



City of Healdsburg City Council Goal Setting FY 25/26

FRIDAY, APRIL 18, 2025

MRG, CATHY CAPRIOLA & JESSICA DEAKYNE





Welcome - Mayor Evelyn Mitchell
Opening Remarks - City Manager Jeff Kay

MRG – Management Consulting Firm



CATHY CAPRIOLA, MRG Consultant

30 years – local government
Experience in 5 cities – Sacramento & Bay Area
Retired City Manager of Sonoma
Organization Development & Assessments
Executive Coach; Leadership & Team Coaching
Seasoned Facilitator and Project Manager



JESSICA DEAKYNE, MRG Consultant

18 years – local government
HR Practice Manager
Assistant City Manager, Novato
Past President of MMANC
Alumni of Harvard University's Senior Executives Program
Executive Coach; Leadership & Team Coaching

AGENDA –MORNING

Mayor Welcome & City Manager Remarks / Introductions & Overview of Agenda

Public Comment

Icebreaker

Overview - Strategic Plan & Goal Structure

Council High Level Feedback & Best Practices

City Manager's Update

Break

Proposed New Projects by City Council Members

Goal Discussions:

#1 – Economic Diversity & Sustainable Growth

#2 – Environmental Stewardship

Lunch

AGENDA – AFTERNOON

Goal Discussions:

#3 -- Affordable Housing

#4 -- Infrastructure & Facilities

#5 -- Effective Governance

#6 -- Public Health & Safety

#7 -- Community Services

Straw vote on reviewed list

Straw Vote on Proposed Council Member New Projects

Break

Priority Setting Exercise

Public Comment

Closing -- Summary of the Day & Takeaways

Thank you!

To Ensure a Productive Day

We will take two **10-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**.

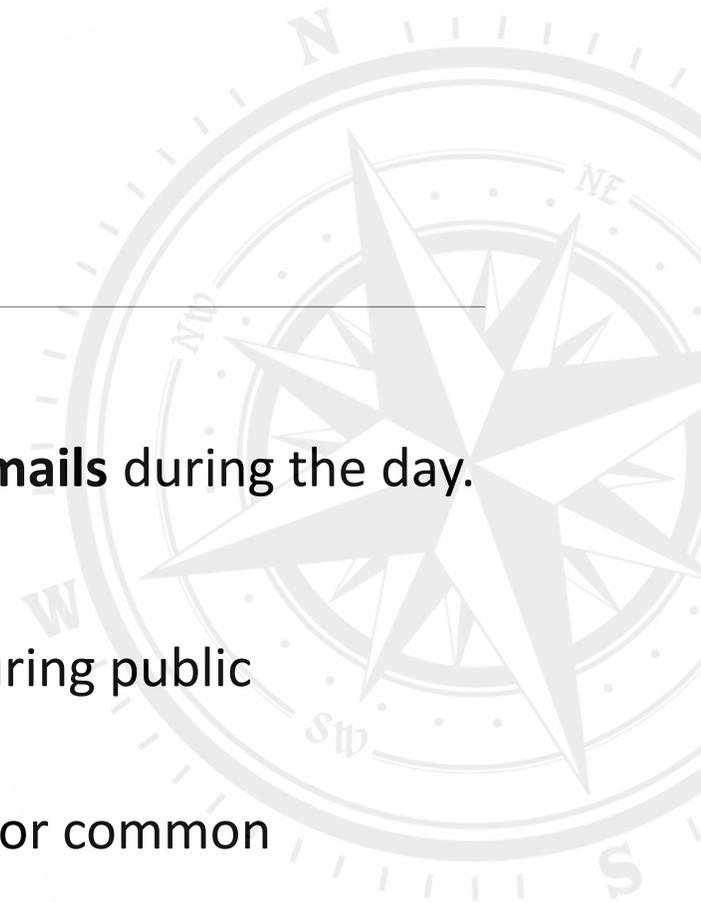
We seek to hear **ideas and perspectives** of community members during public comments.

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.



Public Comment

3 MINUTES MAXIMUM PER SPEAKER



ICEBREAKER *(Council & Staff)*

Gratitude & Accomplishment Sharing

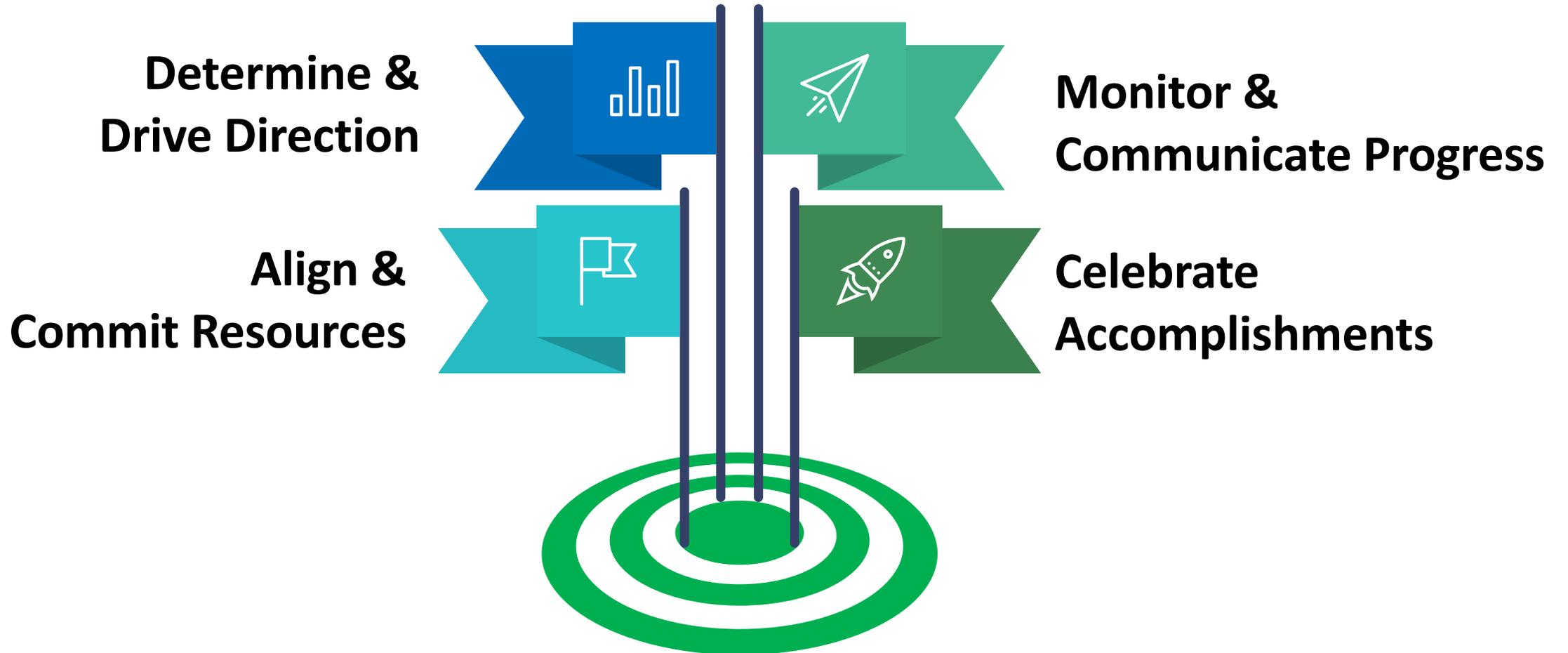
- State your name and role/position.
- Name one project or accomplishment from the past year that you are especially grateful to have seen completed or implemented.
- ***Council/CM Only*** -- In a few words, what you are most grateful for in your service to Healdsburg?



