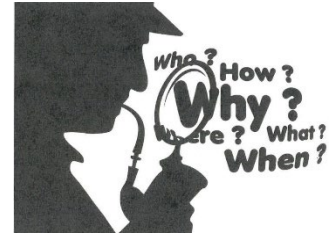


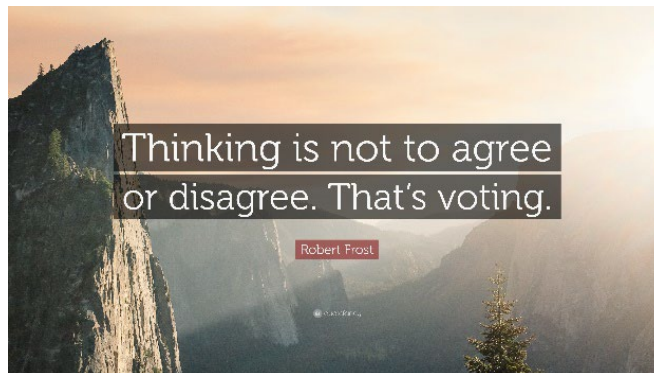
**2022 Petaluma Fairgrounds Advisory Panel
Report 1 – Guiding Principles, Report 2 – Pathways, Report 3 – Final Report
User Guide**

The Policy Impact Subcommittee has drafted this user Guide to clarify the process and development of the three reports presented to you by the Fairgrounds Advisory Panel (the Panel). It is our belief that an explanation of what unfolded over the course of three months would provide a clearer picture and further insight into the decision-making and evolution of the three reports presented to the Council.



How We Began

Let's start with the thinking...



Healthy Democracy asked 36 diverse Petalumans to put on their thinking caps and ponder the following question:

How might we use the City's fairgrounds property to create the experiences, activities, resources, and places that our community needs and desires now and for the foreseeable future?

Returning to this question time and again, it would be our guide throughout the process.



The first few weeks of the Panel included an information gathering phase. The panel heard from pre-selected stakeholders selected by the Informational Advisory Committee. In addition, we then selected and voted for other stakeholders who would present to the Panel in future sessions.

At the same time, Healthy Democracy engaged the Panel in a series of small group workshops designed to challenge us to consider our own biases and privileges which served to open our minds. Also, Healthy Democracy gave us the tools for asking more meaningful questions which helped us to keep on the path of answering the question that the city asked in a timely manner. It was at this point that the work for developing the GUIDING PRINCIPLES for the Panel initiated.



Over the course of a series of small groups, discussions, negotiations, and some good ol' Democracy, the Panel finalized a catalogue of 28 Guiding Principles.

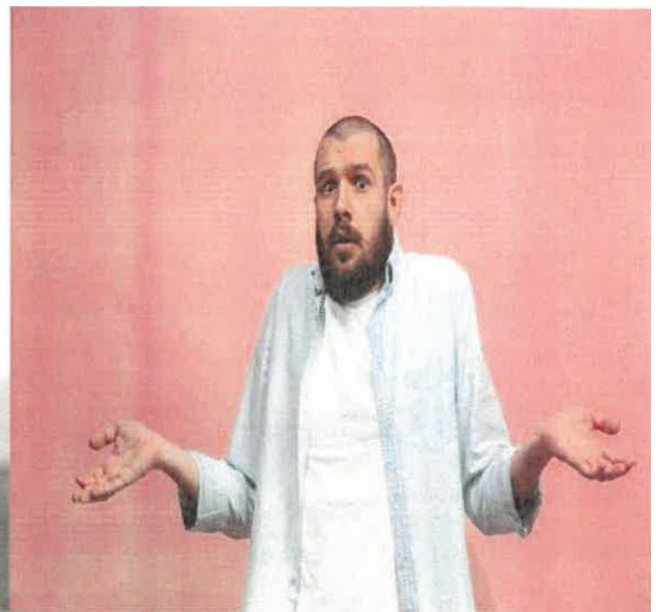
The first report on Guiding Principles can be found here: <https://healthydemocracy.org/wp-content/uploads/2022-Petaluma-Fairgrounds-Advisory-Panel-Report-1-Guiding-Principles-1.pdf>



The Panel then began a similar process for the proposal of Site Options, including negotiation and consolidation of options similar to one another. This led to the second report titled "Second Report: Pathways." The second report can be found here:

<https://healthydemocracy.org/wp-content/uploads/2022-Petaluma-Fairgrounds-Advisory-Panel-Report-2-Pathways-1.pdf>.

