

Healdsburg City Council Meeting

June 16, 2025



STAY HEALDSBURG

Sonoma Wine Country



HEALDSBURG
CHAMBER

ANNUAL REPORT 2024

ABOUT STAY HEALDSBURG

Per the 2023-2032 Management District Plan, the Chamber of Commerce Board of Directors consists of four seats for HTID lodging partners and Stay Healdsburg serves as the tourism marketing department of the Chamber. HTID business is discussed at the Board of Directors meetings, Marketing Committee meetings, and District Development Sponsorship Committee meetings.



MEET THE TEAM

2024 Board of Directors

Mike Brennan, Mill District, Board Chair

Jim Heid, Craftwork, Vice Chair

Maggie Curry, Jackson Family Wines, Past Chair

Bill Smart, Martinelli Winery, Treasurer

Heidi Dittloff, Longboard Vineyards, Secretary

Beryl Adler, Black Oak Coffee & Acorn Cafe

Katie Ambrosi, Wilson Artisan Wines & Artisan Lodges

Nancy Brandt, Brandt Insurance

Erika Dawkins, Bon Ton Studio + bon ton baby

Doug Kaminski, Montage Healdsburg

Aaron Krug, Krug Hotels (The Lodge at Healdsburg & Dry Creek Inn)

Katy Nestor, Healdsburg Lumber Co.

Circe Sher, Piazza Hospitality

MEET THE TEAM

2024 Marketing Committee

Heidi Dittloff, Longboard Vineyards, Committee Chair

Doug Kaminski, Montage Healdsburg

Aaron Krug, Krug Hotels

Brook Ross, Cottages at Healdsburg

Dan Dougherty, Wine Country Buzz

Rose Jimenez, Costeaux French Bakery

Maggie Curry, Jackson Family Wines

Circe Sher, Piazza Hospitality

Erika Dawkins, Bon Ton Studio + bon ton baby

Oceanna Ingram, Wilson Artisan Wines & Artisan Lodges

MEET THE TEAM

2024 District Development Committee

Circe Sher, Piazza Hospitality, Committee Chair (Chamber Board Member)

Evelyn Mitchell, Healdsburg City Council Member

Alex Harris, Harris Art Gallery + Wine (Business Member)

Carol Beattie (Community Member)

Chamber Staff

Tallia Hart, CEO

Jessica Bohon, Director of Tourism & Marketing

Amanda Porteous, Marketing & Programs Manager

Susan Halstead, Member Relations

Waverly Newton-Kenny, Partnerships & Engagement Manager

2024 PR & Social Media Reporting

1M SOCIAL MEDIA IMPRESSIONS

374M MEDIA IMPRESSIONS

19.6K SOCIAL ENGAGEMENTS
(Likes, Comments, Shares, Clicks)

243 TOTAL PLACEMENTS
Resulting from Earned Media & Group Press Trips

4K NEW FOLLOWERS
Across all channels

24 MEDIA HOSTINGS
(IMVs & FAMs)

84 BUSINESSES FEATURED
In Posts and Reels



Wine Spectator

WineSpectator.com

Sonoma WINE COUNTRY WEEKEND

HEALDSBURG,
RUSSIAN RIVER VALLEY,
DRY CREEK VALLEY
AND MORE

FLOWERS VINEYARDS
AND WINERY, HEALDSBURG



PRESS HIGHLIGHTS

HEALDSBURG'S

BIG MOMENT

Host of Award of Excellence—winning the National Wine Awards of America in Healdsburg offers nearly 90 wines by the pour.

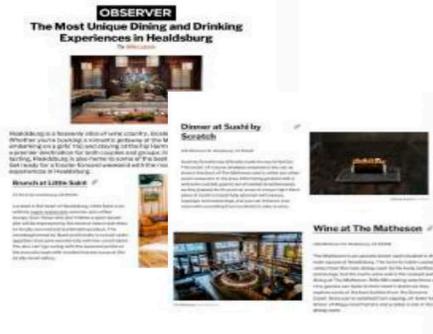
PHOTOGRAPHS BY PAIGE GREEN

Small-town America meets wine country luxury in this vibrant village in Sonoma County

BY TIM FISH



PRESS HIGHLIGHTS



"The Most Unique Dining and Drinking Experiences in"



"24 Places to Travel in 2024"



"Destination Spotlight"



"Ho Ho Healdsburg"



"Enjoy These 13 Free Perks at Hotels around the World"



"Escape the Chill: 7 Unconventional Winter Getaways"



"Time to Reap the Harvest"

*California Chaney
Hosted for IMV in Aug. 2024



"The 25 Best Girls Trip Ideas for 2025"

AWARDS & ACCOLADES

Oprah Daily

"Oprah Daily's 2024 Best Hotel
O-Wards: *The Grown-Up
Slumber Party*"

Newsweek

"Best Christmas Town"

Sunset

"2024 Sunset Travel Awards: 5
*Wine Growing Regions Every
Oenophile Should Visit*"

Condé Nast
Traveler

2024 Readers' Choice Awards:
*The Best Small Cities in The
United States*"

A SEASON TO
Sparkle
STAY HEALDSBURG

FEATURED EVENTS:

- Sparkle Party at Barndiva
- Vinyl Valleys Winegrowers of Dry Creek Valley
- Merry Healdsburg Tree Lighting Celebration
- Downtown Window Decorating Contest
- New Years' Eve Concert at Coyote Sonoma

9 MEDIA HOSTINGS
Media & Influencers

20 Partner Daily
HAPPENINGS

60K PAID BRANDED
IMPRESSIONS

130M PR & Social Media
IMPRESSIONS

DISTRICT DEVELOPMENT

District Development (DD) projects sponsored by HTID are designed to improve the visitor experience AND increase overnight visitation at assessed lodging businesses. 15% of HTID's total annual budget is allocated to DD.