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Healdsburg Strategic Plan & Council Goals

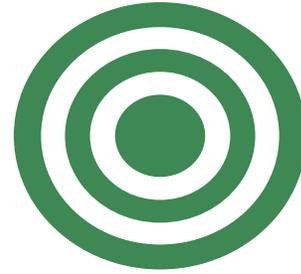
Why set goals?



HEALDSBURG'S STRATEGIC DIRECTION



5 YEAR STRATEGIC PLAN 2020-2025



7 STRATEGIC GOALS

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



CITY COUNCIL GOALS 2024-2025

36 individual projects

CITY COUNCIL GOALS 2025-2026

TBD individual projects

Nomenclature

5-Year Strategic Plan

7 Strategic Goals

Annual Work Plan with Projects

Top 3-5 Council Priorities

City Manager's Filter Test for Council Goals

- 1. Relevance** -- Can explain it simply to a neighbor: why it is important and why the City is doing it.
- 2. Reasonable** – Would a reasonable community member understand and agree with City resources and energy going into this project?
- 3. “Finishable”** – Can it be accomplished in one year? Does it need to be phased?

City Manager

Context for Goals

DRAFT FY 25/26 GOALS LIST -- How was the list created?

1

**UPDATED
24/25 COUNCIL
GOALS**

*Removed Completed
or Near-Completed
Items*

Edited for Specificity

2

**ADDED PROJECTS
WITH PRIOR
COUNCIL
DIRECTION**

Does not include day-to-day operations and most “back office” projects.

3

**ADDED – EMERGING
OPPORTUNITIES &
EVOLVING
COMMUNITY
OR ORG NEEDS**

4

**ADDED - NEW
REQUIREMENTS,
REGULATIONS BY
OUTSIDE
ORGANIZATIONS**

Removed from the Council Goals

(Exhibit 2 – Agenda Packet)

COMPLETED GOALS (partial List)	TO BE COMPLETED BY JULY 2025 <small>Removed from the FY 25/26 List</small>	REPLACED BY UPDATED SPECIFIC GOALS
<ul style="list-style-type: none"> ▪ Housing Element Work Group (HEWG) ▪ Municipal Recycled Water Pipeline ▪ Fire Fuels Reduction ▪ Complete New Fire Substation ▪ Complete Park Naming Process ▪ Arts and Culture Commission 	<ul style="list-style-type: none"> ▪ Streamline Process to Watch Council Meetings ▪ Select a City Flower/Plant and/or Tree ▪ Villa Chanticleer Capital Replacement Plan ▪ Foley Family Community Pavilion ▪ Library Upgrades ▪ Consider Strengthening and Expanding the Local Preference Policy 	<ul style="list-style-type: none"> ▪ Housing Element Implementation / Land Use Code Updates ▪ Saggio Hills Affordable Housing ▪ 155 Dry Creek Affordable Housing ▪ Aquifer Storage and Recovery (ASR) Wells ▪ Begin the Process of the Long-Term Visioning for the Community Center and Pool ▪ Implement Community Wildfire Protection Plan ▪ Arts and Culture Master Plan Implementation

DRAFT GOALS DASHBOARD -- CITY OF HEALDSBURG – 25/26 City Council Goals & Active Projects (Exhibit 5)

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH	ENVIRONMENTAL STEWARDSHIP	AFFORDABLE HOUSING	INFRASTRUCTURE & FACILITIES	EFFECTIVE GOVERNANCE	PUBLIC HEALTH & SAFETY	COMMUNITY SERVICES
<ul style="list-style-type: none"> ▪ Housing Element Land Use Code Updates (<i>Density Bonus Ordinance, SB 9 Ordinance, SB 684 & SB 1123 Ordinance</i>) ▪ Station Area Specific Plan – Planning Grant ▪ Objective Design Standards ▪ 2025 CA Building Code Update/Adoption ▪ Update Parklet Program for 2026 and Beyond 	<ul style="list-style-type: none"> ▪ Update of Tree Ordinances – Protection & List* ▪ Complete ASR Test Wells & Identify Future Funding* ▪ Renewable Energy Procurement Plan* <p style="color: red; font-style: italic;">*From Climate Mobilization Study</p>	<ul style="list-style-type: none"> ▪ Inclusionary Housing Ordinance Update – Update in-lieu fee for smaller projects ▪ Support permitting process for Saggio Hills Affordable Housing & 155 Dry Creek Affordable Housing ▪ Facilitate the Exploration of a Community Housing Land Trust ▪ Complete Renovations of Victory Studios & Apartments 	<p>PARKS / LANDSCAPING STREETS / BIKES / PEDESTRIAN</p> <ul style="list-style-type: none"> ▪ Healdsburg Avenue Complete Street Project – Design* ▪ Grove Street Neighborhood Plan – Begin Construction* ▪ Ward Street Neighborhood Plan – Infrastructure Planning ▪ Active Transportation Plan Implementation* ▪ Complete March Avenue Pavement Rehabilitation & Enhanced Crossing @ Lupine* <p style="color: red; font-style: italic;">*From Climate Mobilization Study</p> <p>WATER</p> <ul style="list-style-type: none"> ▪ Dry Creek Well Field - Construction Drawings ▪ Sonoma Water Purchase Agreement for Additional Water <p>INFRASTRUCTURE</p> <ul style="list-style-type: none"> ▪ Evaluate and Implement Flood Monitoring Technology 	<ul style="list-style-type: none"> ▪ Update the City’s Five-Year Strategic Plan ▪ Review City Council Policy for Taking Positions on Legislation and Ballot Measures (Consider expanding to full review of council protocols) ▪ Determine whether to re-establish Zoom comments for Council/Commission meetings 	<p>FIRE</p> <ul style="list-style-type: none"> ▪ Fire Department Standards of Cover Study ▪ Fit and Finish Fire Substation ▪ Roll-out of Wildfire Mitigation Program – Parcel-to-Parcel Inspections ▪ Development of a Community Chipper Program & Funding Exploration ▪ City Open Space Wildfire Management Plan <p>POLICE</p> <ul style="list-style-type: none"> ▪ Police Recruitment & Retention Initiative ▪ Strengthen Emergency Preparedness and Disaster Response <p>BOTH</p> <ul style="list-style-type: none"> ▪ Police & Fire Facilities Assessments and Plans 	<p>POLICIES/PROGRAMS</p> <ul style="list-style-type: none"> ▪ Implement Arts & Culture Master Plan – research branding/identity, future funding, % for the Arts ▪ Revise City-HUSD Joint Use Agreement ▪ Launch the Foley Family Community Pavilion Operational Plan <p>COMMUNITY FACILITIES</p> <ul style="list-style-type: none"> ▪ Develop an Implementation Plan and Funding Strategy for Abel De Luna Community Center Multicultural Center Vision <p>PARK / OPEN SPACE</p> <ul style="list-style-type: none"> ▪ Laura Fish Somersal Park Development – Complete Design & Begin Phase 1 Construction ▪ Badger Park Redevelopment – Complete Design & Begin Phase 1 Construction

