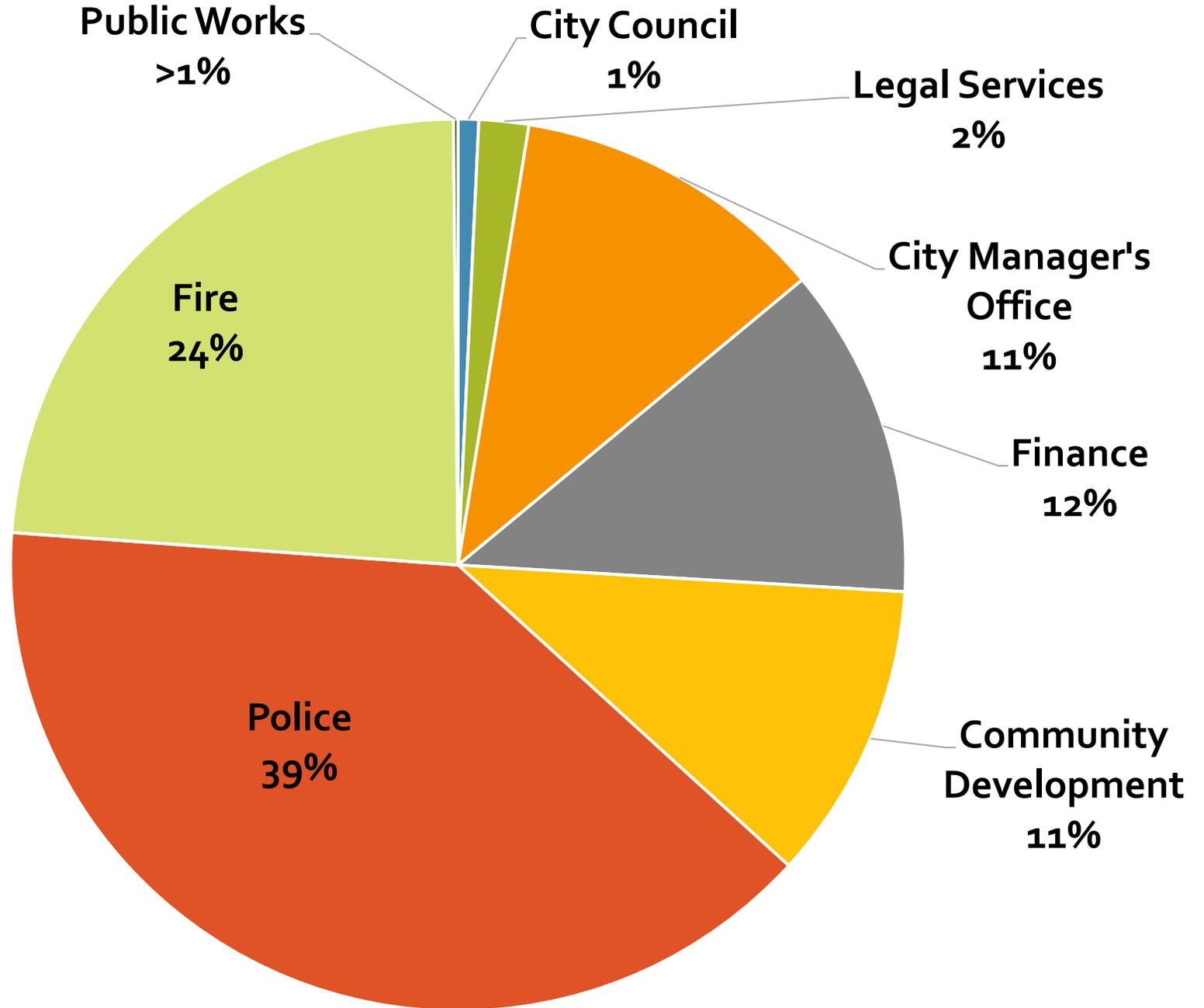
# General Fund Balance

<b>General Fund - Fund Balance</b>			
	<b>FY 22-23 Audited Actuals</b>	<b>FY 23-24 Adopted Budget</b>	<b>FY 23-24 Revised Budget</b>
Beginning Fund Balance	\$ 11,812,439	\$ 12,257,096	\$ 12,257,096
Revenue	19,125,570	18,358,977	18,601,190
Expenditure	17,926,739	17,913,696	17,962,674
One-Time Expenditure	754,173	2,498,852	2,498,852
Estimated Ending Fund Balance	\$ 12,257,096	\$ 10,203,526	\$ 10,396,760
Change in Ending Fund Balance	\$ 444,658	\$ (2,053,571)	\$ (1,860,336)
<b><u>Components of Fund Balance</u></b>			
Reserve Policy (30%)	\$ 5,378,022	\$ 5,374,109	\$ 5,388,802
Pension Stabilization	4,636,083	4,707,557	4,707,557
Unallocated Fund Balance	\$ 2,242,992	\$ 121,860	\$ 300,401
% of annual expenditures	42.5%	30.7%	31.7%