Events & Projects Supported in 2024

- Healdsburg Wine & Food Experience
- Healdsburg Jazz Festival 2024
- Songwriters in Paradise Healdsburg
- Esmeralda Edge Village
- 4th of July Kids Parade & Community Celebration
- The Bloodroot Ramble 2024
- 2024 Tuesdays Concerts in the Plaza
- Healdsburg Crush
- Corazon's Dia de Muertos Celebration
- AVFest Block Party
- Farm to Pantry Agri/Eco-Tourism Program
- Misterioso at The 222
- Wine Road's Barrel Weekend
- Barndiva's Conversations Worth Having
- The 222 Winter/Spring Series
- Turkey Trot
- Passport to Dry Creek Valley
- TOWN Dinner Series
- Healdsburg Winter JazzFest
- Our River, Downtown Art Installation
- Anderson Valley White Wine Festival Partnership
- Merry Healdsburg
- The Raven Theater Winter/Spring Season

2024 HTID ASSESSMENT COLLECTIONS

Total Collections With Percent Change YoY

January:	\$52,560.77 (down 11%)	July:	\$128,425.19 (up 9%)
February:	\$66,068.49 (up 2%)	August:	\$141,973.43 (up 15%)
March:	\$87,589.19 (down 11%)	September: \$170,655.93 (up 17%)	
April:	\$114,811.46 (down 10%)	October:	\$150,198.97 (down 8%)
May:	\$149,282.00 (up 0.1%)	November:	\$100,097.93 (up 8%)
June:	\$140,101.95 (up 0.6%)	December:	\$75,894.91 (up 6%)

Overall, 2% increase in T.OT. in
2024 from 2023.

STAY HEALDSBURG

Sonoma Wine Country



HEALDSBURG
CHAMBER

City Manager's Report

City Council, June 16, 2025



Public Comment on Non Agenda Items

Comentarios del
público sobre
puntos no
incluidos en la
agenda de la
reunión

03:00

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ANNUAL ENGINEER'S REPORT FOR HEALDSBURG LANDSCAPING & LIGHTING ASSESSMENT DISTRICT

City Council, June 16, 2025



Recommended Action

- (1) Hold a public hearing and receive public comments or protests on the Annual Engineer's Report, the proposed budget for the Healdsburg Landscaping and Lighting Assessment District
- (2) Adopt by resolution the Annual Engineer's Report, confirming the assessment diagram and annual assessment amounts and the levying and collection of assessments for FY 2025-26 for the Assessment District

Background

City of Healdsburg Landscaping and Lighting Assessment District (LLAD)

- City of Healdsburg utilizes an Assessment District
- Landscaping and Lighting Act of 1972
- Operation and maintenance landscaping improvements
 - Along specific streets
 - Riparian areas
 - Parks areas

Funds collected from the LLAD help maintain

- Vegetation maintenance
- Fire fuel reduction work
- North Detention Basin
- Sorrento/Barbieri park
- All utilities associated with the LLAD

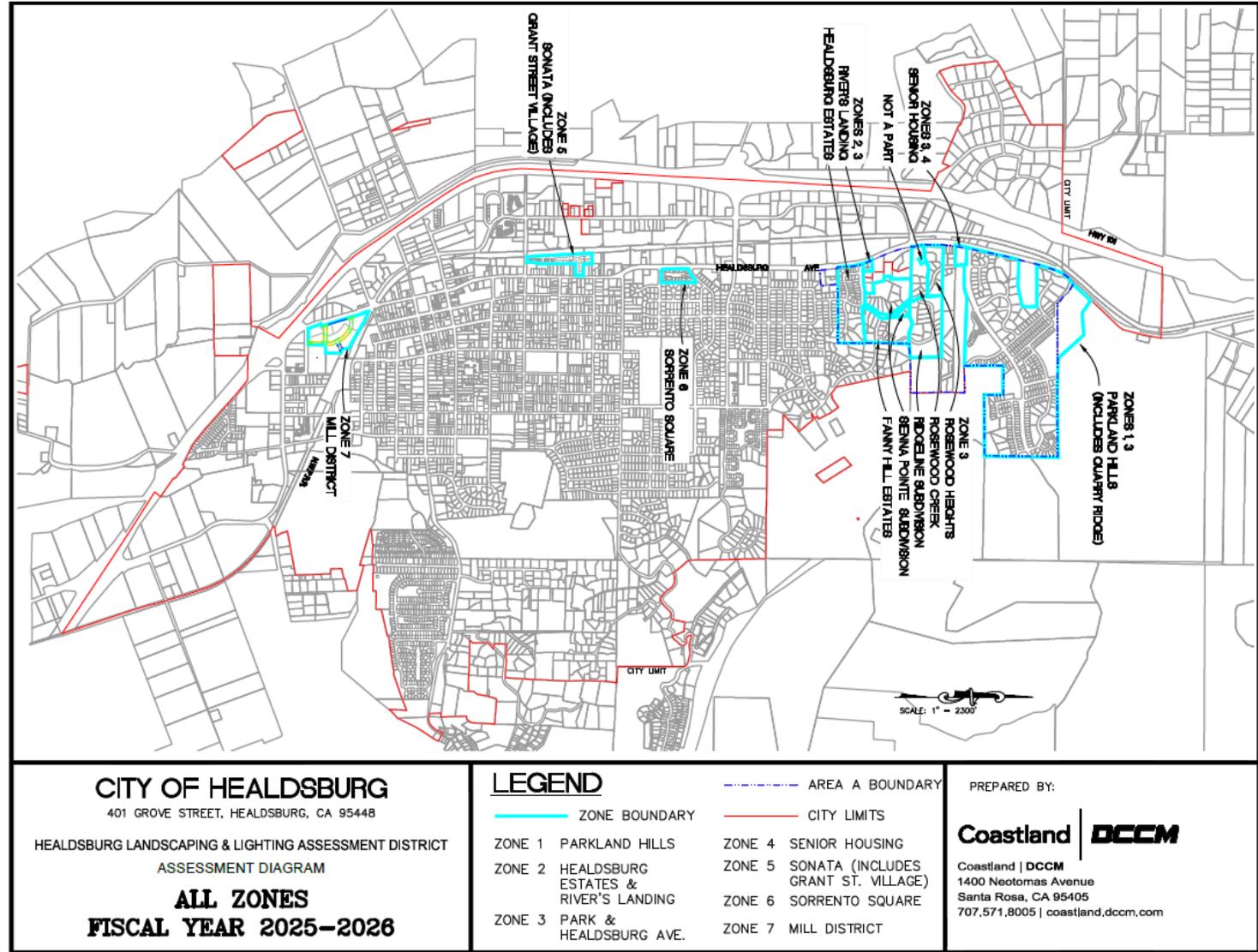
Per Streets and Highways Code, the annual Engineer's Report is required (3-step process)