Balancing Staff Capacity and Council Priorities

Iceberg Diagram

~The relationship between above and below the surface~

Successfully achieved goals and projects above the water line will eventually move to below the line and become part of the routine work of the city.

Water line

Council Goals & Priorities

The Routine Work of the City

- Providing Services to the Community
- Planning for the Future
- Managing Human & Financial Resources
- Responding to Unplanned Events
- Interacting with other Government Agencies
- Maintaining Infrastructure
- Meeting Statutory Requirements

Completed Projects

move to below the water line as they become **routine work** of the City



EVELYN MITCHELL
MAYOR



CHRIS HERROD
VICE MAYOR



RON EDWARDS
COUNCIL MEMBER



DAVID HAGELE
COUNCIL MEMBER



ARIEL KELLEY
COUNCIL MEMBER

Council Interests & Best Practices

What I heard from Council Members

Believe that the City functions well in delivery of services.

Confidence in the City Manager and Executive Leadership.

Want to build alignment and a common understanding of goals at Retreat.

Believes the City Council can work effectively as a team.

Want to create a reasonable Roadmap of goals and focus for the City; practicality balanced with aspirations. Want clarity of what will be done in the year.

Desire to improve public trust, community information and engagement.

Proud of collective work & Healdsburg.

Highly Effective Councils

- Abide by Council-Manager Relationship
- Respect staff subject matter expertise
- Navigate versus drive
- Only direct staff as full Council
- Use city processes and protocols to add issues to the agenda
- Give clear direction from the dais
- Prioritize
- Are pro-active, not reactive

Best Team Dynamics

- No surprises
- Be patient and assume good intentions
- Play fair, be patient and be kind
- Agree to disagree civilly (not always going to agree)
- Establish agreements / norms and adhere to them
- Respect each other
- Learn to compromise
- Focus on interests and not positions
- Support the Council's decisions once made

View from the Bridge



City Manager's Update Existing Projects & City Finances

State of the City

City Manager Jeff Kay

~\$17
million

Where have we been?

- Recent achievements with Recycled Water Pipeline, Fitch Mt. access, Fire Substation & more

Where are we now?

- We are mid-stream on some **BIG** projects:
 - Healdsburg Ave.
 - Grove St.
 - March Ave.
 - Foley Family Community Pavilion
 - Laura Fish Somersal Park Phase 1
 - Affordable Housing at Dry Creek and Saggio Hills

~\$35
million

AERIAL LOOKING SOUTHEAST



State of the City

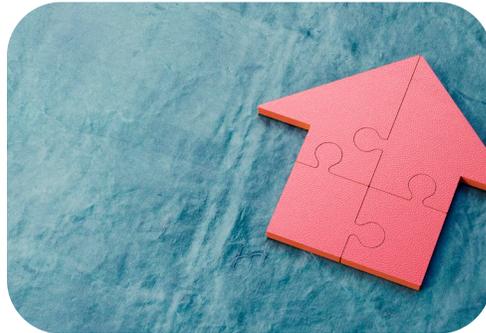
City Manager Jeff Kay

What's coming up?

- On the cusp of taking on a major planning effort with Station Area Plan
- Water supply remains a critical and challenging focus area
- Implementation of Council Districts
- Heading Into a Budget Year
- Challenged with capacity in some areas:
 - High volume of goals and active projects for Planning and Community Services

