

FAIRGROUNDS PLANNING DISCUSSION ^①

CITY COUNCIL

1/30/20

INITIAL COMMENTS

MH - WOULD LIKE DOCS RELEASED
LIST AS BACKGROUND INFO ON WEBSITE
TRANSPARANCY IS IMPORTANT (DK)

PHASES - PUBLIC INPUT FIRST
PLANNING TO FOLLOW
GLOBAL ISSUES - CONSTRAINTS
NEED TO BE UNDERSTOOD

EDUCATION ON MOVING PARTS

- PUBLIC EDUCATION IS KEY

- RENTAL DETAILS

- PAYMENT

- MAINTENANCE

- HISTORY OF LEASE

DATES, USES - CLARIFY IN

REPORT

PHASES WILL CONFORM W/ EACH OTHER

EDUCATION? - KEY PRINCIPALS

PROPERLY SETTING EXPECTATIONS

STAKEHOLDERS (CONT.)

(2)

- HOUSING NEEDS / LIMITED LAND
- CONSTRAINTS NEED TO BE ACKNOWLEDGED
- CONCERN → TAKING INPUT FOR WHICH WE CAN'T DELIVER
- STARTING PRINCIPALS ARE NEEDED
- PROCESS IS DISCOVERY NOT DECISION MAKING
- HISTORY - THE HUB PLAN
LEARNING FROM THAT PROCESS
STRUCTURE: CONSTRAINTS NEEDED
- LISTENING BRINGS UP CONSTRAINTS

MEETING TYPES

FOCUS GROUPS
OPEN MTGS.

STAKEHOLDERS

ORGANIZED LABOR

CITY WELLBEING? - Principal / Constraint

STATE HOLDERS (CONT.)

(3)

ARTS - MUSIC FESTIVAL

BEER CIRCUS

BEER FESTIVAL, CRAFT BREWING

WE WOULD MEET DIRECTLY WITH STAKEHOLDS

HOW WILL WE EDUCATE AND SET EXPECTATIONS?

USE SURVEYS BEFORE

PROVIDE PARAMETERS / PRESENTATION

SOCIAL MEDIA CONVERSATIONS / COMMENTARY

CONSIDER LIVE STREAMING

CONCERN - MOBILIZING NEW CONSTITUENCY

URBAN CHAT - THEY HAVE A PLAN

"PUT THE HUB REPORT ONLINE"

SURVEY OPTIONS - NOT A VOTE - PREFERENCE

YOU CAN EDUCATE IN THE SURVEY
ALSO SET PARAMETERS

SURVEY

SPANISH
PAPER
CHAMBER
ST. VINCENT CHURCH - OUTREACH AFTER
SUNDAY MASS

LARGE GROUP CHARLETTE

EXPECTATION IS THAT PLAN IS OUTCOME
COMMUNITY MAY INSIST ON WORKSHOP

AGREED UPON FACTS NEED TO BE IDENTIFIED

DEBUNK MYTHS
SEE IF WE CAN WORK IN URBAN WHAT
WASTED EFF TO RUN PARALLEL PROCESS

USES

TENANTS
INSIDE/OUTSIDE
POTENTIAL USES
WILL WE DISCUSS NEED FOR SUBVEASING?

THIS WILL BE PART OF FINANCIAL MODEL
TENANTS RELY ON SPACE - AFFORDABLE
RENT

RACENAY? HAVE WE
STUDIED CONTAMINATION

USES

COMPATIBILITY - CITY HAUL + SPEEDWAY

CAN INFINION CAMPUS ACCOMMODATE?
SPEEDWAY

FEEDBACK IS GATHERED BY USE
A MARKET ANALYSIS WILL HAPPEN IN
PARALLEL

PHASE 1 SHOULD INCLUDE CONSTRAINTS
FINANCIAL MODELING

GOVERNANCE - FAIR COMMISSION
JOINT BOARD
OTHER MODELS

KNOWN
UNKNOWNS

MARKET ANALYSIS

HIGH LEVEL PROFORMA

ENVIRONMENTAL

INFRASTRUCTURE

LEGAL

WILL THIS
BE PHASE
1 OR 3?