- February
- May
- Tonight's Public Hearing is the final step for this year

Landscaping & Lighting Assessment District Map

LLAD covers 7 zones:

- 1-Parkland Hills Subdivision
- 2-Healdsburg Estates and River's Landing
- 3-Barbieri Park and Healdsburg Avenue
- 4-Senior Housing Development
- 5-Sonata Subdivision
- 6-Sorrento Square
- 7-Mill District



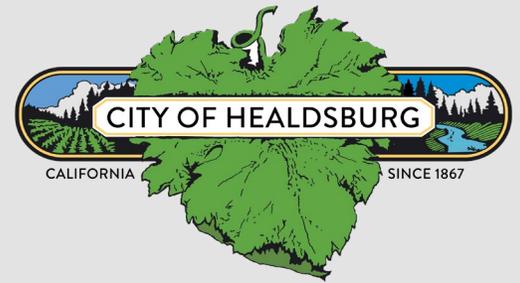
Landscaping & Lighting Assessment District Summary

Zones	FY 2024-25 Levied Annual Assessment	FY 2025-26 Proposed Annual Assessment to Levy	Summary of Engineer's Report
Zone 1	\$300.32. per ESD	\$302.32 per ESD	Increase in general maintenance costs and projects for vegetation removal in riparian areas
Zone 2	\$128.44 per ESD	\$144.88 per ESD	Increase in general maintenance costs
Zone 3	\$172.30 per ESD	\$202.04 per ESD	Increase in general maintenance costs
Zone 4	\$283.06 per ESD	\$304.32 per ESD	Increase in general maintenance costs
Zone 5	\$622.34 per ESD	\$632.80 per ESD	Increase in general maintenance costs and project to install mulch
Zone 6	\$520.56 per ESD	\$575.88 per ESD	Increase in general maintenance costs, and project to install mulch and painting of concrete wall
Zone 7	\$20,802.20 per acre	\$21,025.44 per acre	Increase in general maintenance costs

Recommended Action

- (1) Hold a public hearing and receive public comments or protests on the Annual Engineer's Report, the proposed budget for the Healdsburg Landscaping and Lighting Assessment District
- (2) Adopt by resolution the Annual Engineer's Report, confirming the assessment diagram and annual assessment amounts and the levying and collection of assessments for FY 2025-26 for the Assessment District

Questions?



Public
Comment

Comentarios
del público

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PUBLIC HEARING and ADOPT A
RESOLUTION ORDERING THE
ABATEMENT OF WEEDS

Vegetation Management Update

City Council, June 16, 2025



Recommended Actions for Tonight

Hold the public hearing and adopt a resolution entitled “A resolution of the City Council of the City of Healdsburg ordering the abatement of weeds”.

Weed Abatement Process

- As part of its annual Weed Abatement Program, the Fire Department inspects parcels within the City for weeds, brush, and other debris that may pose a fire hazard or public nuisance.
- At its June 2, 2025, meeting, the City Council declared that a public nuisance exists on properties listed in the 2025 Weed Abatement List and established the time and location for this public hearing.
- The property owners on the list were mailed a notice giving 30-days to abate the nuisance or protest the notice at this public hearing.
- The Fire Department completed reinspection's and contacted property owners who had not abated their properties as the deadline approached.
- If owners don't protest or abate the hazard, the City will complete the work using contractors. Owners will be billed for the cost, including admin fees. If the invoice isn't paid, a lien will be placed on the property.

- **Vegetation Management Update**



- **FM Villa Commons**

Prescribed
Burn

6/17/25

19 Acres



- **Fitch Mountain Prescribed Burn**

6/18/25
18 Acres

Tribal Blessing

FMOSP Closed



Recommended Actions for Tonight

Hold the public hearing and adopt a resolution entitled “A resolution of the City Council of the City of Healdsburg ordering the abatement of weeds”.



Questions ?