State of the City – Implementing Big Plans

City Manager Jeff Kay



Housing Element



Climate Mobilization Strategy

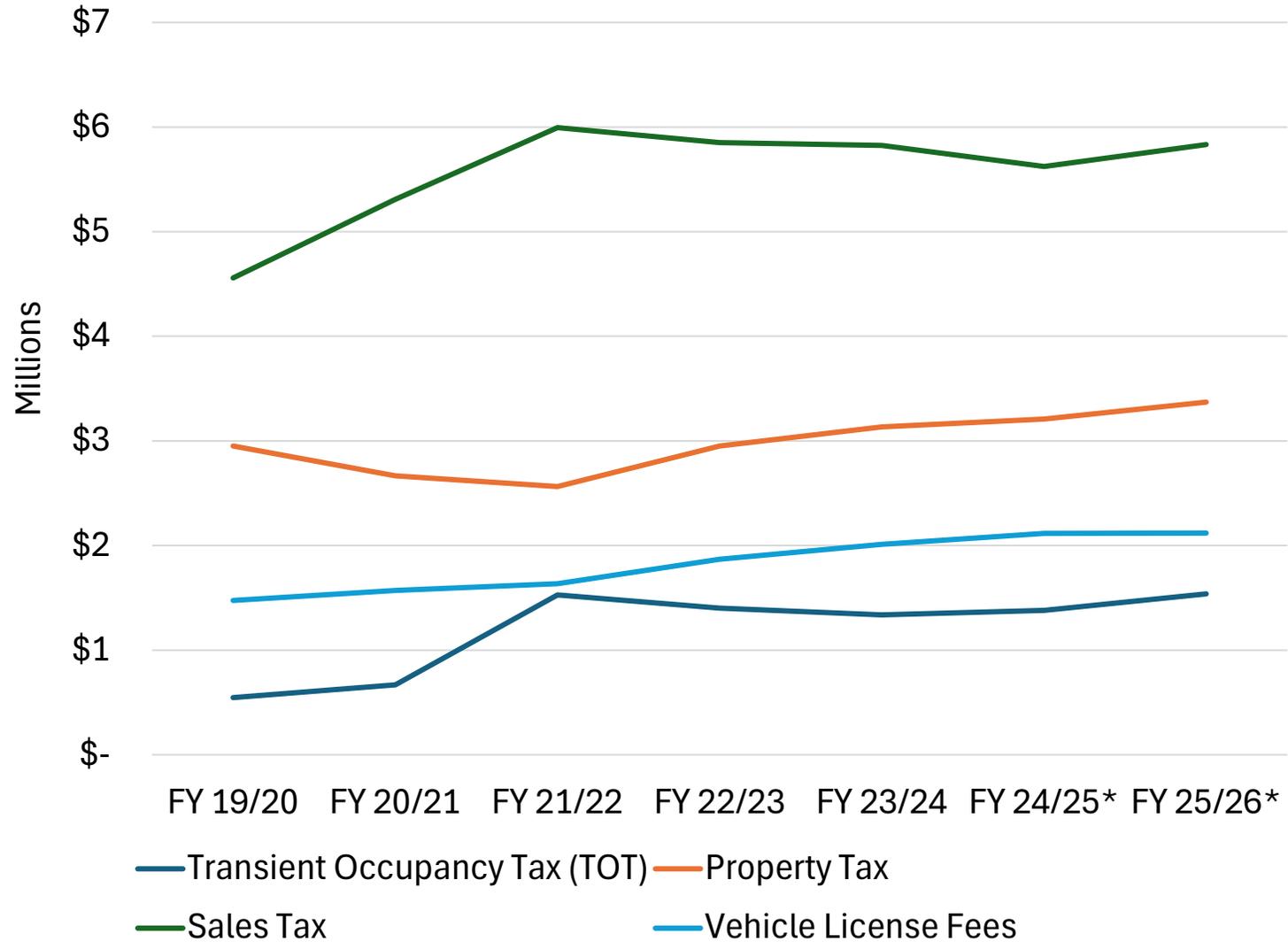


Diversity, Equity and Inclusion

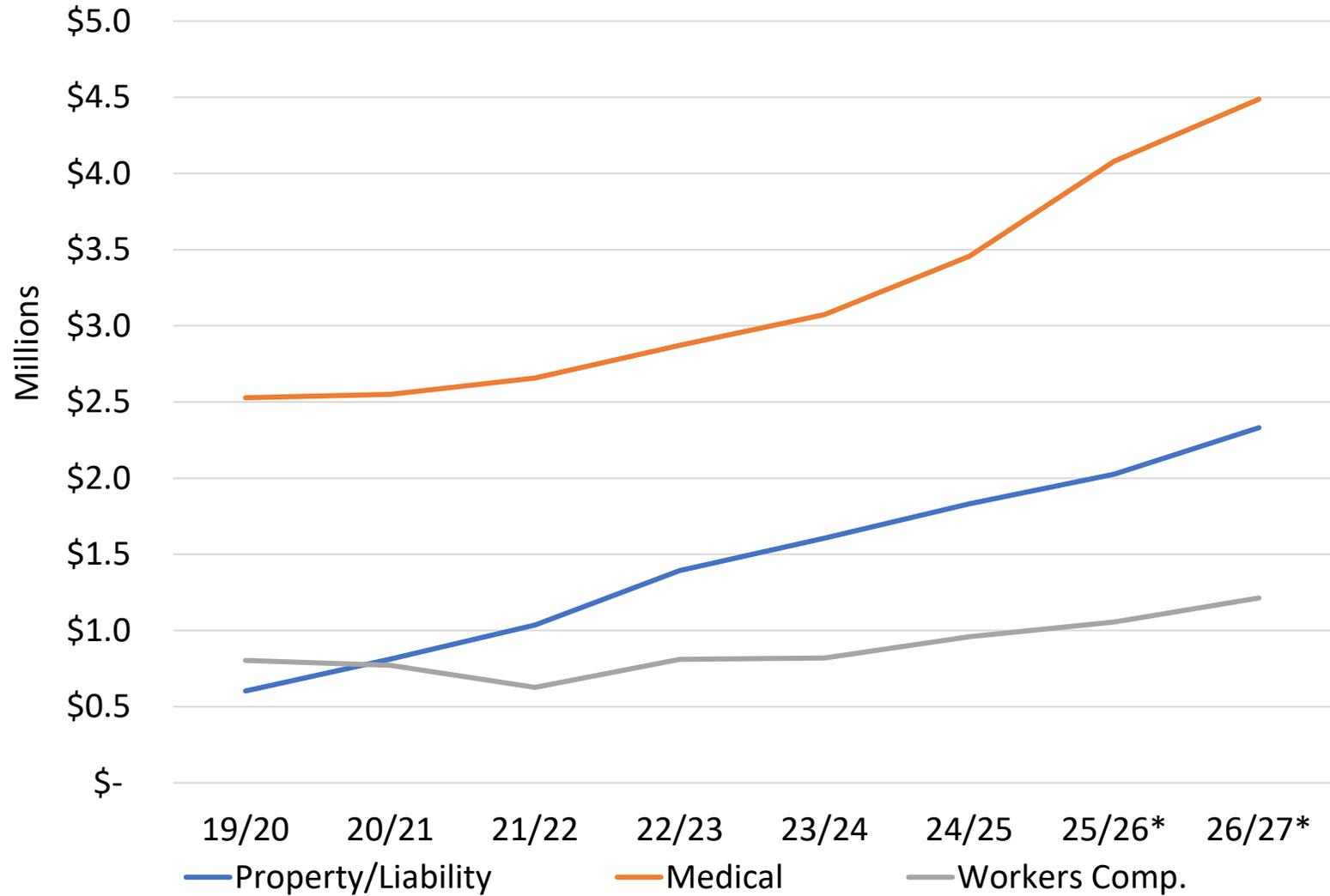


Arts and Culture Master Plan

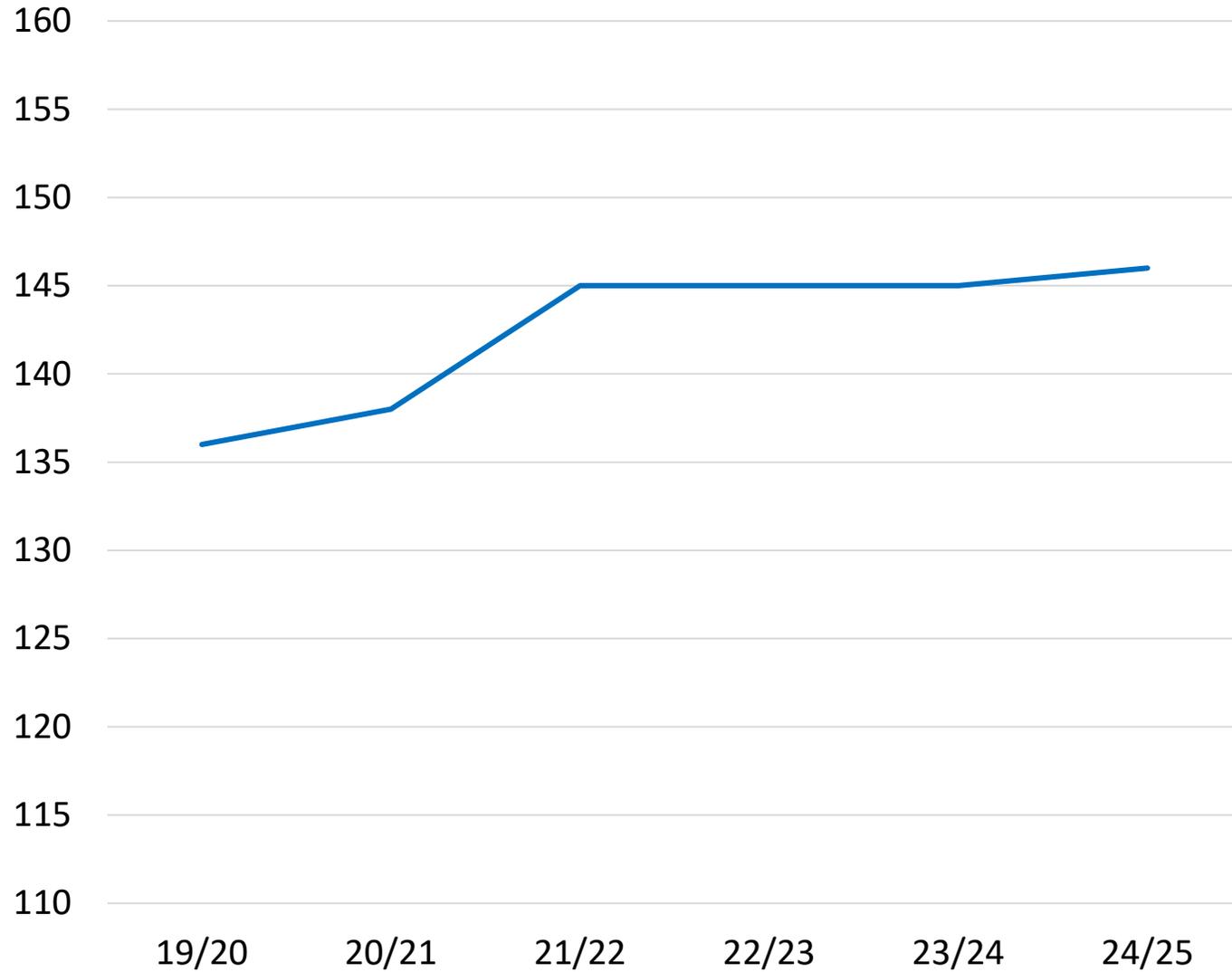
Major General Fund Revenues



Insurance



Full Time Employees



General Fund Balance

General Fund - Fund Balance			
	FY 23-24	FY 24-25	FY 25-26
	Audited	Adopted	Adopted
	Actuals	Budget	Budget
Beginning Fund Balance	\$ 12,257,096	\$ 12,109,679	\$ 11,578,885
Revenue	19,429,812	19,468,939	19,239,360
Expenditure	18,082,981	18,715,703	19,123,364
One-Time Expenditure	1,494,248	1,284,029	-
Estimated Ending Fund Balance	\$ 12,109,679	\$ 11,578,885	\$ 11,694,881
Change in Ending Fund Balance	\$ (147,418)	\$ (530,793)	\$ 115,996
<u>Components of Fund Balance</u>			
Reserve Policy (30%)	\$ 5,424,894	\$ 5,614,711	\$ 5,737,009
Pension Stabilization	4,600,337	5,359,904	4,782,911
Unallocated Fund Balance	\$ 2,084,448	\$ 604,271	\$ 1,174,961
% of annual expenditures	41.5%	33.2%	36.1%

Enterprise Fund Balances & Reserves

Water Fund Balance			
	FY 23-24 Audited Actuals	FY 24-25 Adopted Budget	FY 25-26 Adopted Budget
<u>Components of Fund Balance</u>			
Operating Reserve Policy (25%)	\$ 1,432,602	\$ 1,601,818	\$ 1,645,644
Rate Stabilization Reserve (\$1M)	-	1,000,000	1,000,000
Pension	527,242	614,295	548,166
Remaining Working Capital	1,293,911	(49,178)	(207,693)
Wastewater Fund Balance			
	FY 23-24 Audited Actuals	FY 24-25 Adopted Budget	FY 25-26 Adopted Budget
<u>Components of Fund Balance</u>			
Operating Reserve Policy (25%)	\$ 2,048,940	\$ 2,042,234	\$ 2,213,200
Rate Stabilization Reserve (\$1M)	-	1,000,000	1,000,000
Pension Stabilization	617,104	721,940	642,302
