



# 2024 SONOMA CITY COUNCIL GOAL SETTING

February 2, 2024

The Lodge at Sonoma

# **WELCOME & INTRODUCTIONS**

**2024 SONOMA CITY COUNCIL GOAL SETTING**



# TODAY'S AGENDA

2024 SONOMA CITY  
COUNCIL GOAL SETTING

- 9:00 a.m. **Welcome & Introductions**
- 9:15 a.m. **Day Preview, Desired Outcomes**
- 9:40 a.m. **Kickoff Question**
- 10:00 a.m. **Public Comment and Input**
- 11:00 a.m. **State of the City**
- 11:30 a.m. **2024 Goals Brainstorming Session**
- 12:30 p.m. **Lunch (working)**
- 1:00 p.m. **2024 Goals Brainstorm Refinement**
- 3:00 p.m. **Break**
- 3:15 p.m. **2024 Goals Brainstorm Refinement**
- 4:45 p.m. **Next Steps and Review**
- 5:00 p.m. **Adjourn**

# **ACTIVITY**

**What is your why and/or passion for  
your role with the City of Sonoma?**

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# **PUBLIC COMMENT**

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# STATE OF THE CITY

2024 Sonoma City Council Goal Setting





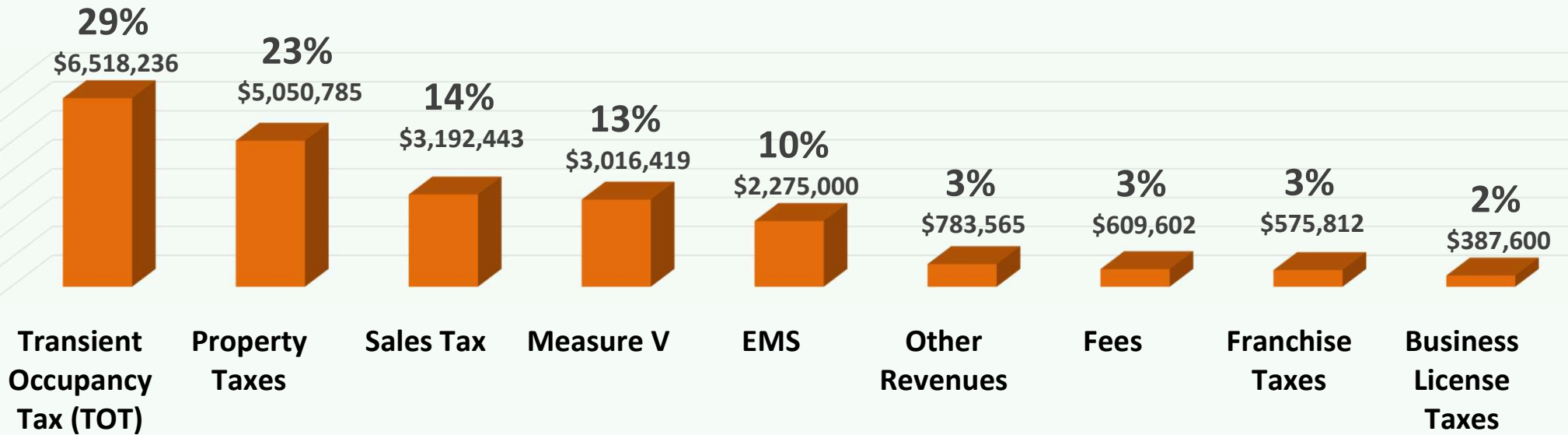
# 2023 - THE YEAR OF THE ARTS

Sonoma embraced the 'Year of the Arts' with a commemorative bench & dedication ceremony for U.S. Poet Laureate Ada Limón, rotating art exhibits in City Council Chambers, Earth Day Photo Contest, Trashion Fashion Show and more. The City also supported the return of the Sonoma Art Walk and Vintage Festival Poster Contest.