Public
Comment

Comentarios
del público

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AB2561 Vacancy Reporting

City Council Meeting, June 19, 2025



Overview

1. AB2561 Summary
2. City Vacancy Rates
3. Recruitment Efforts
4. Retention Trends & Strategies

AB2561 Overview

Legislature declared high vacancy rates can lead to

- Heavier workloads
- Burnout/increased turnover, and
- Negatively impacts service delivery

Requirements

- Annual presentation on vacancies, recruitment and retention efforts

Additional Obligations

- Bargaining unit vacancy rates above 20% require more comprehensive reporting

2024 Vacancy Rates by Bargaining Group

City of Healdsburg Bargaining Group	Authorized/ Budgeted Full- Time Positions	Number of of Vacancies	Vacancy Rate
Citywide Totals	147	11	7%
Healdsburg Police Officers Association	24	3	12.5 %
International Association of Fire Fighters	11	0	0%
International Brotherhood of Electrical Workers	69	5	7.25%
Mid-Management and Professional Employees	33	2	6%

Recruitment Process Overview



Recruitment & Retention

Recruitment & Retention Incentives

Competitive Benefits Package

Employee Recognition Program

Curated City of Healdsburg Culture

Thank you!

Public
Comment

Comentarios
del público

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March Avenue Reconstruction and Pedestrian Upgrades Project— Update

Healdsburg Avenue to University Street

City Council, June 16, 2025



Recommended Actions

- Receive March Avenue Reconstruction and Pedestrian Upgrades Project Design Update
- Confirm Council Support to Proceed with Final Design



Outline and Introductions

1. Project Purpose
2. Existing Conditions
3. Background - ATP
4. Background – Parking-Protected Bike Lanes
5. Public Engagement
6. Current Design
7. Budget / Schedule
8. Recommended Action

Project Purpose

- The March Avenue Reconstruction and Pedestrian Upgrades Project will reconstruct the roadway pavement and make pedestrian and bicycle upgrades along March Avenue between Healdsburg Avenue and University Street
- Improvements to vehicle, bicycle, and pedestrian access along March Avenue from Healdsburg Avenue to University Street will encourage active transportation and benefit the entire community.

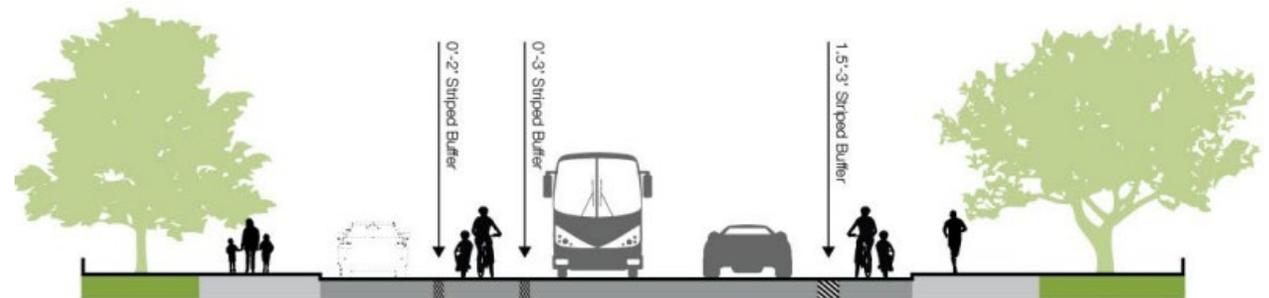
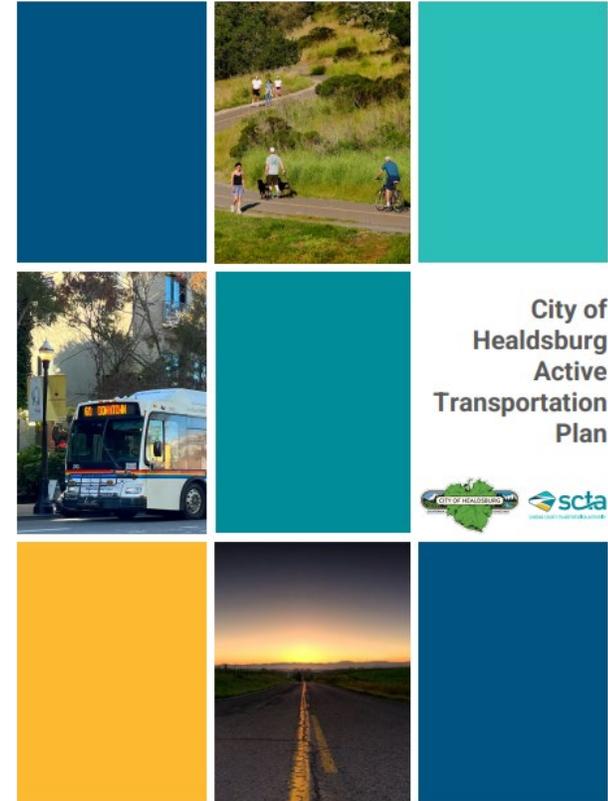
Existing Conditions

- Primary East / West Route
- Serves Schools, Healthcare, Multifamily, among others
- Failing Pavement
- Non-Compliant Curb Ramps
- Limited Crossing Opportunities



Background

- Active Transportation Plan
 - #26 – Lupine and March Crossing
 - #72 – University Ave. Intersection
 - #75 – Feasibility of Parking Protected Bike Lanes