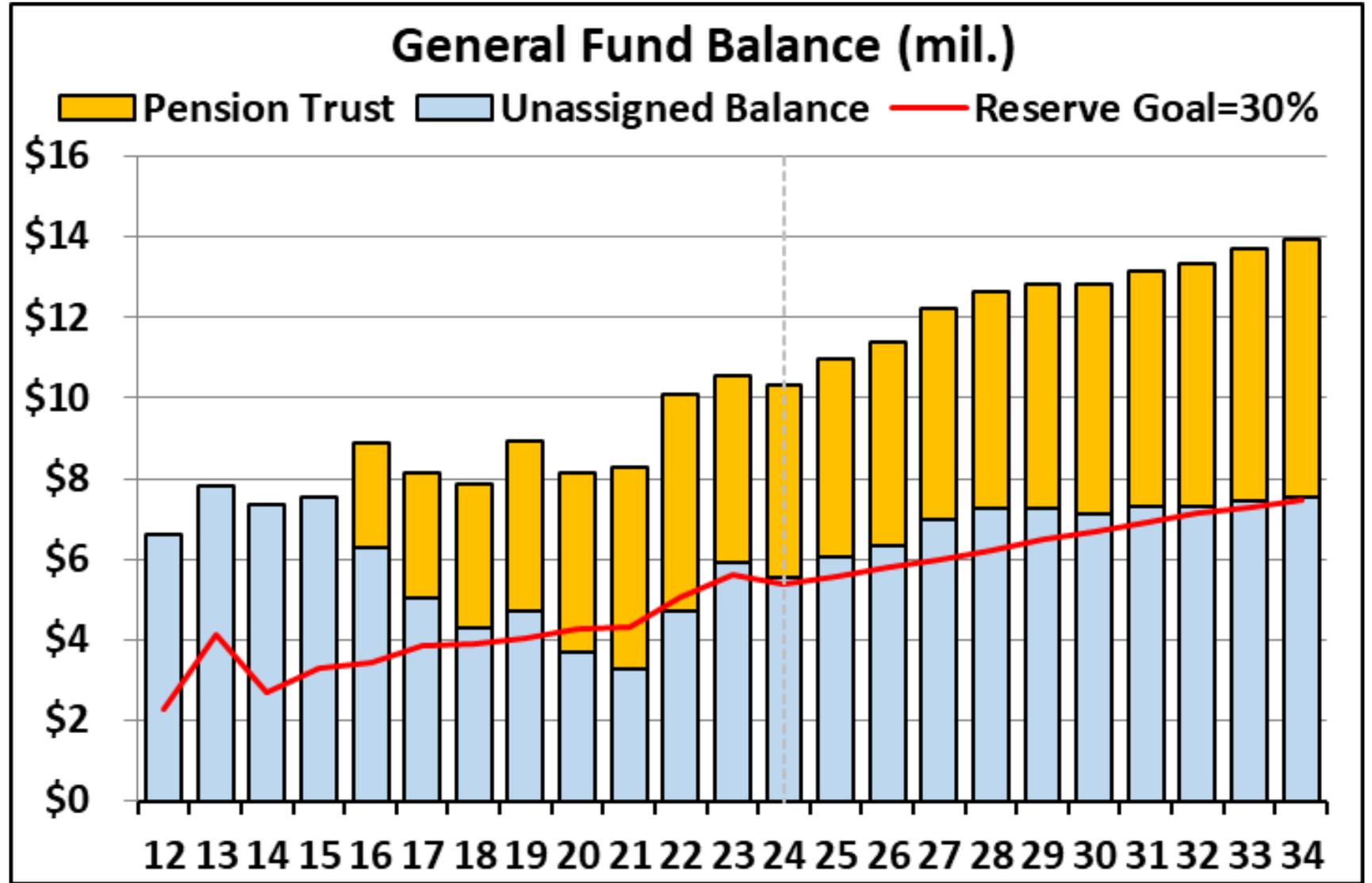
# General Fund Revenues



# General Fund Expenses by Department

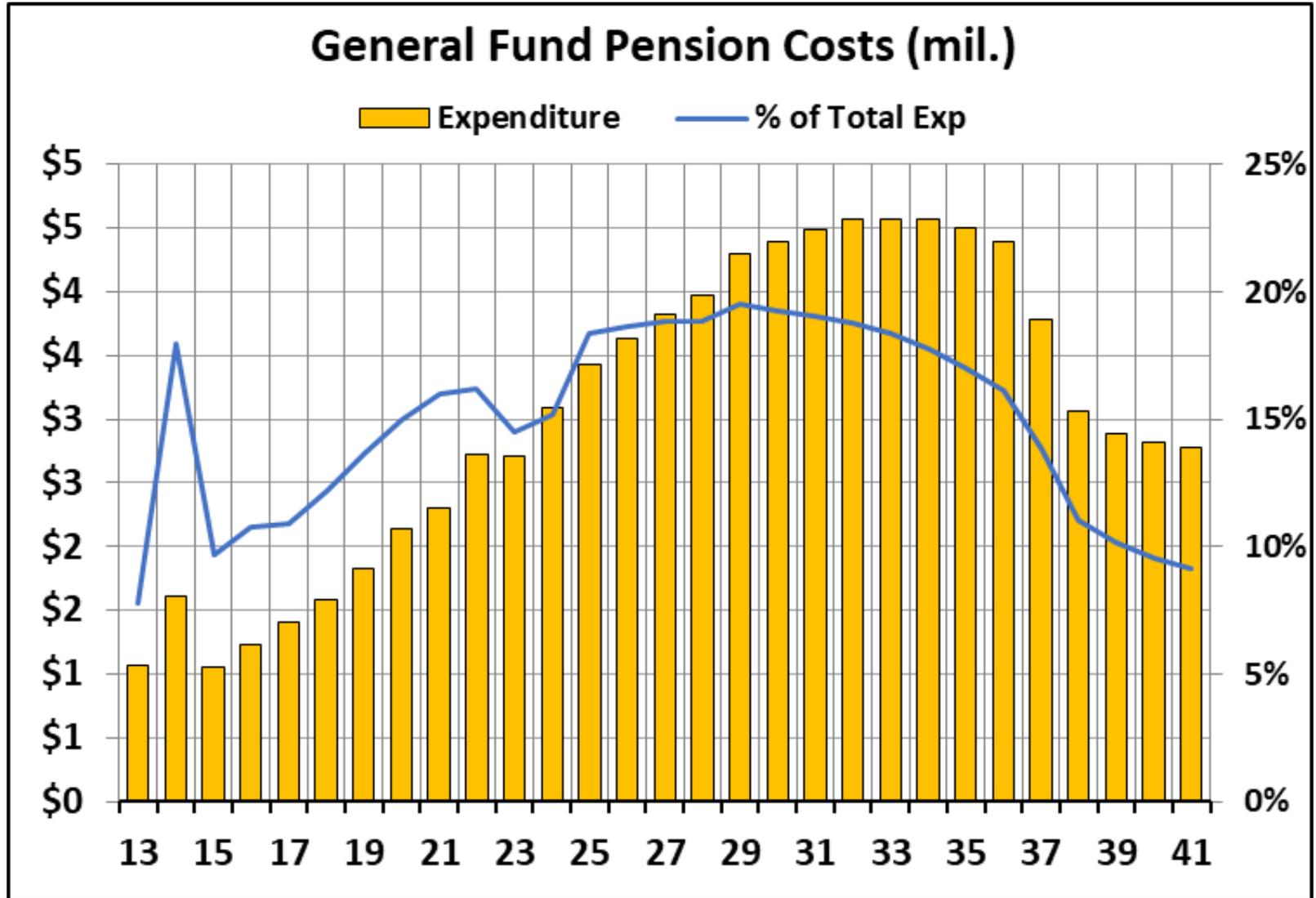


# General Fund Long Range Forecast



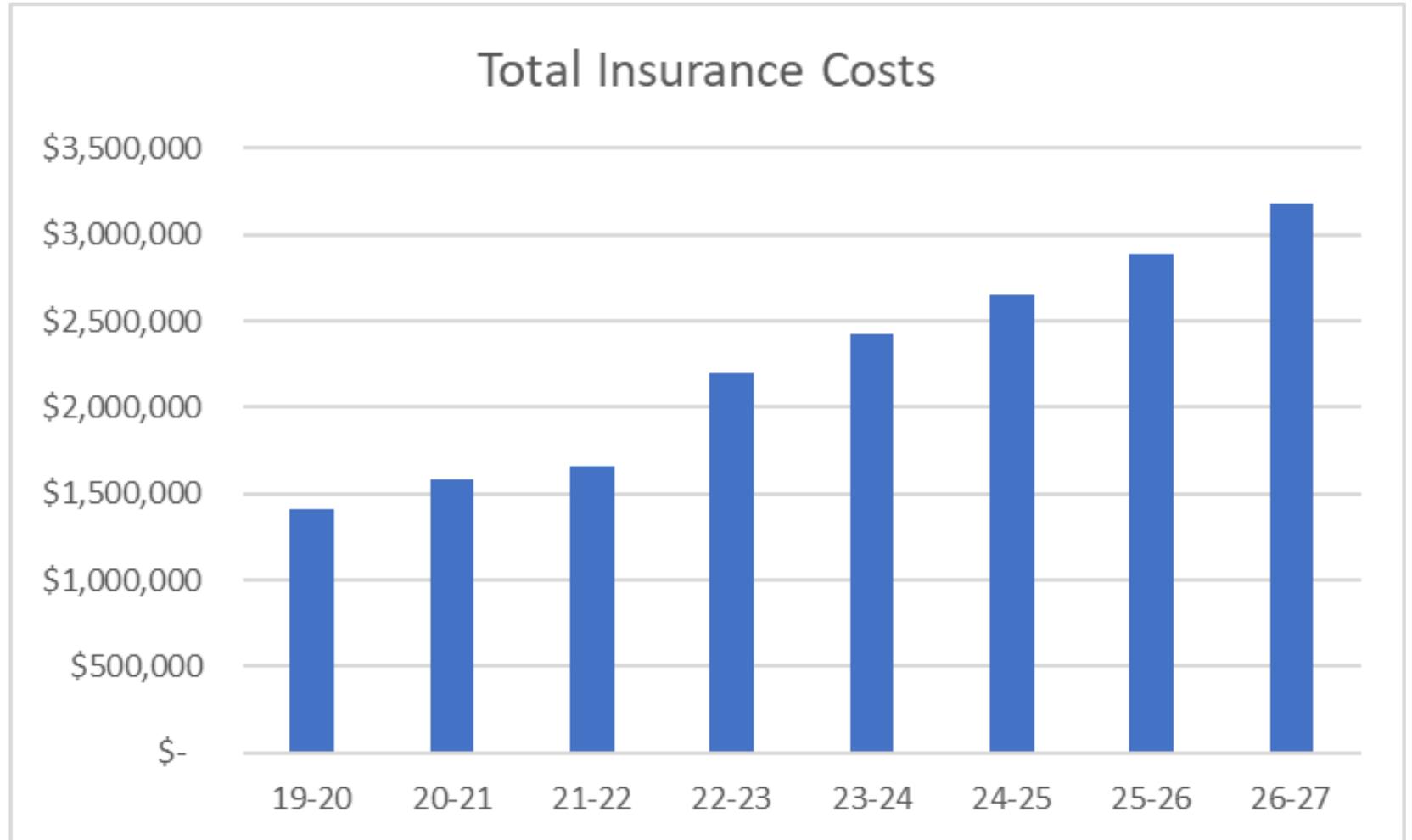
# Forward Looking Expense Themes

## Pension Cost



# Forward Looking Expense Themes

## Insurance