Remaining Working Capital	208,653	(164,389)	(65,924)
Electric Fund Balance			
	FY 23-24 Audited Actuals	FY 24-25 Adopted Budget	FY 25-26 Adopted Budget
<u>Components of Fund Balance</u>			
Operating Reserve Policy (50%)	\$ 7,335,678	\$ 8,002,430	\$ 8,175,840
Capital Reserve Policy (\$4M)	4,000,000	4,000,000	\$ 4,000,000
Pension Stabilization	906,816	1,056,541	\$ 942,804
Remaining Working Capital	3,023,520	651,467	\$ (2,131,937)

Enterprise Fund Balances & Reserves

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Pension Stabilization	906,816	1,056,541	\$ 942,804
Remaining Working Capital	3,023,520	651,467	\$ (2,131,937)

Special Revenue Fund Balances & Reserves

Community Services Fund Balance			
	FY 23-24 Audited Actuals	FY 24-25 Adopted Budget	FY 25-26 Adopted Budget
<u>Components of Fund Balance</u>			
Reserve Policy (30%)	\$ 2,040,665	\$ 2,260,175	\$ 2,410,573
Pension Stabilization	451,445	525,983	469,361
Unallocated Fund Balance	1,612,088	62,065	344,388

Measure T Fund Balance			
	FY 23-24 Audited Actuals	FY 24-25 Adopted Budget	FY 25-26 Adopted Budget
Estimated Ending Fund Balance	\$ 5,434,566	\$ 1,511,426	\$ 293,430

Upcoming Financial Considerations

Economic Uncertainty

Ongoing Labor Negotiations

IT Infrastructure Replacement

Increasing Legal Costs Due to Litigation

Pool Operations

Potential Capital Project Cost Overruns

Increasing Operating Costs

Reduced Grant Opportunities

Year -to-year County Funding Uncertainty for the L&M Village



Break



Introduction of Proposed New Council Member Projects

OVERVIEW OF GOAL SETTING PROCESS

1

NEW COUNCIL GOALS?

POTENTIAL NEW PROJECTS;
PROPOSED BY
COUNCIL MEMBERS

2

REVIEW STRATEGIC INITIATIVES & GOALS

Review Draft 25/26 Projects

Confirm Interest in Continuing Projects; Anything come off?