WE SHOULD FIND OUT ABOUT ENVIRONMENTAL
ISSUES NOW

ARE THERE HISTORIC ASSETS?

FIT TEST - WHAT FITS ON THE SITE

= NOT A MASTER PLAN

JUST INITIAL MAT ANALYSIS

= COMPATIBILITY

EMERGENCY CONSTRAINTS

UNBUNDLE USES - PARKING

(6)

PARALLEL PROCESS

CITY ENGAGEMENT INFORMS
OTHER ANALYSIS INFORMS

WHEN TO LOOK INTO KNOWN / UNKNOWN'S

WHEN WE REPRESENT "THE COMMUNITY"
IT REACHES BEYOND WHO PARTICIPATES

OUTREACH OUTLINE - FOLLOW, GET
BROAD INPUT

GET ON THE TABLE - REACH CONCLUSION
ON LEASE BEFORE 2023

PEOPLE MAY BE SURPRISED BY AMOUNT
OF REVENUE

AUCTION TO GET INTO AN AMBIVALENT MODEL
= NOT TO BE DISCUSSED UPFRONT

OPEN MTG →

INFO TO RELEASE?

NOTES FROM CLOSED MTG
PREVIOUS REPORTS

7

JOINT MTG

PEGGY TO LEAD / CHAIR

KEEP DISCUSSION HIGH LEVEL

UDA TO PRESENT POWERPOINT DISCUSSING
PROPOSED PROCESS

Question

DO WE HAVE DATA ON USE OF BARNES / STATUS?

SHOULD WE USE CHARENTE TOOL?

→ DECIDE AS WE MOVE FORWARD

COMMUNITY DISCUSSIONS TO BE
FACILITATED - SUBCOMMITTEES TO BE
IN AUDIENCE

LOOK @ GOALS PROCESS AS EXAMPLE
VERBAL COMMENT - TIME CONTROL
WRITTEN INPUT ALSO OPEN

EMPHASIZE THAT THIS IS THE ANNUAL
STAGE. FRIDAY WAS OPEN. WILL BE
TELEVISED

FAIRGROUNDS CAN HELP GET MSG OUT

①

Fairgrounds Planning

Public Outreach

Fairboard

11/30/20

Change "Residents" to

"Community"

Petaluma =

Sonoma Marin Fair

- Police - Fire

Youth - Teens - Schools

Seniors

Volunteers

SRJC - Petaluma Campus

Neighbors

Residents, Industry, E-Wash Place

STAKEHOLDERS

(2)

- Local nonprofits
- Churches - Faithbased
- Friends of Kennilworth Park
- Govt. Agencies
 - CAL OES
 - RED CROSS
 - COUNTY OES
 - Police - Fire
- Youth - Teens - Schools
- Seniors
- Volunteers
- SRJC - Petaluma Campus
- Neighbors
Residents, Industry, E Wash Place

Meeting Types / Input

③

- LISTENING
 - Large Mtgs
 - Breakout groups
 - One on One w/ groups
- Surveys
 - SWOT
 - Preferences
 - Traditional Surveys
 - Paper
 - kiosks
 - Assure Fairness
 - use various approaches
 - Bilingual - Spanish

USES

(4)

- CURRENT TENANTS
- covered vs. not covered
- Potential NEW uses

Input is gathered by use

12 - 40 options

Could also be ranked

Includes Descriptions / Graphics

→ may need some illustrations
of current fair uses

General Level of Priority
Established
Market Analysis

Comments
How DO FIND COMMON GROUND? (5)

→ HIGH LEVEL analysis to
understand BALANCE

→ Budget will provide BALANCE

→ Economics are dynamic →
changes over time

→ Keep this from becoming a
numbers game

- use multiple platforms

→ Formulate while also accepting
other outcomes

→ This will also be discussed w/
Council Subcommittee

Comments

(6)

Past has been lease negotiations

Let go of history → look forward

Would UDA be part of Master Planning? Yes, they could.

Other disciplines will be needed

Concerned → This is different

then past discussions w/ council

? is there a new commitment from council?