Costs

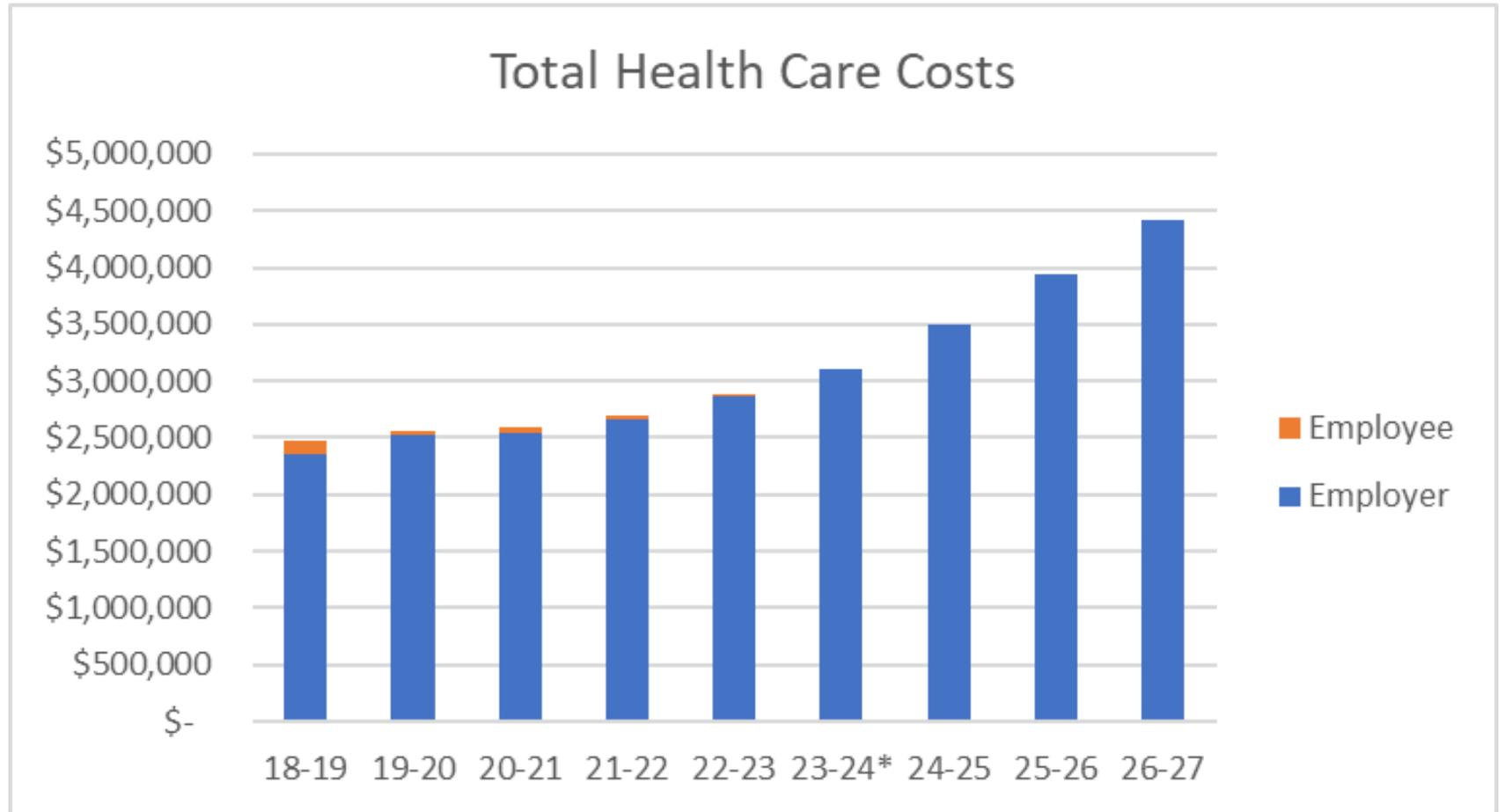


2024-2027 estimates based on annual increase provided by CIRA.



# Forward Looking Expense Themes

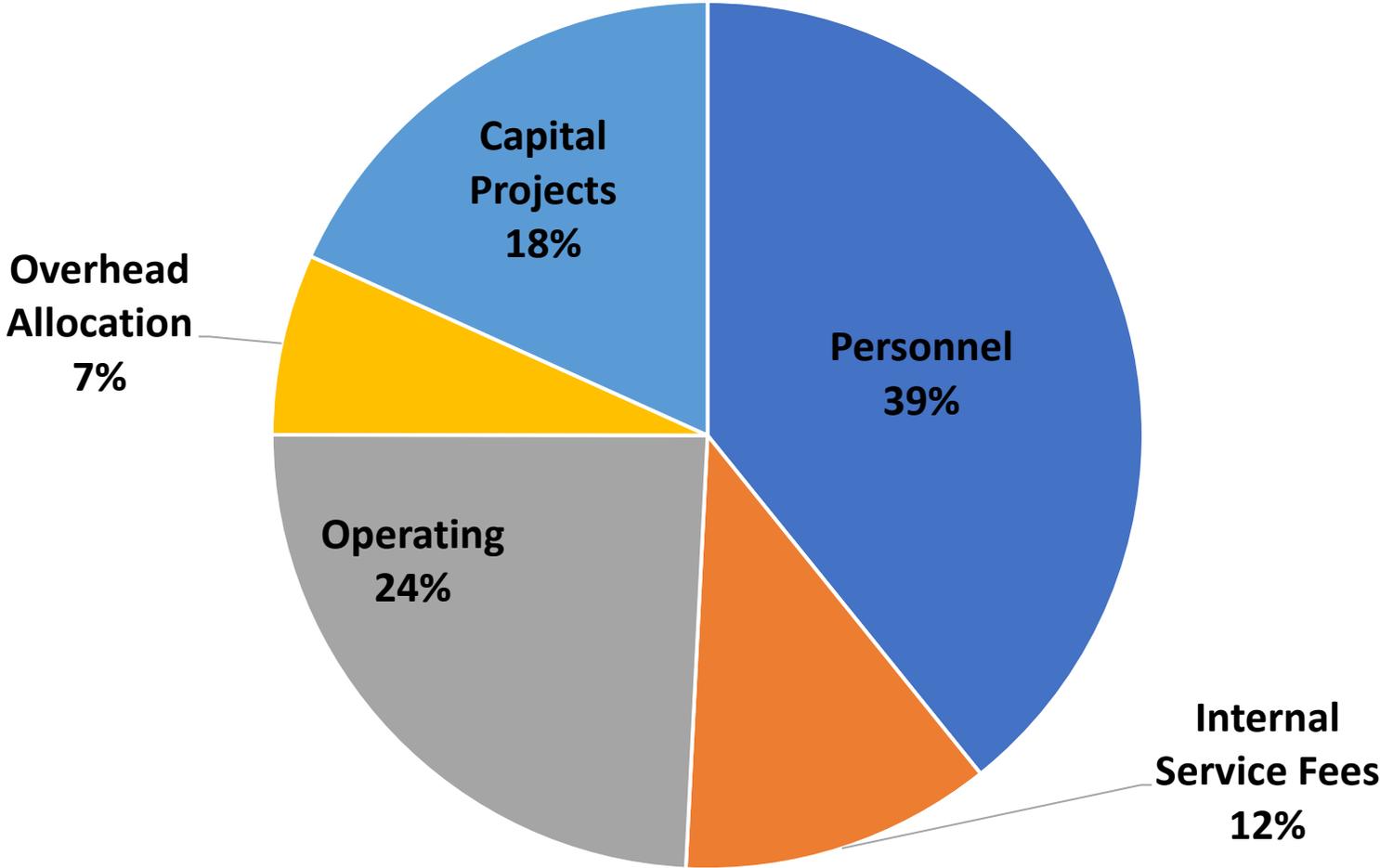
## Health Care Costs



\*2023-24 based on 7-month trend, projections based on 2024-25 renewal rates and forward-looking guidance.

