

2013 STRATEGIC PLANNING

Priorities Submitted via Email/Website

High speed data infrastructure, preferably through the city electric utility, but possibly in partnership with Sonic, would be attractive to technology companies, which create good jobs.

A contract for a marketing firm to recruit at least one (two would be awesome) small educational facilities. _____ has ideas about an engineering school; a culinary school would be an obvious choice; an art school would be a fit with the growing art scene; a small artisan college, teaching ceramics, cabinetmaking, etc. The people this type of institution would attract (in my opinion) would be real assets to the community -- creativity brings innovation and wealth.

I'd like the city to stay focused on infrastructure. Giving funds to the Chamber for economic development is a waste of money -- it's all being spent on lodging promotion, and eventually the "firefighters vs tourists" issue is going to come back to haunt you. Spend money on public safety, roads, the roundabout, etc. I support more streetscape projects -- despite the lack of benches, the new stuff is great.

Resist the temptation to shift utility and infrastructure costs to residents. Businesses should pay their share of the impact.

Based upon Healdsburg's strength as a desirable community in which to live, a world class, tourist destination and a premier wine grape growing/wine producing location, I propose the following draft Objectives to support the long term Goal of improving our financial sustainability:

1. Attract high technology companies to relocate to Healdsburg to diversify and expand higher paying, local job opportunities for local graduates and new residents.
2. Restructure our TOT tax when Saggio Hills or some other major new TOT tax generating new development moves forward so as to channel a higher % of the TOT tax to the general fund. This could be done by maintaining the TOT portion allocated to Parks and Recreation on a scale indexed to inflation while allocating the excess of this amount to the General Fund.
3. Attract a wine technology educational institution alla U.C. Davis to locate in Healdsburg