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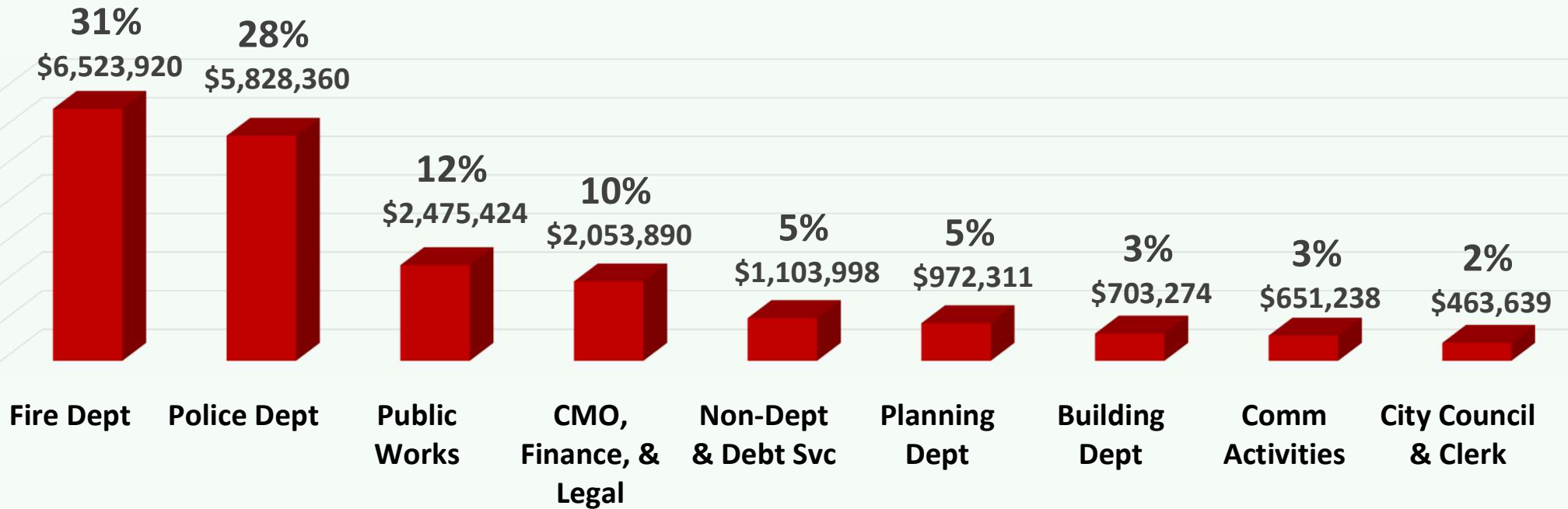
# FY 23/24 BUDGET GENERAL FUND REVENUE