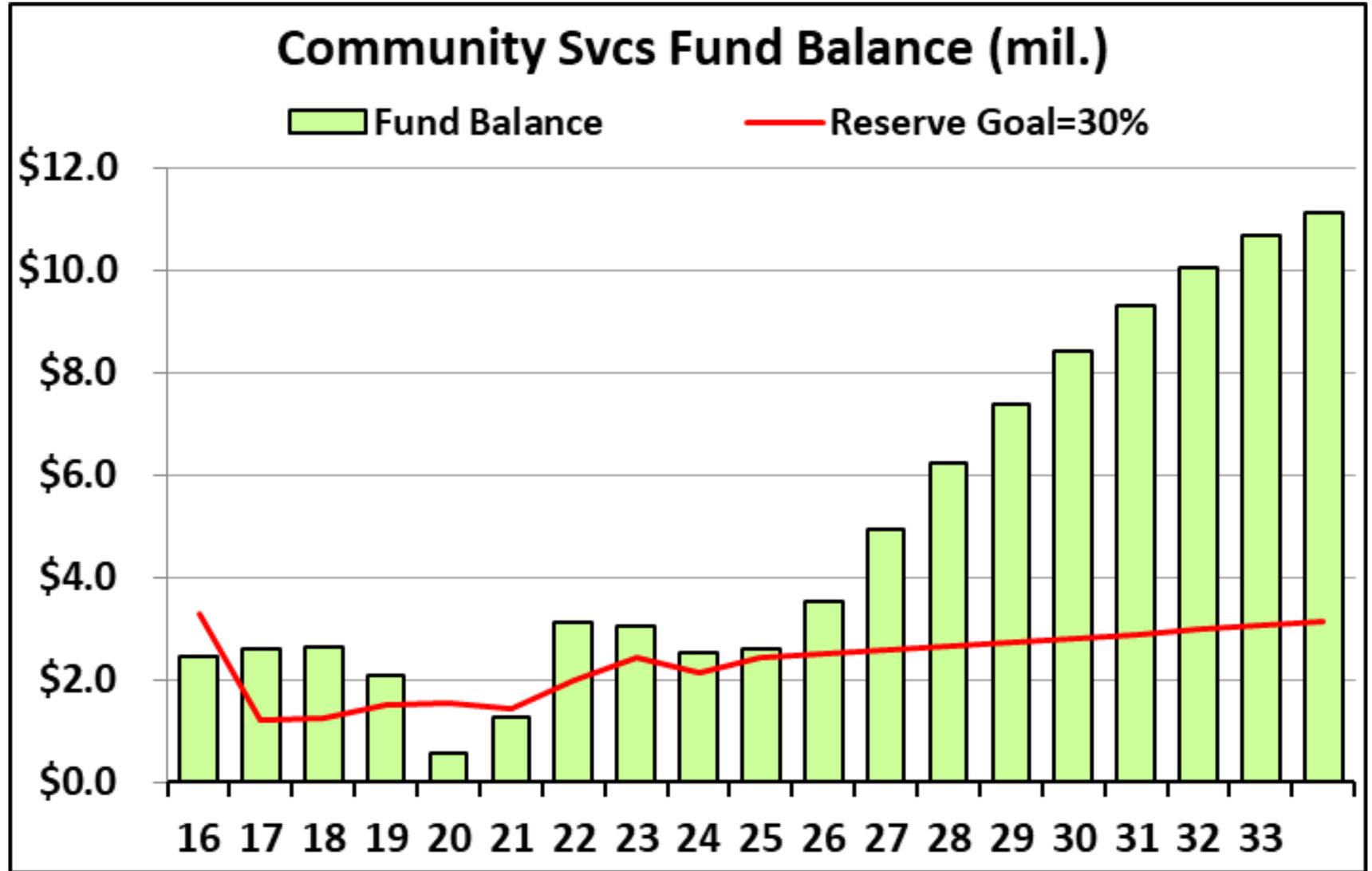


# Community Services – Special Revenue Fund



# Community Services Fund Long Range Forecast

(no bond issuance)



# Long-Term Commitments

## Community Services

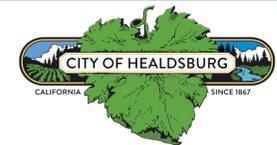
- Badger Park Rehabilitation - \$1 Million Grant with \$1 Million City Match
- Saggio Hills Park – Developer Contributions
  - Multi-Use Trail - \$3.4 Million
  - Park Development - \$2.6 Million
  - Creek Restoration - \$0.6 Million

## Streets

- Healdsburg Ave Complete Streets - \$2.4 Million City Matching Funds & \$5.1 Million in Utility Infrastructure
- Grove Street Neighborhood Plan Implementation - \$768k City Matching Funds & \$1.9 Million in Electric Infrastructure

## Housing

- 155 Dry Creek – Land & \$1 Million Committed
- Saggio Hills – \$1 Million Contribution Anticipated
- L&M – Long Term Operational Funding (\$714,670/yr.)



# Update on the Growth Management Ordinance Polling Results

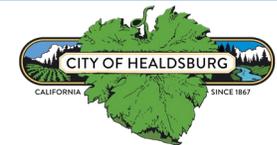
4 out of 5 Councilmembers indicated that one of the key challenges facing the City this next year will be the GMO

- FM 3 conducted a poll of 488 likely Healdsburg Voters between February 26 and March 3.
- The poll targeted a variety of demographics representing the Healdsburg electorate, including gender, party registration, language, household size, age, and neighborhood.
- Polling was conducted both over the phone and online, with 45% of responses over the phone and 55% via email.

*Detailed poll results are being prepared and will be presented to City Council on April 1.*

# Poll Scenarios

- The Poll asked residents to consider three potential modifications to the GMO based on City Council, Community, and Staff Feedback.
  - **Geographic Exemption:** This option explored exempting certain geographic areas from the GMO, including the downtown core, North Healdsburg Avenue, the South Entry area, and the area around the Depot. Respondents were asked about geographic exemptions in general, and then about the specific areas.
  - **Elimination of Income Restriction on Multifamily Rentals:** The current GMO authorize up to 50 units a year of multifamily rental and for sale housing, subject to an income restriction of the owners/occupants. This option explored eliminating the income restriction for multifamily rental units (not for-sale units).
  - **Carryover of Prior Unused Allocations:** At the end of any 3-year cycle unclaimed allocations expire. This option explored amending the GMO to allow units that were permitted under the GMO but not constructed to carryover from previous years.



# Scenario Results

<b>Measure</b>	<b>Initial vote</b>	<b>After information</b>	<b>After positives</b>	<b>After negatives</b>
Geographic Exemption	58%	64%	58%	51%
Modifying Income Restriction	51%	63%	61%	57%
Prior Year Allocation	56%	60%	59%	49%

Of the geographic locations considered, the area around the Depot and the South Entry area polled best (over 60% support). Healdsburg Avenue North of Grant Street also polled favorably. Downtown polled unfavorably.



# Additional Findings

- Two in five voters are familiar with the GMO but few are “very familiar.”
- Nine in ten agree that growth policies should be reviewed regularly.
- More than 80% agree with assertions that more housing, particularly affordable housing, is needed.
- The strongest arguments in favor of the proposals describe making it easier to build housing instead of hotels and making Healdsburg a more equitable place to live.
- Criticisms of the measures that are highly convincing include the idea that any new housing will become second homes and that more housing will constrain the water supply.

# Timeline and Next Step

## **Upcoming:**

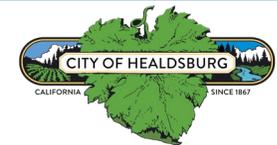
- April 1, 2024 Council Meeting – Full briefing on poll results and request for direction
- April 15, 2024 Council Meeting – Downtown Density Study Presentation

## **Ballot Measure:**

- CEQA work to be completed based on direction.
- Council must adopt a resolution placing any measure on the ballot before July recess (likely at June 17 meeting with other election related items)
- City to develop and implement educational outreach over summer months

## **Election Dates:**

- Measure must be filed with County by August 9<sup>th</sup>, 2024
- Arguments for and against measures must be submitted by August 16<sup>th</sup>
- Council to adopt rebuttal arguments (if opposing arguments are filed) at August 19, 2024 Council Meeting.
  - Deadline to File is August 23, 2024.
- Election on November 5, 2024.



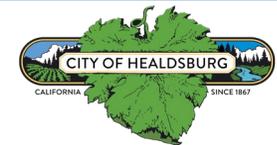
Break



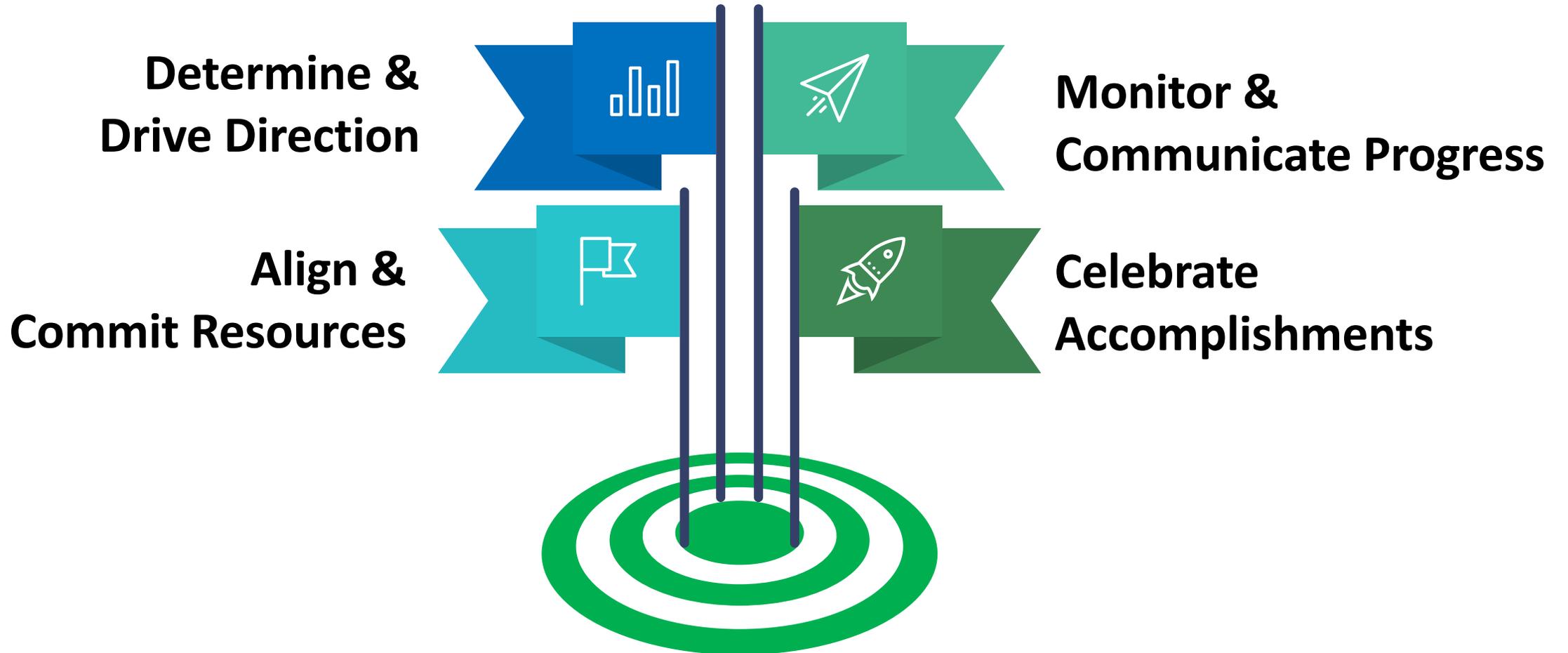
# Feedback for Funding Priorities for 24/25