Background

Parking-protected Bike Lane Feasibility

- Can not be accommodated on both sides due to existing street width
- A parking-protected bike lane on one side in conjunction with a buffered bike lane on the other (**Alternative 1**) is feasible but would result in the loss of at least 70 parking spaces
- Staff and consultant recommend the parking remain adjacent to the curb and the bike lanes be buffered from traffic by 2-feet of crosshatched striping (**Alternative 2**)

Background

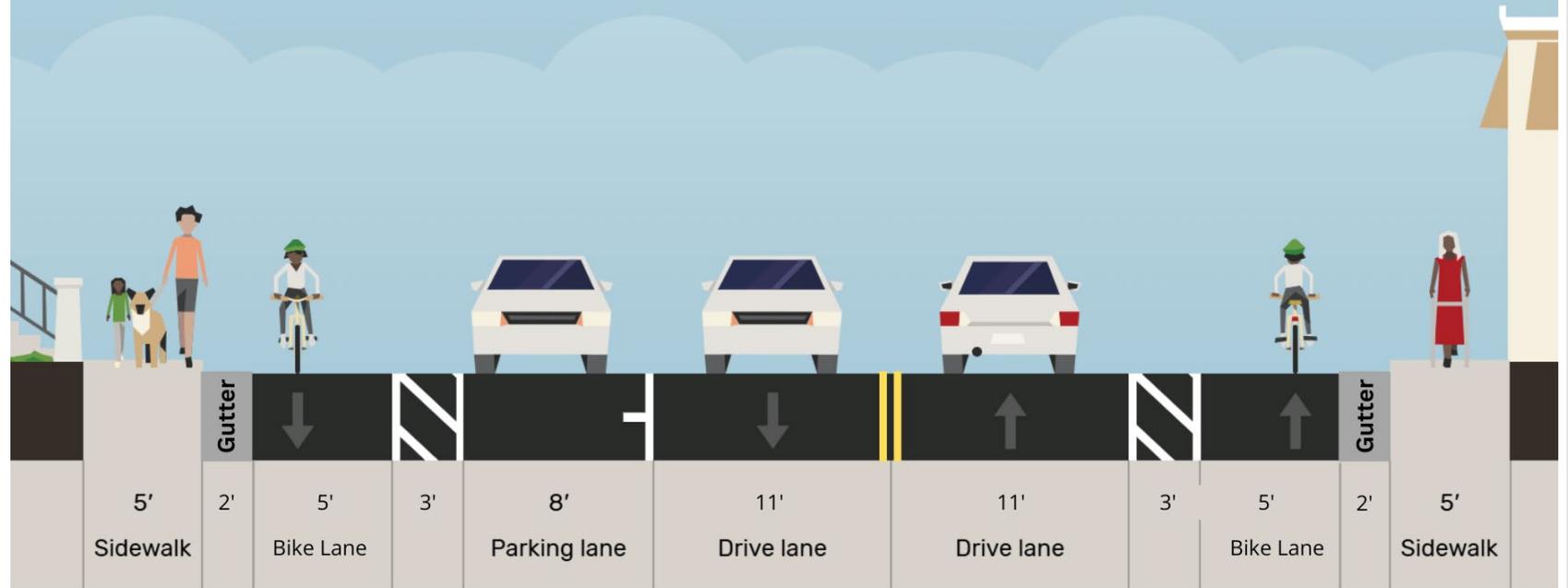
March Ave - Existing



Background

March Ave - Alternative 1

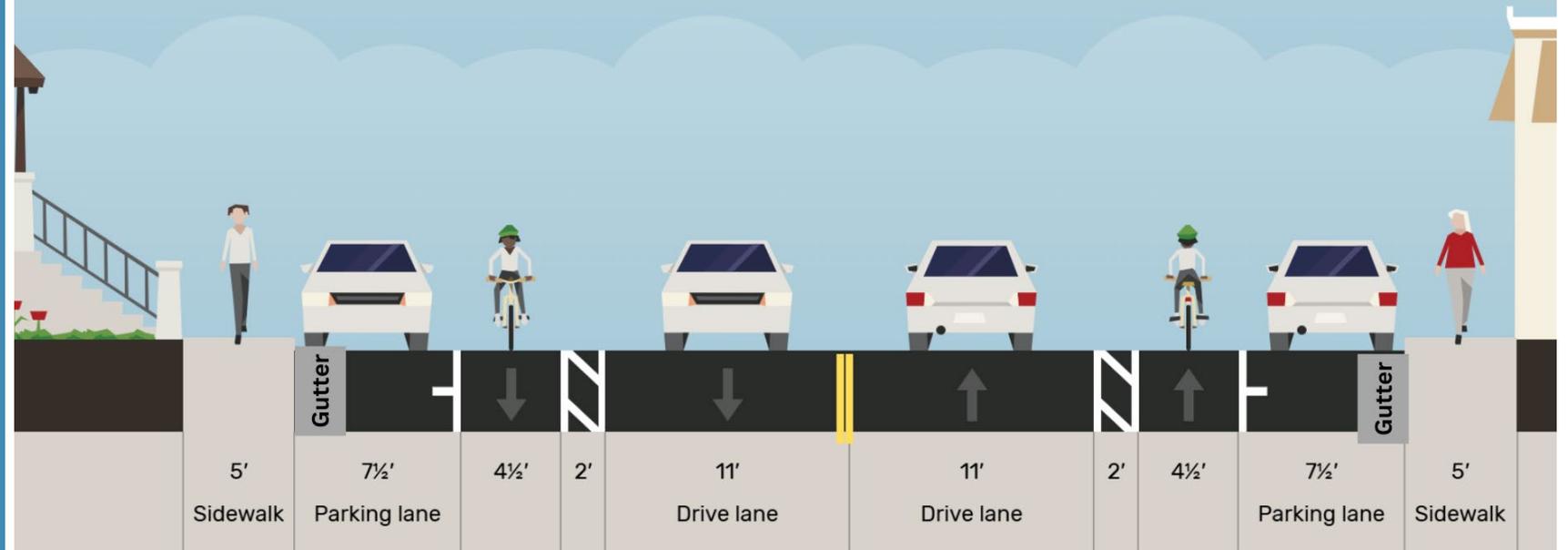
Parking Protected Bike Lane & Buffered Bike Lane