Discuss and Refine Scope for Clarity and 1 Year Deliverables

3

COUNCIL ACTIONS

COUNCIL VOTES ON PROPOSED NEW PROJECTS

COUNCIL VOTES ON STRATEGIC INITIATIVES & 25/26 WORK PLAN

COUNCIL TOP PRIORITIES - DOTS

PROPOSED NEW PROJECTS

MAYOR MITCHELL	VICE MAYOR HERROD	CM EDWARDS	CM HAGELE	CM KELLEY
<ul style="list-style-type: none"> ▪ Build public trust & enhance City communication ▪ Update Council Protocols ▪ Support Latino community and immigration issues 	<ul style="list-style-type: none"> ▪ Host a meeting with business leaders to discuss Healdsburg's economic trends ▪ Improve public trust and public outreach by the City ▪ Receive a report of zoning options for additional housing ▪ Review the City's Naming Policy for Community Assets 	<ul style="list-style-type: none"> ▪ Support a Compassionate Communities End-of-Life program at the Senior Center ▪ Increase investment in streets and sidewalks ▪ Update the City's Governance Policy to reflect districts, including holding community meetings in districts ▪ Update the historic home policy to better identify which homes have historic relevance 	<ul style="list-style-type: none"> ▪ Review options to eliminate/reduce barriers (costs, fees, streamlining, policies) to encourage housing development within our current guidelines ▪ Improve City information and outreach to the community ▪ Review & update Council Protocols ▪ Install Water Bottle Filling Stations at Little League Field and Rec Park/Prune Packers stadium ▪ Council Chamber Improvements/Upgrades 	<ul style="list-style-type: none"> ▪ Identify sources for revenue for infrastructure and roadway repair needs ▪ Improve system to manage constituent requests and issues ▪ Improve City information and proactive outreach communication to the community ▪ Prioritize the creation of an inclusive "magical bridge" playground for Laura Fish Somersal park ▪ Explore the purchase or permanent recreational access easement for the Syar river pathway at Badger Park

Mayor Evelyn Mitchell

Proposed Projects

- Build public trust & enhance City communication
- Update Council Protocols
- Support Latino community and immigration issues

Vice Mayor Chris Herrod

Proposed Projects

- Host a meeting with business leaders to discuss Healdsburg's economic trends
- Improve public trust and public outreach by the City
- Receive a report of zoning options for additional housing
- Review the City's Naming Policy for Community Assets

Council Member Ron Edwards

Proposed Projects

- Support a Compassionate Communities End-of-Life program at the Senior Center
- Increase investment in streets and sidewalks
- Update the City's Governance Policy to reflect districts, including holding community meetings in districts
- Update the historic home policy to better identify which homes have historic relevance

Council Member David Hagele

Proposed Projects

- Review options to eliminate/reduce barriers (costs, fees, streamlining, policies) to encourage housing development within our current guidelines
- Improve City information and outreach to the community
- Review & update Council Protocols
- Install Water Bottle Filling Stations at Little League Field and Rec Park/Prune Packers stadium
- Council Chamber Improvements/Upgrades

Council Member Ariel Kelley

Proposed Projects

- Identify sources for revenue for infrastructure and roadway repair needs
- Improve system to manage constituent requests and issues
- Improve City information and proactive outreach communication to the community
- Prioritize the creation of an inclusive "magical bridge" playground for Laura Fish Somersal park
- Explore the purchase or permanent recreational access easement for the Syar river pathway at Badger Park

COUNCIL MEMBERS PROPOSED PROJECTS – SORTED BY STRATEGIC GOALS

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH

- Host a meeting with business leaders to discuss Healdsburg's economic trends (Herrod)
- Update the historic home policy to better identify which homes have historic relevance (Edwards)

ENVIRONMENTAL STEWARDSHIP

AFFORDABLE HOUSING

- Receive a report of zoning options for additional housing (Herrod)
- Review options to eliminate/reduce barriers (costs, fees, streamlining, policies) to encourage housing development within our current guidelines (Hagele)

INFRASTRUCTURE & FACILITIES

- Identify sources for revenue for infrastructure and roadway repair needs (Kelley)
- Increase investment in streets and sidewalks (Edwards)

COUNCIL MEMBERS PROPOSED PROJECTS – SORTED BY STRATEGIC GOALS

EFFECTIVE GOVERNANCE

Trust / Communication / Outreach

- Build public trust & enhance City communication (Mitchell)
- Improve public trust and public outreach by the City (Herrod)
- Improve City information and outreach to the community (Hagele)
- Improve City information and proactive outreach communication to the community (Kelley)

Council Protocols

- Update Council Protocols (Mitchell)
- Review & update Council Protocols (Hagele)
- Update the City's Governance Policy to reflect districts, including holding community meetings in districts (Edwards)

- Improve system to manage constituent requests and issues (Kelley)
- Review the City's Naming Policy for Community Assets (Herrod)
- Council Chamber Improvements/Upgrades (Hagele)

COUNCIL MEMBERS PROPOSED PROJECTS – SORTED BY STRATEGIC GOALS

PUBLIC HEALTH & SAFETY

COMMUNITY SERVICES

- Install Water Bottle Filling Stations at Little League Field and Rec Park/Prune Packers stadium (Hagele)
- Prioritize the creation of an inclusive "magical bridge" playground for Laura Fish Somersal park (Kelley)
- Explore the purchase or permanent recreational access easement for the Syar river pathway at Badger Park (Kelley)
- Support a Compassionate Communities End-of-Life program at the Senior Center (Edwards)
- Support Latino community and immigration issues (Mitchell)

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH

- Housing Element Land Use Code Updates (*Density Bonus Ordinance, SB 9 Ordinance, SB 684 & SB 1123 Ordinance*)
- Station Area Specific Plan – Planning Grant
- Objective Design Standards
- 2025 CA Building Code Update/Adoption
- Update Parklet Program for 2026 and Beyond

NEW COUNCIL MEMBER PROPOSED PROJECTS

- Host a meeting with business leaders to discuss Healdsburg's economic trends (Herrod)
- Update the historic home policy to better identify which homes have historic relevance (Edwards)

ENVIRONMENTAL STEWARDSHIP

- Update of Tree Ordinances – Protection & List*
- Complete ASR Test Wells & Identify Future Funding*
- Renewable Energy Procurement Plan*

**From Climate Mobilization Study*

NEW COUNCIL MEMBER PROPOSED PROJECTS

None



Lunch

AFFORDABLE HOUSING

- Inclusionary Housing Ordinance Update – Update in-lieu fee for smaller projects
- Support permitting process for Saggio Hills Affordable Housing & 155 Dry Creek Affordable Housing
- Facilitate the Exploration of a Community Housing Land Trust
- Complete Renovations of Victory Studios & Apartments

NEW COUNCIL MEMBER PROPOSED PROJECTS

- Receive a report of zoning options for additional housing (Herrod)
- Review options to eliminate/reduce barriers (costs, fees, streamlining, policies) to encourage housing development within our current guidelines (Hagele)

INFRASTRUCTURE & FACILITIES

PARKS / LANDSCAPING / STREETS / BIKES / PEDESTRIAN

- Healdsburg Avenue Complete Street Project – Design*
- Grove Street Neighborhood Plan – Begin Construction*
- Ward Street Neighborhood Plan – Infrastructure Planning
- Active Transportation Plan – Implement Quick Strike Project for Bike Lanes on Front St (better title)*
- Complete March Ave Streetscape Rehabilitation & Enhanced Crossing @ Lupine*