## Known Projects for Budget Prioritization

- Fire Department Standards of Cover Analysis
- West Plaza Parking Lot
- Sunset Drive Rehabilitation
- March Avenue Road Resurfacing
- Long Range Planning Contribution
- Council Chambers Access Control Enhancements
- Street Tree Master Plan and New Tree Protection Ordinance
- Chablis Road Culvert Repair and Sediment Removal
- Park Facilities Deferred Maintenance
- West Plaza Walkway Repair
- GMO Community Education
- Arts/Culture/DEI Staff Augmentation



# Why set goals?



# Regarding Accomplishments, what Rick heard from Council Members

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We've done a lot of work on housing and infrastructure improvements.

The Housing Element completion, our work on the Climate Mobilization Strategy, and the DEI program were huge lifts.

Completion of the L&M Village was key for our homeless population.

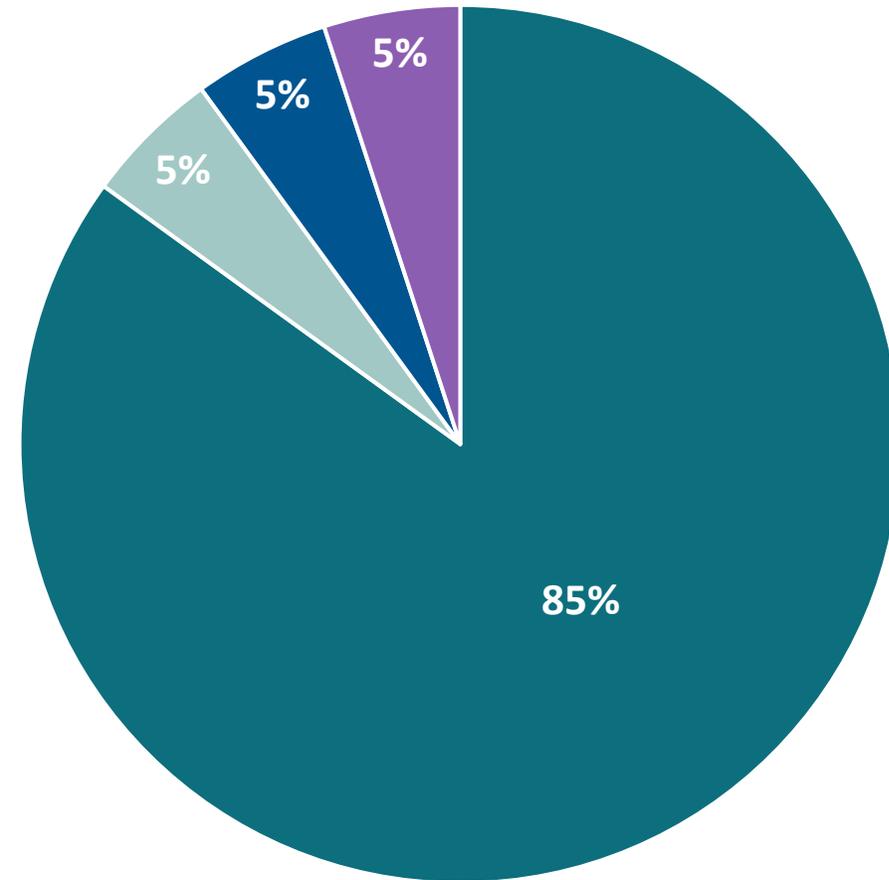
We addressed our water security priority by moving forward on our recycled water project.

We broke ground on a number of large infrastructure projects like the Fire Substation, the Foley Pavilion and the Grove Street Neighborhood Plan.

# Regarding Accomplishments, what Rick heard from City Staff

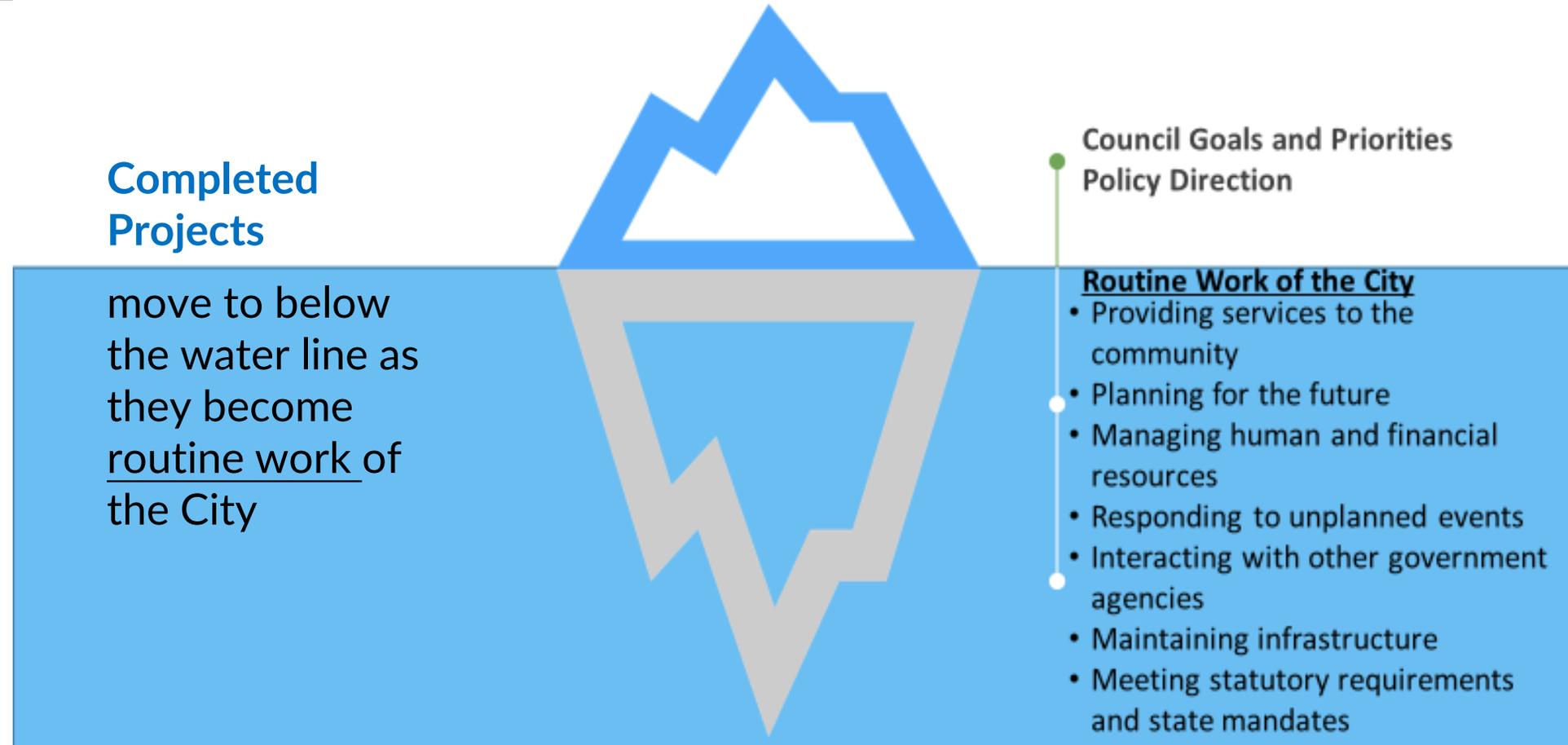
- Awarded the first public arts grant
- Completed ADA sidewalk improvements
- Concluded the preschool program room renovations
- Conducted prescriptive burns and vegetation management in the foothills
- Established a special events policy
- Finalized the local hazard and mitigation plan
- Finished the Senior Center entrance improvements
- Processed over 100 Public Records Requests
- Held first Climate Fest
- Improvements were made to our planning counter
- Initiated the Fitch Mountain access improvement project
- Introduced the on-line business license renewal program
- Received a pro-housing designation and was redesignated a bike-friendly community
- Reduced our employee vacancy rate