Background

March Ave - Alternative 2

Buffered Bike Lane between Vehicle Lane and Bike Lane



Community Meeting

- Well Attended (50-60 people)
- Overall attendees were excited to hear about the project and were supportive of the design
- Most of the attendees preferred Alternative 2



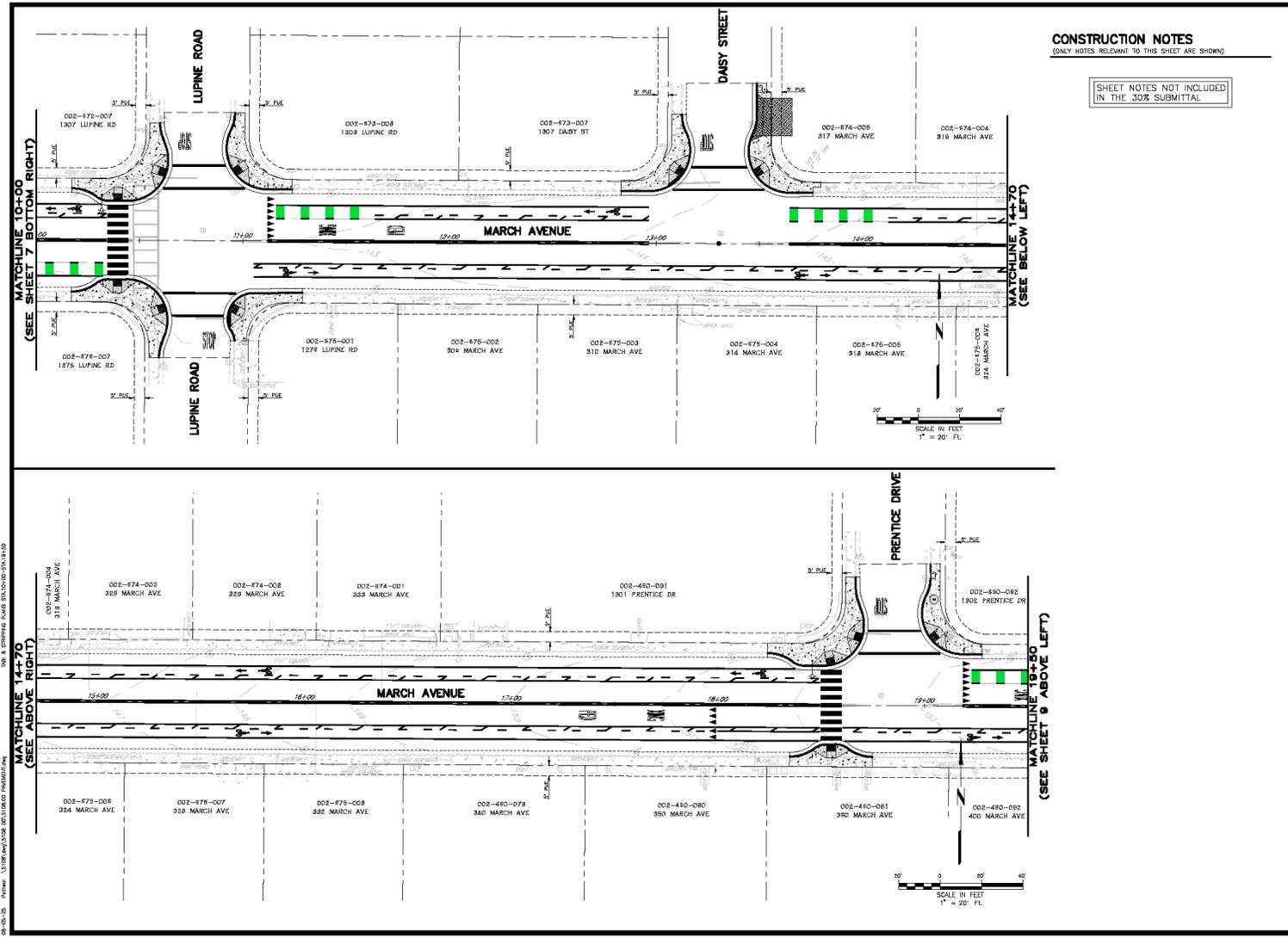
Community Meeting Feedback

- Need for Drainage Improvements at Daisy Street
- Need for improved visibility of the eastbound stop sign at University Avenue
- Request to reduce parking along north side of March near Healdsburg Ave. to improve intersection visibility and bike lane buffer widths

Design Process

- Community Input
- Traffic Engineer Recommendation
- Design Standards
- Budget and Funding
- Engineering Experience and Expertise

Current Design



Brelje & Race
 CONSULTING ENGINEERS
 475 Anaheim Boulevard, Suite 120
 Santa Rosa, CA 95403
 P: 707-878-3322
 F: 707-878-0489
 www.brerac.com