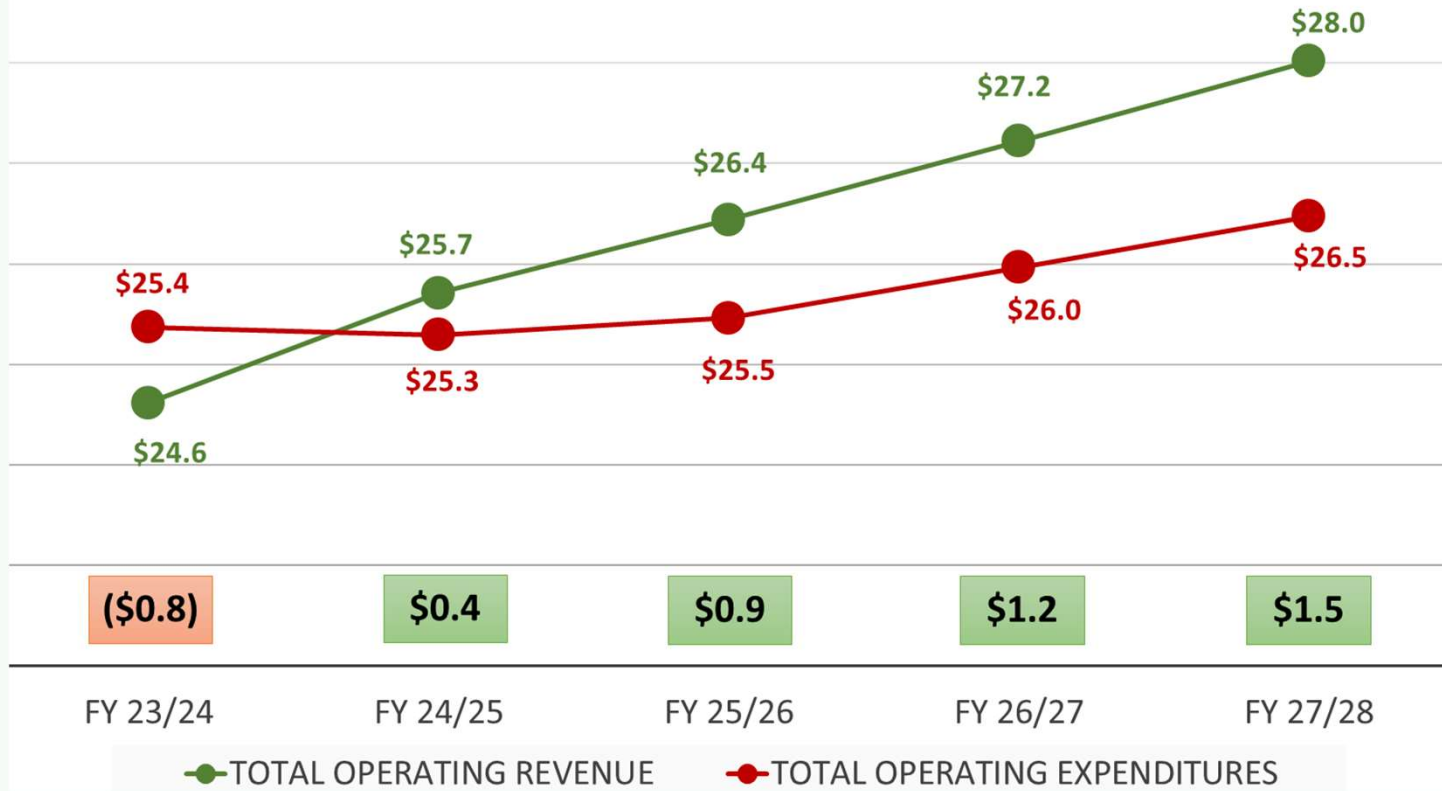
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# FY 23/24 BUDGET GENERAL FUND EXPENSES



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# FY 23/24 BUDGET 5 YEAR FORECAST (ASSUMPTION CHANGES)



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# 2023 CITY COUNCIL GOALS



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PHOTO: SONOMA CITY STAFF, DECEMBER 2023

# ORGANIZATIONAL ASSESSMENT/ SUCCESSION PLAN

## 2023 COUNCIL GOALS, ACCOMPLISHMENTS

- ✓ Hired City Manager
- ✓ Restructured Planning & Building Departments and hired Community Development Director
- ✓ Created & filled weekend/evening Public Works Parks Maintenance Worker position
- ✓ Filled three long-time vacant positions in the water department to bring to full staff levels
- ✓ Began review and update of Human Resources policies and procedures

# GENERAL PLAN UPDATE

## 2023 COUNCIL GOALS, ACCOMPLISHMENTS

- ✔ Awarded contract for the General Plan Update
- ✔ Established General Plan Update Task Force
- ✔ Launched dedicated project website:  
[www.sonomacity.generalplan.org](http://www.sonomacity.generalplan.org)
- ✔ Held numerous public meetings and workshops to get input from the public and businesses
- ✔ Conducting a public input online questionnaire
- ✔ Began the existing conditions analysis

*PHOTO: GROUP ACTIVITY AT A GENERAL PLAN COMMUNITY WORKSHOP*



# HOUSING

## 2023 COUNCIL GOALS, ACCOMPLISHMENTS

- ✓ Adopted Housing Element
- ✓ Updated Affordable Housing Impact Fee
- ✓ Developed Planning Commission Workplan to implement Housing Element goals
- ✓ Implemented on-line permitting system



# 2023 COUNCIL GOALS ACCOMPLISHMENTS

## **“New” Park W MacArthur & 5th St W**

The City hired LandCulture LLP, a landscape architecture firm, to design the new park. Public outreach and initial designs expected this year.