It might present to the reader as confusing, as there are options that appear to be duplicates. These options came from several small groups formed to come up with their own set of options, and then once all options were combined together from all groups, we did see some duplication.



Have you ever been in a conversation with someone and appears as if both parties are saying the same thing? In that moment the voices of Ella Fitzgerald and Louie Armstrong echo "You say tomato, I say tomato"... Unfortunately, in democracy we can't simply "Call the whole thing off!" By working together, we were beginning to see that we had agreement on some options (thus, the duplication).

The Panel was experiencing a true practice in democracy.

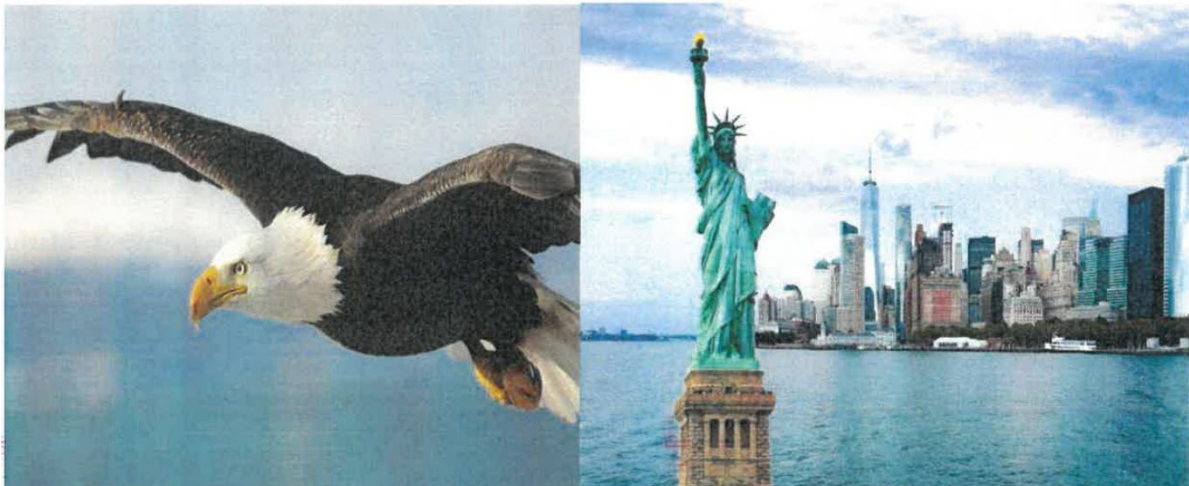
One resource which was limited for the Panel was time. There was a scheduled end date of July 11, 2022 at which point the final report was to be presented to the City Council. The Panel had done the best they could to consolidate the similar site options attempting to ensure that not one voice was marginalized. Now it was time to distill all of the options and ideas down into options each group could agree upon.



Moving into the final phase of the process, each panelist developed their own vision for the Fairgrounds and were able to share their visions with each other.

Panelists then began to align their visions with those that complimented their own. From this process, three groups were formed. Each group drafted their own vision statement to reflect their shared image.

As the three groups continued to refine the wording of their site options, some similarities across the groups emerged. From these similarities, the Panel came up with 5 Key Points of Agreement (see Third Report: Final Recommendations). If it seems easy to get lost in the various options from three groups, it's helpful to remember the 5 Key Points of Agreement as these are the over-arching principles that should guide the city's decision-making on the fairgrounds.



The final vote ensued!

Panelists were asked to vote "Strongly Agree," "somewhat agree," "don't know/neutral," or "disagree" with the vision statement of each group.

This round of voting resulted in the final report, "Third Report: Final Recommendations." You can find the report here: <https://healthydemocracy.org/wp-content/uploads/2022-Petaluma-Fairgrounds-Advisory-Panel-Report-3-Final-Report-1.pdf>. While the report does not specifically spell out any one idea that MUST happen at the Fairgrounds, by reading the Core Elements listed, and their corresponding percentages of support, the reader can see what is important to the community as a whole.



FINAL NOTE

The Policy Subcommittee would like to thank the City Council for sponsoring the Panel and Healthy Democracy for their guidance throughout the process. We hope this manual assists in better understanding the process and development of the Three Reports.