**MARCH AVENUE
 RECONSTRUCTION
 & PEDESTRIAN
 UPGRADES**

HEALDSBURG PUBLIC
 WORKS & TRANSPORTATION
 HEALDSBURG, CALIFORNIA

30% SUBMITTAL

PRELIMINARY
 NOT FOR CONSTRUCTION
 DATE: 6/23/25

REVISIONS		
NO.	DATE	DESCRIPTION

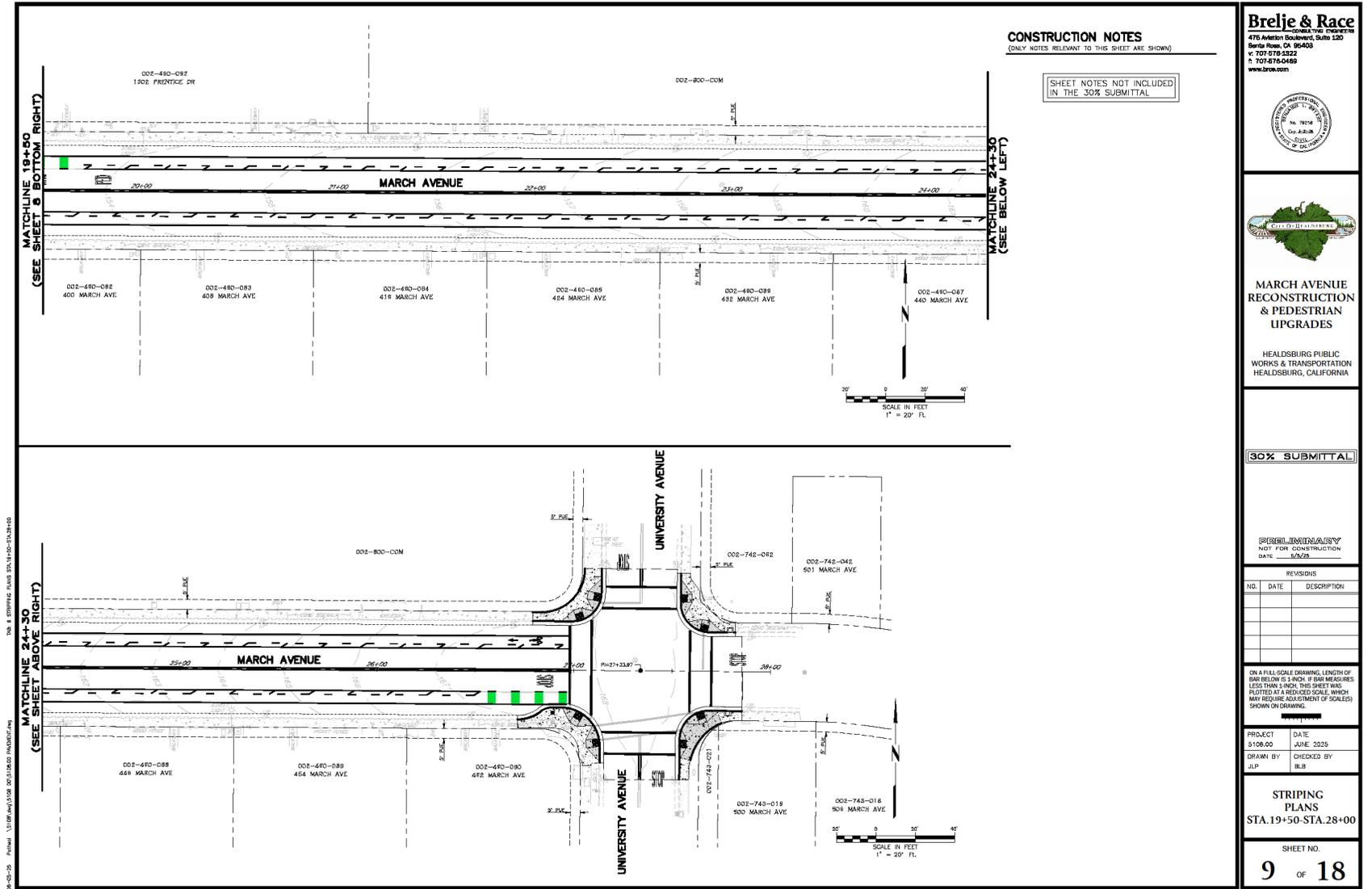
ON A FULL-SCALE DRAWING, LENGTH OF BAR BELOW IS 1-INCH. IF BAR MEASURES LESS THAN 1-INCH, THIS SHEET WAS PLOTTED AT A REDUCED SCALE, WHICH MAY REQUIRE ADJUSTMENT OF SCALES SHOWN ON DRAWING.

PROJECT	DATE
5108.00	JUNE 2025
DRAWN BY	CHECKED BY
JLP	BLB

**STRIPING
 PLANS**
 STA. 10+00-STA. 19+50

SHEET NO.
8 OF 18

Current Design



Brelje & Race
CONSULTING ENGINEERS
475 Aviation Boulevard, Suite 120
Santa Rosa, CA 95408
P: 707-878-4322
F: 707-878-0469
www.brelje.com



**MARCH AVENUE
RECONSTRUCTION
& PEDESTRIAN
UPGRADES**

HEALDSBURG PUBLIC
WORKS & TRANSPORTATION
HEALDSBURG, CALIFORNIA

09-00-25 - Planets - 1/10/18 Rev 01/08 DC:12/08/2018 10:41:00 AM

Budget and Schedule

Budget

\$232,685	Measure T
\$700,000	Go Sonoma Grant
<u>\$1,477,615</u>	<u>SB1</u>
\$2,410,300	Total

Schedule

Construction January 2026 – February 2027

Recommended Actions

- Receive March Ave. Reconstruction and Ped. Upgrades Project Design Update
- Confirm Council Support to Proceed with Final Design



Questions ?