WATER

- Dry Creek Well Field - construction drawings
- Sonoma Water purchase agreement for additional water

INFRASTRUCTURE

- Evaluate and implement flood monitoring technology

NEW COUNCIL MEMBER PROPOSED PROJECTS

- Identify sources for revenue for infrastructure and roadway repair needs (Kelley)
- Increase investment in streets and sidewalks (Edwards)

EFFECTIVE GOVERNANCE

- Update the City's Five-Year Strategic Plan
- Review City Council Policy for Taking Positions on Legislation and Ballot Measures (Consider expanding to full review of council protocols)
- Determine whether to re-establish ZOOM comments for Council/Commission Meeting

NEW COUNCIL MEMBER PROPOSED PROJECTS

Trust / Communication / Outreach

- Build public trust & enhance City communication (Mitchell)
- Improve public trust and public outreach by the City (Herrod)
- Improve City information and outreach to the community (Hagele)
- Improve City information and proactive outreach communication to the community (Kelley)

Council Protocols

- Update Council Protocols (Mitchell)
- Review & update Council Protocols (Hagele)
- Update the City's Governance Policy to reflect districts, including holding community meetings in districts (Edwards)
- Improve system to manage constituent requests and issues (Kelley)
- Review the City's Naming Policy for Community Assets (Herrod)
- Council Chamber Improvements/Upgrades (Hagele)

PUBLIC HEALTH & SAFETY

FIRE

- Fire Department Standards of Cover Study
- Fit and Finish Fire Substation - Ready for Red Flag & fire danger days
- Roll-out of Wildfire Mitigation Program – Parcel-to-Parcel Inspections
- Development of a Community Chipper Program & explore funding
- City Open Space Wildfire Management Plan

POLICE

- Police Recruitment & Retention Initiative
- Strengthen Emergency Preparedness and Disaster Response

BOTH

- Police & Fire Facilities Assessments and Plans

NEW COUNCIL MEMBER PROPOSED PROJECTS

None

COMMUNITY SERVICES

POLICIES/PROGRAMS

- Implement Arts & Culture Master Plan – research branding/identity, future funding, % for the Arts
- Revise City-HUSD Joint Use Agreement
- Launch the Foley Family Community Pavilion operational plan

COMMUNITY FACILITIES

- Develop an Implementation Plan and Funding Strategy for Abel De Luna Community Center Multicultural Center Vision

PARK / OPEN SPACE

- Laura Fish Somersal Park Development – Complete Design & Begin Phase 1 Construction
- Badger Park Redevelopment – complete design & begin Phase 1 construction

NEW COUNCIL MEMBER PROPOSED PROJECTS

- Install Water Bottle Filling Stations at Little League Field and Rec Park/Prune Packers stadium (Hagele)
- Prioritize the creation of an inclusive "magical bridge" playground for Laura Fish Somersal park (Kelley)
- Explore the purchase or permanent recreational access easement for the Syar river pathway at Badger Park (Kelley)
- Support a Compassionate Communities End-of-Life program at the Senior Center (Edwards)
- Support Latino community and immigration issues (Mitchell)

REVIEW PROPOSED PROJECTS

1

Look at proposed projects by Strategic Goal

2

No further discussion on proposed projects.
Straw vote on each proposal by the Council.
Takes majority to add to 25/26 Goals.

COUNCIL MEMBERS PROPOSED PROJECTS – SORTED BY STRATEGIC GOALS

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH

- Host a meeting with business leaders to discuss Healdsburg's economic trends (Herrod)
- Update the historic home policy to better identify which homes have historic relevance (Edwards)

ENVIRONMENTAL STEWARDSHIP

AFFORDABLE HOUSING

- Receive a report of zoning options for additional housing (Herrod)
- Review options to eliminate/reduce barriers (costs, fees, streamlining, policies) to encourage housing development within our current guidelines (Hagele)

INFRASTRUCTURE & FACILITIES

- Identify sources for revenue for infrastructure and roadway repair needs (Kelley)
- Increase investment in streets and sidewalks (Edwards)

COUNCIL MEMBERS PROPOSED PROJECTS – SORTED BY STRATEGIC GOALS

EFFECTIVE GOVERNANCE

Trust / Communication / Outreach

- Build public trust & enhance City communication (Mitchell)
- Improve public trust and public outreach by the City (Herrod)
- Improve City information and outreach to the community (Hagele)
- Improve City information and proactive outreach communication to the community (Kelley)

Council Protocols

- Update Council Protocols (Mitchell)
- Review & update Council Protocols (Hagele)
- Update the City's Governance Policy to reflect districts, including holding community meetings in districts (Edwards)
- Improve system to manage constituent requests and issues (Kelley)
- Review the City's Naming Policy for Community Assets (Herrod)
- Council Chamber Improvements/Upgrades (Hagele)

COUNCIL MEMBERS PROPOSED PROJECTS – SORTED BY STRATEGIC GOALS

PUBLIC HEALTH & SAFETY

COMMUNITY SERVICES

- Install Water Bottle Filling Stations at Little League Field and Rec Park/Prune Packers stadium (Hagele)
- Prioritize the creation of a inclusive "magical bridge" playground for Laura Fish Somersal park (Kelley)
- Explore the purchase or permanent recreational access easement for the Syar river pathway at Badger Park (Kelley)
- Support a Compassionate Communities End-of-Life program at the Senior Center (Edwards)
- Support Latino community and immigration issues (Mitchell)



Break

New Projects Approved To be added to 25/26 Goals

- Xx
- Xx
- Xx
- xx

DRAFT GOALS DASHBOARD -- CITY OF HEALDSBURG – 25/26 City Council Goals & Active Projects (Exhibit 5)