# How Management's Time is Spent



- Day-to-day management of municipal services
- Unforeseen challenges
- New initiatives
- Strategic improvements and training

# Balancing Staff Capacity and Council Goals



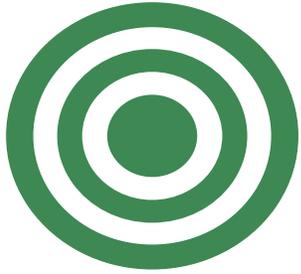
# “Big Rocks”

**Don't fill up the bucket**  
with so many small  
rocks that there isn't  
room for the big ones

**Put the big  
rocks in first**

Then add the small  
ones where there is  
**room**

# STRATEGIC DIRECTION



## 5 YEAR STRATEGIC PLAN 2020-2025



## STRATEGIC INITIATIVES

- Economic Diversity & Sustainable Growth
- Environmental Stewardship
- Affordable Housing
- Infrastructure & Facilities
- Effective Governance
- Public Health & Safety
- Community Services



## CITY COUNCIL GOALS 2023-2024

51 individual projects

# OVERVIEW OF GOAL SETTING PROCESS

1

## REVIEW STRATEGIC INITIATIVES & PROJECTS



Review 23/24 Council Goals and Active Projects



Confirm Interest in Continuing Project; Anything come off?



Discuss and Refine Scope for Clarity and 1 Year Deliverables

2

## COUNCIL ACTIONS

COUNCIL VOTES ON PROPOSED NEW GOALS

COUNCIL VOTES ON STRATEGIC INITIATIVES & 24/25 WORK PLAN

COUNCIL TOP 3-5 PRIORITIES - TBD

# Current City Council Goals & Active Projects for 23/24

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH	ENVIRONMENTAL STEWARDSHIP	AFFORDABLE HOUSING	INFRASTRUCTURE & FACILITIES	EFFECTIVE GOVERNANCE	PUBLIC HEALTH & SAFETY	COMMUNITY SERVICES
<ul style="list-style-type: none"> <li>▪ South Entry Area Plan Scoping</li> <li>▪ Cannabis Business Program Implementation and Dispensary RFP</li> <li>▪ VMT</li> <li>▪ Annual Land Use Code Updates</li> <li>▪ Electronic Plan Review</li> <li>▪ Downtown Housing Development Capacity Study</li> <li>▪ SMART Station Location</li> <li>▪ Housing Element Implementation Land Use Code Updates</li> <li>▪ Retail Sales Tax Capture and Leakage Analysis</li> </ul>	<ul style="list-style-type: none"> <li>▪ Climate Mobilization Strategy</li> <li>▪ Postal Fleet Electrification White Paper</li> </ul>	<ul style="list-style-type: none"> <li>▪ 6<sup>th</sup> Cycle Housing Element Update</li> <li>▪ Housing Element Work Group</li> <li>▪ L&amp;M Village</li> <li>▪ Scattered Site Project</li> <li>▪ Saggio Hills Affordable Housing</li> <li>▪ 155 Dry Creek Affordable Housing</li> <li>▪ Welcome Packet Outlining Tenants &amp; Landlord Rights</li> </ul>	<p><b>FACILITIES</b></p> <ul style="list-style-type: none"> <li>▪ Library Upgrades</li> <li>▪ New Fire Substation</li> </ul> <p><b>PARKS</b></p> <ul style="list-style-type: none"> <li>▪ Park Financing Plan</li> </ul> <p><b>STREETS / BIKES / PEDESTRIAN</b></p> <ul style="list-style-type: none"> <li>▪ Healdsburg Avenue Complete Street Project</li> <li>▪ Grove Street Neighborhood Plan</li> <li>▪ Ward Street Neighborhood Plan</li> <li>▪ Enhanced Maintenance for LIDs</li> </ul> <p><b>WATER</b></p> <ul style="list-style-type: none"> <li>▪ Municipal Recycled Water Pipeline</li> <li>▪ Aquifer Storage and Recovery (ASR) Wells</li> <li>▪ Fitch Well Field &amp; Dry Creek Well Field</li> </ul>	<ul style="list-style-type: none"> <li>▪ Diversity, Equity, and Inclusion Plan</li> <li>▪ Business License Process Modernization</li> <li>▪ Electric Utility Rate Study</li> </ul>	<ul style="list-style-type: none"> <li>▪ Implement Community Wildfire Protection Plan</li> <li>▪ Fire Fuels Reduction</li> <li>▪ Emergency Preparation</li> </ul>	<p><b>POLICIES/PROGRAMS</b></p> <ul style="list-style-type: none"> <li>▪ Arts and Culture Master Plan Implementation</li> <li>▪ Commission Composition</li> <li>▪ City-HUSD Joint Use Agreement</li> <li>▪ Deferred Maintenance and Improvement Plan</li> <li>▪ Healdsburg Avenue Bridge Permanent Lighting Display and Policy</li> <li>▪ Master Calendar &amp; Cost Analysis for Special Events</li> </ul> <p><b>COMMUNITY FACILITIES</b></p> <ul style="list-style-type: none"> <li>▪ Foley Family Community Pavilion</li> <li>▪ Senior Center Accessibility Construction Project</li> <li>▪ Villa Chanticleer Capital Replacement Plan</li> <li>▪ Concept Plan for West Plaza Parking Lot</li> </ul> <p><b>PARK / OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>▪ Saggio Hills Park Development</li> <li>▪ Saggio Hills Park Naming Process</li> <li>▪ Badger Park Redevelopment</li> <li>▪ Fitch Mountain Access Improvement Project</li> <li>▪ Facility Improvements for Licensed Preschool Program</li> <li>▪ Hilltop Road Erosion Repairs</li> <li>▪ Pickleball Court Conversion</li> </ul>

## Status of the 23/24 City Council Goals & Active Projects

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH	ENVIRONMENTAL STEWARDSHIP	AFFORDABLE HOUSING	INFRASTRUCTURE & FACILITIES
<ul style="list-style-type: none"> <li>▪ South Entry Area Plan Scoping**</li> <li>▪ Cannabis Business Program Implementation and Dispensary RFP**</li> <li>▪ VMT</li> <li>▪ Annual Land Use Code Updates</li> <li>▪ Electronic Plan Review</li> <li>▪ Downtown Housing Development Capacity Study**</li> <li>▪ SMART Station Location</li> <li>▪ Housing Element Implementation Land Use Code Updates</li> <li>▪ Retail Sales Tax Capture and Leakage Analysis**</li> </ul>	<ul style="list-style-type: none"> <li>▪ Climate Mobilization Strategy</li> <li>▪ Postal Fleet Electrification White Paper</li> </ul>	<ul style="list-style-type: none"> <li>▪ 6<sup>th</sup> Cycle Housing Element Update</li> <li>▪ Housing Element Work Group</li> <li>▪ L&amp;M Village</li> <li>▪ Scattered Site Project**</li> <li>▪ Saggio Hills Affordable Housing</li> <li>▪ 155 Dry Creek Affordable Housing</li> <li>▪ Welcome Packet Outlining Tenants &amp; Landlord Rights**</li> </ul>	<p><b>FACILITIES</b></p> <ul style="list-style-type: none"> <li>▪ Library Upgrades</li> <li>▪ New Fire Substation</li> </ul> <p><b>PARKS</b></p> <ul style="list-style-type: none"> <li>▪ Park Financing Plan</li> </ul> <p><b>STREETS / BIKES / PEDESTRIAN</b></p> <ul style="list-style-type: none"> <li>▪ Healdsburg Avenue Complete Street Project</li> <li>▪ Grove Street Neighborhood Plan</li> <li>▪ Ward Street Neighborhood Plan</li> <li>▪ Enhanced Maintenance for LIDs</li> </ul> <p><b>WATER</b></p> <ul style="list-style-type: none"> <li>▪ Municipal Recycled Water Pipeline</li> <li>▪ Aquifer Storage and Recovery (ASR) Wells</li> <li>▪ Fitch Well Field &amp; Dry Creek Well Field</li> </ul>