## **Update & Review City Emergency Procedures/Plan**

The updated Emergency Operations Plan is currently in final review and City has identified replacement Emergency Preparation & Response Support and Training for 2024.

# SUPPORT CITY AND VALLEY PARTNERS

## 2023 COUNCIL GOALS, ACCOMPLISHMENTS

### Homeless Services

- ✓ Completed Homeless Strategic Plan
- ✓ Allocated funding for HAS (shelter) and SOS (food)
- ✓ Funded a full-time homeless case worker
- ✓ Funded part-time By-Name List Manager
- ✓ Established Emergency Warming Center guidelines and awarded contract for center operator

### Non-Profits, Sonoma Sister Cities & School District

- ✓ Re-established and maintained relationships
- ✓ Regular check-ins with key staff
- ✓ Participation in joint committees
- ✓ Establishing process for budget funding requests

*PHOTO: MAYOR LOWE WELCOMES SONOMA SISTER CITY DELEGATION FROM GREVE IN CHIANTI, ITALY*





# TRAFFIC & PEDESTRIAN SAFETY

## 2023 COUNCIL GOALS, ACCOMPLISHMENTS

- ✓ Pedestrian Safety Improvements at Hwy 12 & Verano
- ✓ Enhanced Pedestrian Crossings on Broadway
- ✓ Lighted Stop Sign at 5th & Andrieux
- ✓ Re-Established Traffic Safety Committee
- ✓ Increased traffic enforcement by the Sonoma Police Department

*PHOTO: SONOMA STREETS TEAM INSTALLING AN RRFB ON BROADWAY*



# 2023 COUNCIL GOALS, NOT STARTED

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## **Plaza Master Plan**

Will be addressed with potential new Parks & Recreation Department.

## **Create Task Force for Public Art Master Plan**

The Cultural & Fine Arts Commission is revising the City's Public Art Policy and will assess its 2024 work plan based on Council Goal Setting to address a Master Plan.

## **West Napa St / Hwy 12 Design Improvement**

West Napa Street is also State Route Highway 12 and requires Caltrans participation and support.

# “GETTING STUFF DONE”

## ADDITIONAL CITY PROJECTS & INITIATIVES COMPLETED

- ✓ Climate Action Strategies
- ✓ Plaza bathrooms “refresh”
- ✓ Three New AEDs
- ✓ Cemetery Assessment & Update
- ✓ Cemetery Volunteer Workdays
- ✓ Montini /Overlook Connector Trail

*PHOTO: VOLUNTEER WORKDAY AT MOUNTAIN CEMETERY*





*PHOTO: COMMUNITY MEETING AT SONOMA VALLEY OAKS PARK*

# PROJECTS AND INITIATIVES IN PROGRESS

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Plaza Trash Can Replacement  
Plaza Bike Rack Installation  
Chase Street Bridge Replacement  
Arts Policy Update  
Emergency Operations Plan Update  
Olsen Park Improvement Project  
Sonoma Valley Oaks Park Enhancement Project  
Depot Park Civil Upgrades

# CELEBRATING OUR COMMUNITY



## RECOGNITIONS

Alcalde, Bill Lynch  
Treasure Artist, Jamie Love  
Student Artist, Grace Atkinson  
Sustainable Business Honoree,  
The Epicurean connection  
Celebrate Sonoma Honoree  
Ken Brown

## EVENTS

Sonoma Valley Pride  
Tuesday Night Market  
Community Swim Days  
4th of July  
City Party  
Vintage Festival  
Spooktacular Sonoma  
Lighting of the Plaza  
Lighted Tractor Parade...and more!

## PARTNERSHIPS

Contracts with the Sonoma Valley  
Chamber of Commerce and  
Sonoma Valley Visitors Bureau  
Financial support for Recreation  
Partners that provide core  
services to the community  
Coordination with Valley  
organizations for emergency  
preparation and response

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## CHALLENGES

In 2024, Sonoma confronts challenges many communities are facing such as the housing affordability, rising living costs, budget recovery, funding sources, and increased extreme weather events.

Drawing on the support of our Leaders, Partners, and Community, as demonstrated in previous years, we are prepared to face these and any unforeseen challenges.