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH	ENVIRONMENTAL STEWARDSHIP	AFFORDABLE HOUSING	INFRASTRUCTURE & FACILITIES	EFFECTIVE GOVERNANCE	PUBLIC HEALTH & SAFETY	COMMUNITY SERVICES
<ul style="list-style-type: none"> ▪ Housing Element Land Use Code Updates (<i>Density Bonus Ordinance, SB 9 Ordinance, SB 684 & SB 1123 Ordinance</i>) ▪ Station Area Specific Plan – Planning Grant ▪ Objective Design Standards ▪ 2025 CA Building Code Update/Adoption ▪ Update Parklet Program for 2026 and Beyond 	<ul style="list-style-type: none"> ▪ Update of Tree Ordinances – Protection & List* ▪ Complete ASR Test Wells & Identify Future Funding* ▪ Renewable Energy Procurement Plan* <p style="color: red; font-style: italic;">*From Climate Mobilization Study</p>	<ul style="list-style-type: none"> ▪ Inclusionary Housing Ordinance Update – Update in-lieu fee for smaller projects ▪ Support permitting process for Saggio Hills Affordable Housing & 155 Dry Creek Affordable Housing ▪ Facilitate the Exploration of a Community Housing Land Trust ▪ Complete Renovations of Victory Studios & Apartments 	<p style="background-color: yellow;">PARKS / LANDSCAPING STREETS / BIKES / PEDESTRIAN</p> <ul style="list-style-type: none"> ▪ Healdsburg Avenue Complete Street Project – Design* ▪ Grove Street Neighborhood Plan – Begin Construction* ▪ Ward Street Neighborhood Plan – Infrastructure Planning ▪ Active Transportation Plan Implementation* ▪ Complete March Avenue Pavement Rehabilitation & Enhanced Crossing @ Lupine* <p style="color: red; font-style: italic;">*From Climate Mobilization Study</p> <p style="background-color: yellow;">WATER</p> <ul style="list-style-type: none"> ▪ Dry Creek Well Field - Construction Drawings ▪ Sonoma Water Purchase Agreement for Additional Water <p style="background-color: yellow;">INFRASTRUCTURE</p> <ul style="list-style-type: none"> ▪ Evaluate and Implement Flood Monitoring Technology 	<ul style="list-style-type: none"> ▪ Update the City’s Five-Year Strategic Plan ▪ Review City Council Policy for Taking Positions on Legislation and Ballot Measures (Consider expanding to full review of council protocols) ▪ Determine whether to re-establish Zoom comments for Council/Commission meetings 	<p style="background-color: yellow;">FIRE</p> <ul style="list-style-type: none"> ▪ Fire Department Standards of Cover Study ▪ Fit and Finish Fire Substation ▪ Roll-out of Wildfire Mitigation Program – Parcel-to-Parcel Inspections ▪ Development of a Community Chipper Program & Funding Exploration ▪ City Open Space Wildfire Management Plan <p style="background-color: yellow;">POLICE</p> <ul style="list-style-type: none"> ▪ Police Recruitment & Retention Initiative ▪ Strengthen Emergency Preparedness and Disaster Response <p style="background-color: yellow;">BOTH</p> <ul style="list-style-type: none"> ▪ Police & Fire Facilities Assessments and Plans 	<p style="background-color: yellow;">POLICIES/PROGRAMS</p> <ul style="list-style-type: none"> ▪ Implement Arts & Culture Master Plan – research branding/identity, future funding, % for the Arts ▪ Revise City-HUSD Joint Use Agreement ▪ Launch the Foley Family Community Pavilion Operational Plan <p style="background-color: yellow;">COMMUNITY FACILITIES</p> <ul style="list-style-type: none"> ▪ Develop an Implementation Plan and Funding Strategy for Abel De Luna Community Center Multicultural Center Vision <p style="background-color: yellow;">PARK / OPEN SPACE</p> <ul style="list-style-type: none"> ▪ Laura Fish Somersal Park Development – Complete Design & Begin Phase 1 Construction ▪ Badger Park Redevelopment – Complete Design & Begin Phase 1 Construction

Prioritization Exercise:

- ✓ Each Council Member has 5 index cards.
- ✓ Write the names of the projects that are your top 5 priorities for the City to accomplish this next year.



Purpose: Gain some clarity about where Council's key priorities are based on overall list of goals.

Public Comment

3 MINUTES MAXIMUM PER SPEAKER

TOP 3-5 PRIORITIES

Project

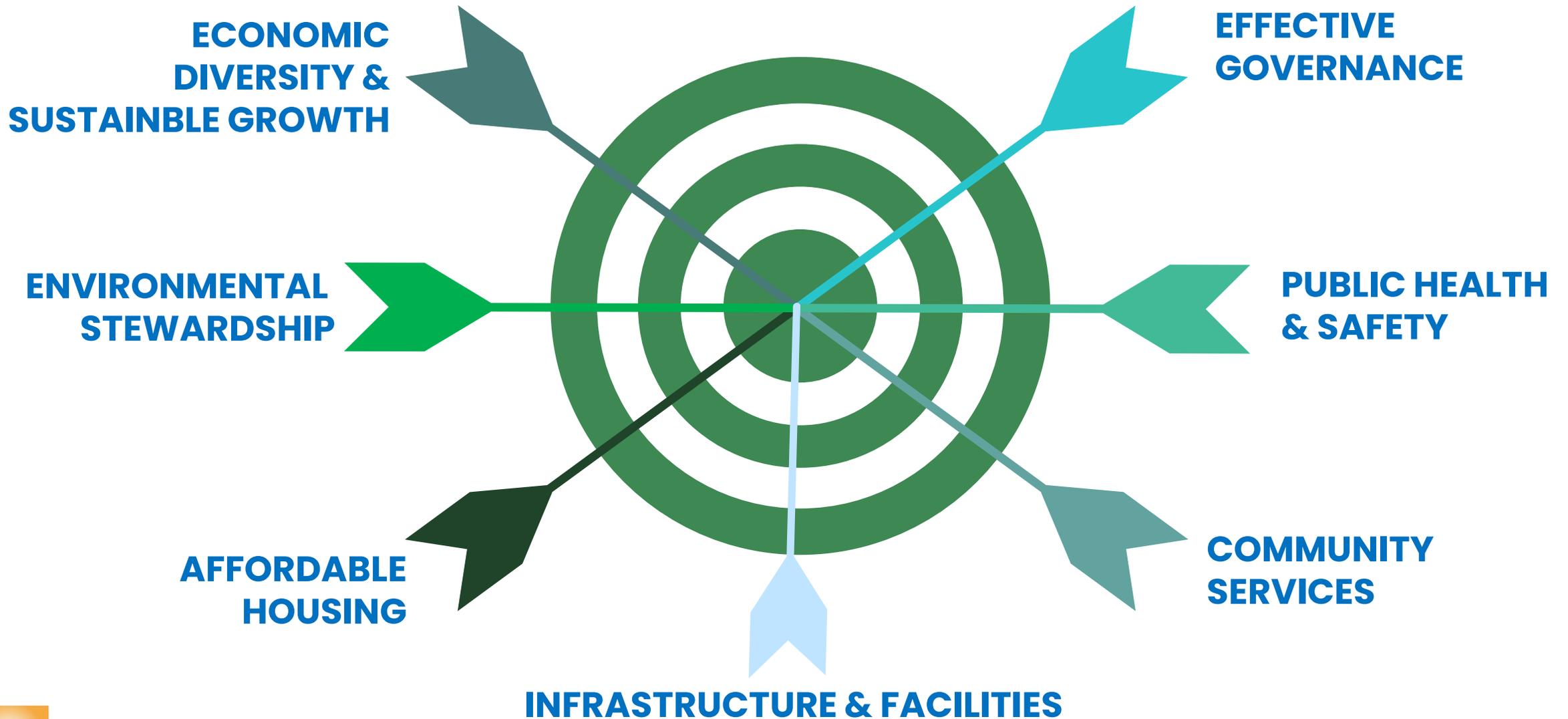
Project

Project

Project

Project

CONGRATULATIONS HEALDSBURG – 25/26 Goals



Conclusion of Day

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