Public
Comment

Comentarios
del público

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2025 Network and Data Center Refresh

Delivering Services to Residents and Community

City Managers Office

June 16th, 2025

Adam McKenna – Chief Information and Security Officer



The Heart of Service Delivery



Police and Fire Operations
(Public Health and Safety)



Capital Projects
(Infrastructure and Facilities)



City Operations
(Finance, Billing, Communications, Front Desk)



Utilities and Public Works
(Field Crews, Water, Electric, Roads)



All Other City Services
(Community Services, Planning/Building, Housing)

Technology – Underlying Foundation to Service Delivery



Police and Fire Operations
(Public Health and Safety)



Capital Projects
(Infrastructure and Facilities)



City Operations
(Finance, Billing, Communications, Front Desk)



Utilities and Public Works
(Field Crews, Water, Electric, Roads)



All Other City Services
(Community Services, Planning/Building, Housing)

IT Operations, Support, and Innovation

City Wide Network & Data Center Operations

What Is a Data Center & Network

- **The Data Centers** – Store, process, and protect our data
- **The Network** – Connects staff and departments, enabling service delivery

*Just like a building needs a strong foundation
City operations depend on stable IT infrastructure*

Success & Lifecycle Planning

- Current infrastructure:
 - Implemented in 2018
 - Major Investment, with a total cost of ownership well exceeding \$2 M
 - 99.97% uptime over 8 years—exceeding industry reliability standards.
 - Seamless transition to remote work & video conferencing during the pandemic.
 - Shift from reactive fixes to proactive management, reducing emergency IT interventions.
- Infrastructure operates on planned renewal cycles.

Why This Refresh is Critical

- **Network/Systems Licensing Expiry**
Non-operational systems and networks
- **Security Risks**
End-of-life support
- **Storage Overload**
98% capacity
- **Unreliable Backups**
Inability to secure and test

Why This Refresh is Critical

Without this refresh the City will:

- Experience system outages
- Have security vulnerabilities
- Risk losing cyber security insurance or increase in cyber security rates
- Have disruptions to essential services

Proposal: Network and Data Center Refresh

COMPONENTS OF REFRESH

- Replace more than 75 switches, four firewalls, and wireless systems across ten sites
- Server and storage expansion from 19.2TB to 36TB per site to support 8% annual growth
- Implementation of immutable, testable backups that meet cyber insurance standards
- Migration from Meraki to Verkada camera systems
- Phased rollout beginning Fall 2025

This project ensures operational continuity by replacing aging, unsupported systems before failure occurs

Financial Comparison – OpEx vs. CapEx Approach

Factor	OpEx Model (DGI Rubi)	CapEx Model
Yearly Cost	\$694,668	N/A
Total 7-Year Cost	\$4.86 M + \$145,880 (3% contingency) TOTAL = \$5.01 M	\$5.24 M (\$5.41 M w/ contingency) (min. est. today's prices)
Upfront Investment	None	\$5.07 M + \$152,100 (3% contingency) TOTAL = \$5.22 M
Unexpected Expenses	Mitigated via vendor risk transfer	Exposed to market volatility (i.e., 35%)
Emergency Labor Costs	Included	\$215-\$350/hour
Scalability & Growth	Built-in flexibility	Requires renegotiation & added investment

STAFF RECOMMENDATION: OpEx Model

- Ensures predictable long-term financial planning
- Minimum 7-year savings of \$373k

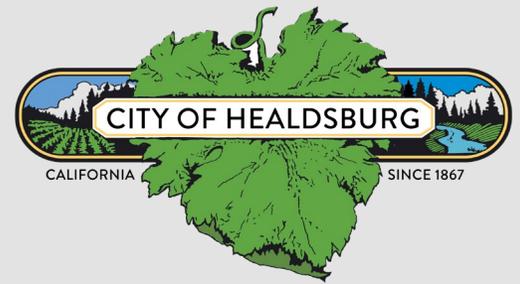
Conclusion – A Strategic, Necessary Investment

- This refresh is a planned, necessary update, not an unexpected request.
- Current infrastructure has reached end-of-life—it can no longer sustain reliable City operations.
- Failure to act will result in service outages, cybersecurity risks, and operational disruptions.
- The OpEx model ensures stability, financial predictability, and minimized risk exposure.
- By approving this refresh, the City invests in long-term service reliability and IT resilience.

Requested Actions

1. Authorizes the City Manager to negotiate and execute a seven-year service agreement with Development Group, Inc. for the Rubi Network and Data Center Refresh, with an annual cost of \$694,668 and a total seven-year not-to-exceed amount of \$4,862,676. Attachments A, B, and C.
2. Approve a 3% contract contingency authorizing the City Manager to execute up to \$145,880 in amendments to the agreement.
3. Authorizes the City Manager to execute a Purchase Order with Development Group, Inc. in the amount of \$117,755.45 for the replacement, licensing, and migration of the City's Meraki Camera system to the Verkada Physical Security Platform, as provided in Attachment D.
4. Approve amending the adopted Fiscal Year 2025-26 budget as depicted in Exhibit A.

Discussion, Feedback, and Questions



Public
Comment

Comentarios
del público

03:00

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