

STRATEGIC PLANNING STAKEHOLDER SESSION

October 4, 2013

Top Priorities

Cooperation among like type of cities: Sonoma, Sebastopol, St Helena, Napa

Diversify economic base

Encourage development of market based housing – all levels and types

Create parking and convenient two story garage

Housing – encourage more building of new, single family homes; convention space, hotel/motel/retail; terminate the GMO

Infrastructure – fix roads, etc.; high speed wifi installed

Encourage economic development – continue working with Chamber; higher a specialist to encourage attracting and retaining businesses; high tech incubator; business incubator

Focus on budget priorities

Fill city jobs to meet future growth trends with capable people

Repair roads and signs, striping on regular schedules

Focus on long term funding methods that address fiscal solvency every year

Identify and correct infrastructure deficiencies; promote reasonable growth ensure economic success for all constituents; don't lose small town feel

Fix the surfaces of ALL streets

Continue to make the city government accessible and responsive. You have been getting better and better

Diversify business environment – through this/fees improve infrastructure of city; inform/educate/involve public

Expand economic base beyond tourism

Pension reform; bring public employee pensions in line with the private sector

Encourage more business activity that is designed for locals as opposed to tourists

Encourage and ensure diversity in leadership across community; commit to equity and to address income disparity

Develop opportunities to incubate innovate business development – address new industry opportunity, technology, space/rent, correct with schools/education

Brand city beyond wine and agriculture; in terms of – eg. Health, sustainability, equity, innovation, etc, thru use as a bold goal to inspire new initiatives

Business diversification

South end of city development

Education – secondary and post secondary

Find balance solution for housing issues – diversity of prices, sizes, kinds; rentals, homes to own, downtown infill; not too many, not too few

Attract new and support existing businesses and industries – business and job diversity

Strengthen our public schools

Focus on maintaining a balance between tourism and local quality of life. Don't let downtown become a zoo.

Figuring out best way to grow while preserving our small town community and quality

Continue to take input and communicate about this process to us and the community

Balanced budget

Maintain existing facilities, roads, etc

Job creation – modify zones to reflect jobs

Maintain the scale of the City of Healdsburg focus on needs of existing residents

Protect agriculture industry

Expand economic opportunity, while still not excluding local desires and needs

Providing good infrastructure/repair to areas outside the downtown area

Provide good communication to the community on upcoming projects that may or may not impact local residents and businesses

Modify GMO to allow for development of affordable housing in areas likely to be developed

Promote diversification of business/industry to create a balanced economy

Economic diversification for all

Integrate interests and talents and needs of all citizens with skill and precisions

Identify, enhance and embrace multiple opportunities for all

Continue to diversify – industry, jobs, cultures, ages

Affordable housing stock needs to be addressed

Infrastructure needs to be addressed

Diversify job/economic base (high speed internet)

Empower/celebrate diverse voices of Hispanic youth, new business ventures, new tourism “wrinkles”

Help local wine industry with strategic planning to preserve local ownership, family scale, land stewardship and farming, not alcohol factories!

Attracting young people/families to town OR make living in Healdsburg more attractive to young people who grew up here i.e. affordability in housing cost, cost of living

Improve public schools

Improve balance between tourism/local wants and needs

Encourage lower cost housing development and support a housing middle class

Relieve congestion in the downtown area to make the Plaza better for both tourists and locals

Develop under-utilized natural land in and around the city for use as parks and open-air community spaces

Invest in our infrastructure network to support residents and encourage local businesses to embrace new technologies

High speed internet (free if possible)

Neighborhood engagement/planning/input – small groups

In addition to implementing existing plans implement the plan developed for Redevelopment funds (as appropriate) especially in the area around SMART and on the south side of the river

Promote change GMO

Do not allow Kessler project to go over 4 stories and require parking

Encourage: Saggio Hills, SR airport expansion, rail extension, Dry Creek 101 interchange

Improve lifestyle of all citizens

Improve communication between tourism and local residents

Continue to keep lines of communication open between city government and population

Create a workable dynamic between tourists, locals and the Hispanic community

Make sure the Healdsburg ____/____ enables today’s youth to be productive participants in local business and community success

Promote diversity in the business by pushing the envelope on business/residential enterprise zones

Take steps to integrate, analyze, evaluate opportunities to broaden economic base – looking into futures (beyond 10-20 years as possibility) think out of the box!

Encourage and educate to better prepare students for the challenges of their time

Include members of all ethnicities, ages and experiences to be involved in future sessions – being very specific to assure a cross-section that is well versed on many levels. This diversity can add to productivity of such sessions