**LEGEND:**

Completed

Imminent Completion\*\*



# CITY OF HEALDSBURG – 23/24 City Council Goals & Active Projects

EFFECTIVE GOVERNANCE	PUBLIC HEALTH & SAFETY	COMMUNITY SERVICES
<ul style="list-style-type: none"> <li>▪ Diversity, Equity, and Inclusion Plan</li> <li>▪ Business License Process Modernization</li> <li>▪ Electric Utility Rate Study</li> </ul>	<ul style="list-style-type: none"> <li>▪ Implement Community Wildfire Protection Plan</li> <li>▪ Fire Fuels Reduction</li> <li>▪ Emergency Preparation</li> </ul>	<p><b>POLICIES/PROGRAMS</b></p> <ul style="list-style-type: none"> <li>▪ Arts and Culture Master Plan Implementation</li> <li>▪ Commission Composition</li> <li>▪ City-HUSD Joint Use Agreement</li> <li>▪ Deferred Maintenance and Improvement Plan</li> <li>▪ Healdsburg Avenue Bridge Permanent Lighting Display and Policy</li> <li>▪ Master Calendar &amp; Cost Analysis for Special Events</li> </ul> <p><b>COMMUNITY FACILITIES</b></p> <ul style="list-style-type: none"> <li>▪ Foley Family Community Pavilion</li> <li>▪ Senior Center Accessibility Construction Project</li> <li>▪ Villa Chanticleer Capital Replacement Plan</li> <li>▪ Concept Plan for West Plaza Parking Lot**</li> </ul> <p><b>PARK / OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>▪ Saggio Hills Park Development</li> <li>▪ Saggio Hills Park Naming Process</li> <li>▪ Badger Park Redevelopment</li> <li>▪ Fitch Mountain Access Improvement Project**</li> <li>▪ Facility Improvements for Licensed Preschool Program</li> <li>▪ Hilltop Road Erosion Repairs</li> <li>▪ Pickleball Court Conversion</li> </ul>

**LEGEND:**  
Completed  
Imminent Completion\*\*



# POTENTIAL NEW COUNCIL MEMBERS GOALS

## ITEM FOR CONSIDERATION

Amending the Downtown Hotel Ordinance

Consider Banning Artificial Turf in Public Facilities

Identify City-Owned Land for Housing Production

Begin Process for the Long-Term Visioning of the Community Center and Pool

Televised Council Meetings on YouTube

Streamline Process to Watch Council Meetings

Fund a Park Ranger to Address Safety Issues in the Parks, Open Space and River Front

Consider Banning Flavored Tobacco Products

Fund a Gun Safety Education Program

Consider the Summertime Downtown Street Closures for Pedestrians

Explore an Alternative to the 4<sup>th</sup> of July Fireworks Show

Consider a Potential Arts & Culture Commission

Discuss the Implementation of the Arts & Culture Master Plan



# Lunch

# ECONOMIC DIVERSITY & SUSTAINABLE GROWTH

- South Entry Area Plan Scoping\*\*
- Cannabis Business Program Implementation and Dispensary RFP\*\*
- VMT
- Annual Land Use Code Updates
- Electronic Plan Review
- Downtown Housing Development Capacity Study\*\*
- SMART Station Location
- Housing Element Implementation Land Use Code Updates
- Retail Sales Tax Leakage Report\*\*

## POTENTIAL NEW PROJECTS

- Amending the Downtown Hotel Ordinance

### LEGEND:

Completed

\*\* - Imminent Completion

# ENVIRONMENTAL STEWARDSHIP

- Climate Mobilization Strategy
- Postal Fleet Electrification White Paper

## POTENTIAL NEW PROJECTS

- Consider the Banning of Artificial Turf in Public Facilities

**LEGEND:**  
Completed  
\*\* - Imminent Completion

# AFFORDABLE HOUSING

- 6<sup>th</sup> Cycle Housing Element Update
- Housing Element Work Group
- L&M Village
- Scattered Site Project\*\*
- Saggio Hills Affordable Housing
- 155 Dry Creek Affordable Housing
- Welcome Packet Outlining Tenants & Landlord Rights\*\*

## POTENTIAL NEW PROJECTS

- Identify City-Owned Land for Housing Production

**LEGEND:**

Completed

\*\* - Imminent Completion

# INFRASTRUCTURE & FACILITIES

## FACILITIES

- Library Upgrades
- New Fire Substation

## PARKS

- Park Financing Plan

## STREETS / BIKES / PEDESTRIAN

- Healdsburg Avenue Complete Street Project
- Grove Street Neighborhood Plan
- Ward Street Neighborhood Plan
- Enhanced Maintenance for LIDs

## WATER

- Municipal Recycled Water Pipeline
- Aquifer Storage and Recovery (ASR) Wells
- Fitch Well Field & Dry Creek Well Field

## POTENTIAL NEW PROJECTS

- Begin Process for the Long-Term Visioning of the Community Center and Pool

### LEGEND:

Completed

\*\* - Imminent Completion

# EFFECTIVE GOVERNANCE

- Diversity, Equity, and Inclusion Plan
- Business License Process Modernization
- Electric Utility Rate Study

## POTENTIAL NEW PROJECTS

- Televis Council Meetings on YouTube
- Streamline Process to Watch Council Meetings

**LEGEND:**

Completed

\*\* - Imminent Completion

# PUBLIC HEALTH & SAFETY

- Implement Community Wildfire Protection Plan
- Fire Fuels Reduction
- Emergency Preparation

## POTENTIAL NEW PROJECTS

- Fund a Park Ranger to Address Safety Issues in the Parks, Open Space and River Front
- Consider Banning Flavored Tobacco Products
- Fund a Gun Safety Education Program

**LEGEND:**  
Completed

# COMMUNITY SERVICES

## POLICIES/PROGRAMS

- Arts and Culture Master Plan Implementation
- Commission Composition
- City-HUSD Joint Use Agreement
- Deferred Maintenance and Improvement Plan
- Healdsburg Avenue Bridge Permanent Lighting Display and Policy
- Master Calendar & Cost Analysis for Special Events

## COMMUNITY FACILITIES

- Foley Family Community Pavilion
- Senior Center Accessibility Construction Project
- Villa Chanticleer Capital Replacement Plan
- Concept Plan for West Plaza Parking Lot

### LEGEND:

Completed

\*\* - Imminent Completion

## PARK / OPEN SPACE

- Saggio Hills Park Development
- Saggio Hills Park Naming Process
- Badger Park Redevelopment
- Fitch Mountain Access Improvement Project\*\*
- Facility Imp. for Licensed Preschool Program
- Hilltop Road Erosion Repairs
- Pickleball Court Conversion

## POTENTIAL NEW PROJECTS

- Consider the Summertime Downtown Street Closures for Pedestrians
- Explore Alternatives to the 4<sup>th</sup> of July Fireworks Show
- Discuss the Implementation of the Arts & Cultural Master Plan
- Consider a Potential Arts & Culture Commission

# Arts and Culture Commission

## Considerations

- City has three standing commissions: Planning, Parks and Recreation, Senior Citizens Advisory
- Other commissions and workgroups formed from time-to-time: Housing Element Workgroup, Transportation Advisory Commission, Parks Design Team, Creative Leadership Team
- Parks and Recreation Commission has served as arts advisory to City Council
- Creative Leadership Team still active, although participation has changed over time
  - Representation in Public Art Grant review
  - Research and advocacy
- Forming a new commission/supporting a workgroup requires a commitment of staff time and resources to support activities

# Background



- 2015 – 2017: Community Conversations about Art in Healdsburg
- 2018: Parks and Recreation Commission Goal
  - *Engage the community in defining the role of the arts in the community*
- 2018-2019: City Council Goal
  - *Embark on a community-based arts and culture plan...*
- 2018: American Institute of Architects SDAT Report
  - Arts and Culture identified as focus area for Healdsburg
- 2019: Arts and Culture master planning process began
  - Process led by the Creative Leadership Team
- 2021: City Council adopted Arts and Culture Master Plan
- 2022 - Today: Implementation
  - Public Arts Grants
  - Work on Percent for Arts
  - Supporting Arts: Arts Festival, Art After Dark, Art Installations, Special Events
- August 7, 2023: City Council
  - Discussed creating and Arts and Culture Commission
  - Requested that discussion be included in the next goal setting session.