⇒ This process can help meet city
formuats while also accomplishing
other outcomes

⇒ This will also be discussed w/
Council subcommittee

(7)

Constraints

- Legal issues need to be addressed.
- Financial
- conflicting options that affect the fair
- This will be a balance
→ possibilities for shared uses
- City vs. State - How does that work?
- understanding of DAA Board requirements is needed
- General Education is important
- Legal questions on land use constraints
- Fairgrounds Property is incredible asset
- Discussion about overarching ~~the~~ principals

(8)

- Can city agree to keeping fair
- This is process - ~~the~~ commitments at this point are premature
- other constraints have to be studied
 - infrastructure, access
- manage expectations - not a blank slate
- Fairboard has voluntarily granted property to city for community benefits
- needs assessment needs to be updated
- State could take property through Eminent Domain
- This is the only Fair on City Property

- Fair cannot improve infrastructure without certainty of long-term lease
- Sub-tenants - 12 tenants
 - They survive on tenant revenues
- They have to invest - roof
- They absorb costs for emergencies
- Modern era → Blackouts, Fair
 - Managing / Keeping large animals
- You can't be "both things"
 - Fences are needed for security
- Fences are critical to liability
- Setting Expectations Important
- Huge amount of anxiety among tenants
- We do want Fair to stay
 - council was directly - 5 days vs 365 days

- Stigma - Only \$1 Lease
- Landlord doesn't maintain property
 - what is cost?
- Demistify MYTHS
 - 5 days only
 - Only pay \$1.00
- staff is afraid they won't have jobs
- income covers maintenance & 365 staff
- income is lost to fair time only 11 mos.
- Fair wouldn't break even if you had to staff it alone
- Positive Economic Impact should be assessed → look @ State study

(11)

- Non-profits hold events that raise \$300,000 for community needs
- Fair serves demographic that can't afford other, more expensive entertainment
- Tenants are paying under market
- Income is not primary mission
- School pays \$.45/sf } \$.07/sf for outdoor space
- We need to be on the same page
→ what the property does - how it contribute,
- Tenants want to stay
- Guiding Principles
can we define?

Guiding Principles

(12)

- Can we find a unified list of common principals?
- Principals - Yes Numbers? _____
- Fairgrounds = Actual Fair is not whole story
- other year-around uses are possible only because of property
- Grandstand only serves divisive association
it can host other activities
- contract / MAU will allow other uses
- Race / speedway is loud - environmental concerns?
- Raceway is historic
- Does it need to be cleared?
- 15 acres?

- Grandstand → 1,500 people
- Not many other raceways
- Sonoma-Marin District
 - NOT All Board Members Live in Petaluma
- Board is appointed by Governor
- Each tenant has unique story
- Fairboard maintains property
- A lot of unknowns need to be acknowledged
- Missed opportunities, order of execution, moving fairs
- Where else could tenants go?
 - Fairs don't do well when they move

- Fairgrounds location in the center of town is unique
- Footprint / uses could be changed if funds could support.
- Herzog Hall is unique
- Historic assessment could be done
 - 1st airmail flight
 - Kennilworth (famous horse) & Seabiscuit were here
- Ideal outcome
 - city bond to update property
 - fair board still manages
 - profit sharing

Minor League Study - They wanted to take over property - Did not move forward

At the end of Joint city. →
 Timeline, specifics, proposals
 can we agree that process is

Thoughts on open Mtg

(15)

- Dispelling myths - how does that work?
- We/staff need to provide information to inform discussion
- Go Back to - what does process look like?
- Joint mtg is informational / direction → each committee has to go back to their group.
- Who is referred? Remind Group that this is a listening process
Peggy can set stage for discussion
- Should we get more granular on actual outreach?
- Discuss specific on outreach options at joint mtg.
- + the end of Joint mtg. →
Timeline, specifics, principals
- Can we agree that process is not endless.

(16)

Agreements

Principals

Timeline

Outreach Options

CONSTRAINTS con

• Do we have a detailed bldg. survey?

• Conditions

⇒ Depends on how they will be used?

⇒ other options

• leases are flexible

• Allison can put together info on subtenants spaces, uses