PHOTO: 2023 EARTH DAY PHOTO CONTEST WINNER  
"VIEW OF SUGARLOAF MOUNTAINS" BY AMIEE CHAVEZE

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# **CITY COUNCIL PRE-GOAL SETTING INTERVIEW SUMMARY**



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**2024 SONOMA CITY COUNCIL GOAL SETTING**

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## ***Q: What is your vision for the City?***

**Historic, small, charming town with traditions and heritage.**

**Enhanced services to the community.**

**A model city for climate mitigation and adaptation with affordable housing.**

**An arts and culture destination.**

**Sophisticated with vitality and energy.**

**Sustainable.**

**Embracing and engaging with the younger generation living in the City.**

**To be known for our parks and recreation.**

**A town with a good socio-economic mix with a small-town character and affordable housing to support our whole community.**

**An efficient, well-run City that is inclusive of all elements of our society with opportunities for locals and visitors.**



# *Q: What issues and concerns do you see for the City?*

## **HOUSING**

short and long-term needs, affordable, middle-income housing

## **CITY CULTURE**

small town perspective

## **COMMUNITY & ECONOMIC DEVELOPMENT**

## **CITY BOUNDARY EXPANSION**

(annexation)

## **LACK OF AGE DIVERSITY**

## **INCREASING ECONOMIC DIVERSITY**

lack of industries, one source of revenue (TOT)

## **DECLINING SCHOOL ENROLLMENT**

## **BRINGING THE WHOLE COMMUNITY TOGETHER**

engage all generations and integrate East and West sides

## **DIFFICULTY ACCOMPLISHING A VISION**

to act and move things forward

## **UNDERUTILIZATION OF CITY ASSETS**

lack of staffing to maintain assets, under-resourced, parks and recreation

## **DIFFERENT APPROACHES TO FUTURE DEVELOPMENT**

## **TRANSIENT COMMUNITY**

weekend visitors that put strain on City and resources

## **CLIMATE PREPAREDNESS, MITIGATION, AND ADAPTATION**

## **FINANCIAL**

revenue generation and management of our finances

## **SAFETY AND TRAFFIC MANAGEMENT**

# *Q: What are your initial 2024 goal ideas for the City?*

- **BUSINESS ATTRACTION & INNOVATION**
  - to support small businesses; job market diversification
- **COMMUNITY CHARACTER**
  - add commercial and housing projects; arts, culture, historic sites, restoration of our landscapes
- **HOUSING**
  - affordable and middle-income housing; housing trust fund; rent assistance
- **COMMERCIAL CORRIDOR IMPROVEMENTS (W NAPA ST AREA)**
  - infill projects
- **GENERAL PLAN REVIEW**
- **CLIMATE MITIGATION & ADAPTATION**
- **SALES TAX INITIATIVE**
  - support a recreation department
- **ANNEXATION**
- **PLAZA VITALIZATION**
  - master plan, economic opportunities
- **CITY SERVICES**
  - community service, reduce obstacles to permits, streamline services
- **TRAFFIC SAFETY**
- **REVENUE AND BUDGETS**

# **2024 GOALS BRAINSTORMING SESSION**

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# LUNCH



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# **2024 GOAL REFINEMENT**

**2024 SONOMA CITY COUNCIL GOAL SETTING**

# BREAK



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# **2024 GOAL REFINEMENT**

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# **CLOSE OUT & NEXT STEPS**

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# Thank You!



## **SONOMA CITY COUNCIL 2024**

**Ron Wellander | Patricia Farrar-Rivas, Vice Mayor | John Gurney, Mayor | Jack Ding | Sandra Lowe  
David Guhin, City Manager**

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# KEEP IN TOUCH!

Access to accurate and timely information is critical to helping you understand the issues and decisions facing Sonoma's City Council and Commissions and engage in the policy-making process. Stay informed by subscribing to receive the latest e-newsletters, following @sonomacity on Facebook and Instagram and watching for our posts on Nextdoor.

## CONTACT US

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 [sonomacity.org](http://sonomacity.org)       [cityhall@sonomacity.org](mailto:cityhall@sonomacity.org)

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receive city news & updates