# Arts and Culture Commission

## Potential Commission Structure

- Arts and Culture Master Plan:
  - *The Arts and Cultural Commission will advise the City Council and leadership. The Commission will guide the development of all arts and cultural programs, identify and recommend grants, approve public art projects, and monitor other program elements. As annual work plans are developed for the implementation of this plan, the Commission will review and update it as necessary.*
  - *Specific criteria should be established for the Commission including term limits, number of members, eligibility criteria, and more. Members should be broadly representative of the Healdsburg residents and businesses including a youth representative, and a select number of members should be knowledgeable of arts, design, and/or public art.*
- Creative Leadership Team conducted research and proposed potential Commission structure

# For Council's Consideration

## Potential Approaches - #1

- Move forward with creating an Arts and Culture Commission
  - *City leads arts and culture initiative, responsible for success*
  - *City Council controls process and funding, established outcomes, etc.*
  - *Creative Leadership Team members potential candidates for Commission*
  - *Staff would incorporate staffing and funding component into FY24-26 budget proposal*

# For Council's Consideration

## Potential Approaches - #2

- Provide funding to non-profit organization charged with implementing the Master Plan
  - *Models: Corazón Healdsburg, Chamber of Commerce*
  - *Existing organization or support development of new non-profit organization?*
  - *Amount of funding TBD*
  - *Success of implementation depends on organization's ability to deliver*

# For Council's Consideration

## Potential Approaches - #3

- Blend Diversity, Equity, and Inclusion Initiative with Arts and Culture Initiative
  - *Commonalities between initiatives*
  - *Would require commitment of personnel, resources, and funding*
  - *City-led process (Commission?) or non-profit organization led?*
  - *Additional analysis needed; could be considered further as part of budget process*

# For Council's Consideration

## Potential Approaches - #4

- Continue existing level of support for Arts and Culture (staffing, funding)
  - *Implementation of Arts and Culture Master Plan would move forward, although at slower rate*
  - *Affirm Parks and Recreation Commission's role in arts (Parks, Recreation, and Arts Commission?) and seek members with arts expertise during annual appointment process*

# Arts and Culture Commission

## Summary of Potential Approaches

1. Move forward with creating an Arts and Culture Commission
2. Provide funding to non-profit organization charged with implementing the Master Plan
3. Blend Diversity, Equity, and Inclusion Initiative with Arts and Culture Initiative
4. Continue existing level of support for Arts and Culture (staffing, funding)



# 5 Minute Break

# POTENTIAL NEW COUNCIL MEMBERS GOALS

STRAW VOTE	ITEM
	Consider a Potential Arts & Culture Commission
	Amending the Downtown Hotel Ordinance
	Consider Banning Artificial Turf in Public Facilities
	Identify City-Owned Land for Housing Production
	Explore an Alternative to the 4 <sup>th</sup> of July Fireworks Show
	Begin Process of the Long-Term Visioning for the Community Center and Pool
	Televisе Council Meetings on YouTube
	Streamline Process to Watch Council Meetings
	Fund a Park Ranger to Address Safety Issues in the Parks, Open Space and River Front
	Consider Banning Flavored Tobacco Products
	Fund a Gun Safety Education Program
	Consider the Summertime Downtown Street Closures for Pedestrians
	Explore an Alternative to the 4th of July Fireworks Show
	Discuss the Implementation of the Arts & Culture Master Plan

Break



## Proposed 24/25 City Council Goals & Active Projects – *PRIORITY VOTING*

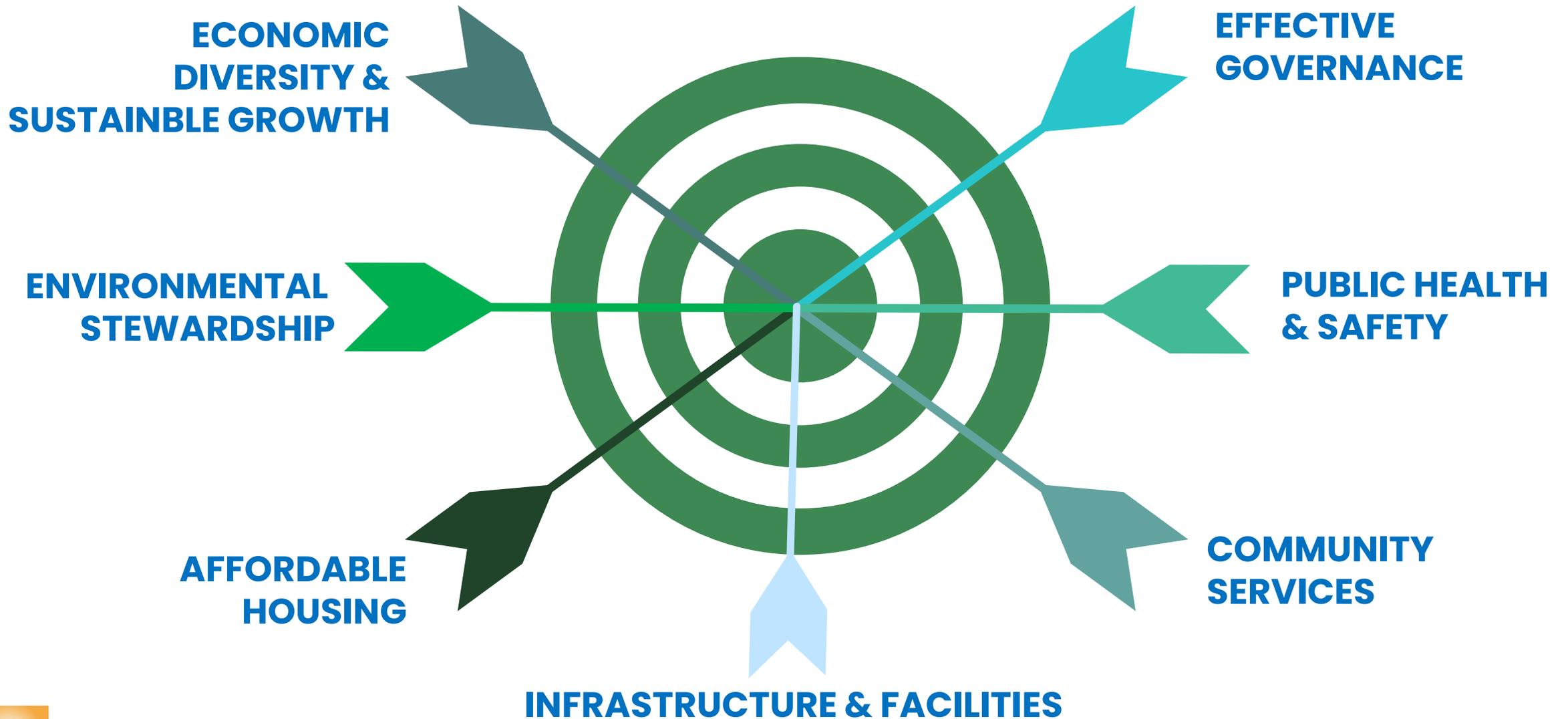
ECONOMIC DIVERSITY & SUSTAINABLE GROWTH	ENVIRONMENTAL STEWARDSHIP	AFFORDABLE HOUSING	INFRASTRUCTURE & FACILITIES	EFFECTIVE GOVERNANCE	PUBLIC HEALTH & SAFETY	COMMUNITY SERVICES
<ul style="list-style-type: none"> <li>▪ Housing Element Implementation Land Use Code Updates</li> </ul>	<ul style="list-style-type: none"> <li>▪ Postal Fleet Electrification White Paper</li> </ul>	<ul style="list-style-type: none"> <li>▪ Housing Element Work Group</li> <li>▪ Saggio Hills Affordable Housing</li> <li>▪ 155 Dry Creek Affordable Housing</li> </ul>	<p><b>FACILITIES</b></p> <ul style="list-style-type: none"> <li>▪ Library Upgrades</li> <li>▪ New Fire Substation</li> </ul> <p><b>PARKS</b></p> <ul style="list-style-type: none"> <li>▪ Park Financing Plan</li> </ul> <p><b>STREETS / BIKES / PEDESTRIAN</b></p> <ul style="list-style-type: none"> <li>▪ Healdsburg Avenue Complete Street Project</li> <li>▪ Grove Street Neighborhood Plan</li> <li>▪ Ward Street Neighborhood Plan</li> <li>▪ Enhanced Maintenance for LIDs</li> </ul> <p><b>WATER</b></p> <ul style="list-style-type: none"> <li>▪ Municipal Recycled Water Pipeline</li> <li>▪ Aquifer Storage and Recovery (ASR) Wells</li> <li>▪ Fitch Well Field &amp; Dry Creek Well Field</li> </ul>		<ul style="list-style-type: none"> <li>▪ Implement Community Wildfire Protection Plan</li> <li>▪ Fire Fuels Reduction</li> </ul>	<p><b>POLICIES/PROGRAMS</b></p> <ul style="list-style-type: none"> <li>▪ Arts and Culture Master Plan Implementation</li> <li>▪ City-HUSD Joint Use Agreement</li> </ul> <p><b>COMMUNITY FACILITIES</b></p> <ul style="list-style-type: none"> <li>▪ Foley Family Community Pavilion</li> <li>▪ Villa Chanticleer Capital Replacement Plan</li> </ul> <p><b>PARK / OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>▪ Saggio Hills Park Development</li> <li>▪ Saggio Hills Park Naming Process</li> <li>▪ Badger Park Redevelopment</li> <li>▪ Fitch Mountain Access Improvement Project</li> <li>▪ Hilltop Road Erosion Repairs</li> </ul>



# Council Prioritization Exercise

Individual Councilmembers are to  
identify what their top priorities  
are for 24/25

# CONGRATULATIONS HEALDSBURG – DRAFT 24/25 Work Plan



# Public Comment

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# Conclusion of Day

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- Summary of the Day
- Council Member Takeaways
- Feedback
- **Thank you!**