INITIAL COMMENTS

MH - would like docs released list as background info on website transparency 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
- Public education
  - Rental details
    - Payment
    - Maintenance
  - History of lease dates uses - clarify in report

Phases will conform with each other

EDUCATION? - Key principals property setting expectations
Stakeholders (cont.)

- 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

Meeting types

- Focus groups
- Open meetings

Stakeholders

- Organized labor
- City wellbeing? - Principal / Constraints
Stakeholders (cont.)

Arts - Music Festival
Beer Circus
Beer Festival, Craft Brewing

We would meet directly with stakeholders.

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 Charlotte 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 NJ urban chat wasted off to run parallel process

Uses

Tenants inside/outside potential uses will we discuss need for subleasing?

This will be part of financial model tenants rely on space affordable rent raceway? have we studied contamination
USES

COMPATIBILITY - CITY HALL + SPEEDWAY

CAN INFINION CAMPUS ACCOMODATE?

SPEEDWAY

FEEDBACK IS GATHERED BY USE

A MARKET ANALYSIS WILL HAPPEN IN PARALLEL

PHASE I SHOULD INCLUDE CONSTRAINTS

FINANCIAL MODELING

GOVERNANCE - FAIR COMMISSION

JOINT BOARD

OTHER MODELS

MARKET ANALYSIS

HIGH LEVEL PROFORMA?

ENVIRONMENTAL

INFRASTRUCTURE

LEGAL

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 MARKET ANALYSIS

= COMPATIBILITY

EMERGENCY CONSTRAINTS

UNBUNDLE USES - PARKING
Parallel Process
City Engagement Informs
Other Analysis Informs
When to look into Known / Unknowns

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

Allison to get into on Analog VLY model
= not to be discussed upfront

Open MtG →

Info to release?
Notes from Closed MtG
Previous reports
Joint Mt.

Peggy to lead/chair

Keep discussion high level

UDA to present PowerPoint discussing proposed process

Do we have data on use of Bansk/strains?

Should we use charrette tool?
  ⇒ Decide as we move forward

Community discussions to be facilitated - subcommittees to be in audience

Look at GOMS process as example
  Verbal comment - time control
  Written input also open

Emphasize that this is the announcement stage. Friday was open will be televised

Fairgrounds can help get msg out
Fairgrounds Planning
Public Outreach

Change "Residents" to "Community"

Petaluma = Sonoma Marin Fair

- Police - Fire
- Youth - Teens - Schools
- Seniors
- Volunteers
- SRJC - Petaluma Campus
- Neighbors
- Residents, Industry, & Wash.
STAKEHOLDERS

- Local nonprofits
- Churches - Faith-based
- Friends of Kennilworth Park
- City 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

- 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

- Current Tenants
- Covered vs. Not Covered
- Potential New Uses

Input is gathered by use
12-40 options
Could also be ranked
Includes Descriptions/Graphs
May need some illustrations of current fair uses

General Level of Priority
Established Market Analysis
How do find common ground?

→ High level analysis to understand balance

→ Budget will provide balance

→ Economics are dynamic and changes over time

→ Keep this from becoming a numbers game
  - Use multiple platforms

→ Concerns: This is different from the past

→ This process works well also accomplishing other outcomes

→ This will also be discussed by county subcommittees
Comments

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
Formuals while also accomplishing
other outcomes.
⇒ This will also be discussed w/ council Subcommittee
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 DMA Board requirements is needed
- General Education is important
- Legal questions on land use constraints
- Fairgrounds Property is incredible asset
- Discussion about overarching principals
• Can city agree to keeping fair
• This is process – 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 → Black-outs, 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 direct - 5 days vs 365
→ Stigma - Only $1 Lease
→ Landlord doesn't maintain property
  - what is cost?
→ Demystify myths
  - 5 days only
  - Only pay $1.00

→ Staff is afraid they won't have jobs

→ Income covers maintenance $365\text{ per year}
  - Staff

→ Income is lost to Fairtrade
  - Only 11 mos.

→ Fair wouldn't break even if you had to staff it alone

→ Positive Economic Impact should be assessed, look @ state study
- 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 $0.45/sf vs $0.87/sf for outdoor space.
- We need to be on the same page - what the property does - how it contributes.
- Tenants want to stay.
- Guiding Principals can we define?
Guiding Principals

• Can we find a unified list of common principals?
• Principals - Yes  Numbers? —
  Fairgrounds = Actual Fair is not whole story
• Other year-round uses are possible only because of property
• Grandstand only serves divisive associations; it can host other activities
• Contract / MOU will allow other uses
• Race / speedway is loud - environment concerns?
• Raceway is historic
• Does it need to be cleaned?
• 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...
• 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) and 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
Thoughts on open mtg

- 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 referee? 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.

At the end of joint mtg, → timeline, specifics, principals.

Can we agree that process is not endless.
Agreements
Principals
Timeline
Outreach options

CONSTRAINTS
- Do we have a detailed building survey?
  - Conditions
    - Depends on how they will be used?
    - Other options
      - Leases are flexible
      - Allison can put together info on subtenants/uses