



## CITY OF HEALDSBURG PARKS AND RECREATION COMMISSION REGULAR MEETING – AGENDA

City Council Chambers  
401 Grove Street, Healdsburg CA 95448  
Phone: 707-431-3301

Meeting Date: May 13, 2020  
Time: 6:00 P.M.  
Date Posted: May 8, 2020

### **CORONAVIRUS (COVID-19) ADVISORY NOTICE**

Consistent with Executive Orders No.-25-20 and No. N-29-20 from the Executive Department of the State of California and the Sonoma County Health Official Orders No. C19-03 and C19-05 the City of Healdsburg Parks and Recreation Commission meeting will not be physically open to the public and all Commission Members will be teleconferencing into the meeting via Webex Meetings.

#### **How to Observe the Meetings**

To maximize public safety while still maintaining transparency and public access, members of the public can observe the meeting by visiting <http://healdsburgca.iqm2.com/Citizens/default.aspx>.

#### **How to submit Public Comment**

Members of public may provide public comment by emailing [publiccomment@ci.healdsburg.ca.us](mailto:publiccomment@ci.healdsburg.ca.us), during the public comment period on that particular item, or during the public comment period for non-agenda items. For example, public comments on Item 3A will be received from the point at which the Chair opens the public comment period on Item 3A, to the point at which he closes the comment period. We will hold the comment period open for at least three (3) minutes to ensure anyone with a comment is able to email the comment. Comments received during the relevant time period will be read into the record, with a maximum allowance of 3 minutes per individual comment, subject to the Chair's discretion. All comments should be a maximum of 500 words, which corresponds to approximately 3 minutes of speaking time. Any comment received outside of the comment period on that item, or outside of public comment on non-agendized items, including all comments received prior to the start of the meeting, will be included in the record of the meeting but will not be read into the record.

#### **American with Disabilities Act Accommodations**

Any member of the public who needs accommodations should email Community Services at [communityservices@cityofhealdsburg.org](mailto:communityservices@cityofhealdsburg.org) or by calling 707-431-3301. Staff will use their best efforts to provide reasonable accommodations to provide as much accessibility as possible while also maintaining public safety in accordance with the city procedure for resolving reasonable accommodation requests. All reasonable accommodations offered will be listed on the city website at <https://www.ci.healdsburg.ca.us/406/ada---public-accessibility>.

*SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS: Any writings or documents provided to a majority of the City Parks and Recreation Commission regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review in the Parks and Recreation Office located at 1557 Healdsburg Avenue during normal business hours. If supplemental materials are made available to the members of the Commission at the meeting, a copy will be available for public review at the Parks and Recreation Office located at 1557 Healdsburg Avenue, Healdsburg, CA 95448. These writings will be made available in appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.*

1. CALL TO ORDER
  - a) Roll Call
  - b) Welcome Commissioner Marcy Flores
  - c) Pledge of Allegiance
  - d) Changes (Deletions) from Agenda
  - e) Approval of Minutes
  
2. ELECTION OF CHAIR AND VICE CHAIR FOR 2020  
*Elect a Chair and Vice Chair to serve for 2020*
  
3. CITY COUNCIL LIAISON REPORT  
*Receive a report from City Council Liaison David Hagele*
  
4. PUBLIC COMMENT ON NON AGENDA ITEMS  
*This time is set aside to receive comments from the public regarding matters of general interest not on the agenda, but related to Commission business. Pursuant to the Brown Act, however, the Commission cannot consider any issues or act on any requests during this comment period.*
  
5. OLD BUSINESS
  - a) 3 North Street-Farmers' Market Project  
*Receive an update on the 3 North Street – Farmers' Market Project*
  
6. NEW BUSINESS
  - a) Community Services in COVID-19  
*Receive an update on Community Services' response and future planning processes during COVID-19*
  
7. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (*Staff, Information Only*)
  
8. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING
  
9. FUTURE AGENDA ITEMS
  
10. ADJOURNMENT

Commission Members

Kathy Birdsong (Term Expires 12/31/2020)

Jackson Boaz, Youth Representative (Term expires 12/31/21)

Ron Doble, Chair (Term Expires 12/31/2022)

Marcy Flores (Term Expires 12/31/2021)

Chris Herrod (Term Expires 12/31/2021)

John Lambert, Vice Chair (Term Expires 12/31/2022)

Lacey Scott (Term Expires 12/31/2022)

Jay Tripathi (Term Expires 12/31/2020)

**CITY OF HEALDSBURG  
PARKS AND RECREATION COMMISSION  
REGULAR MEETING MINUTES**

**February 12, 2020  
City Hall Council Chambers  
401 Grove Street, Healdsburg, CA 95448**

The Parks and Recreation Commission met in regular session at 6:00 P.M.

**1. CALL TO ORDER**

**1.a. Roll Call**

Present Commissioners: Birdsong, Boaz, Doble, Herrod, Lambert, Scott and Tripathi

Absent Commissioners: None

Staff Present: Community Services Director Themig, Facilities and Events Supervisor Milde, Office Assistant Salas, Recreation Manager Jahns, and Superintendent Licea, Older Adult and Senior Services Supervisor Grant

**1.b. Pledge of Allegiance**

**1.c. Changes (Deletions) from Agenda**

None

**1.a. Approval of Minutes**

On a motion by Commissioner Birdsong, seconded by Commissioner Lambert, approved the January 8, 2020 special and regular meeting minutes. Motion made on a voice vote. (Ayes – 7, Noes – 0, Absent – None)

**2. PRESENTATIONS**

**2.a. Healdsburg Police Chief Kevin Burke**

Chief Burke awarded Anna Grant and Dave Jahns with a Commendation of Merit Award from the Healdsburg Police Department for their extraordinary, selfless service and support to the department, staff, and community during the Kincade Fire. Burke presented them with a special pin and plaque. Jahns thanked Burke for the award and expressed it was a team effort which was extremely difficult but very rewarding. He expressed Healdsburg is a special place and feels like a second home.

### **3. PUBLIC COMMENT**

*This time is set aside to receive comments from the public regarding matters of general interest not on the agenda but related to Commission business. Pursuant to the Brown Act, however, the Commission cannot consider any issues or take action on any requests during this comment period.*

Charles Duffey asked if access to Fitch Mountain would ever start; he understands plans have been made and the project has been pushed back. Themig replied that the project was delayed due to erosion, he will follow up with Mr. Duffey.

### **4. OLD BUSINESS**

#### **4.a 3 North Street – Farmer’s Market Project**

Director Themig provided a presentation which included historical elements of the 3 North Street site. The Cerri Building is iconic and has been part of the town for over 100 years; it was used as a fruit and nut distribution company and subsequently for Purity Chemical Products. It was purchased by the City in 2004. Between 2007 to 2011 several ideas regarding the redevelopment of the site were discussed. In 2011, the Redevelopment Agency dissolved which left the state of the property unresolved. The City was able keep the property since it was determined to be a benefit to the community due to the Wetzel Flower Garden.

Themig reviewed the planning efforts for the City and the direction given by City Council. The public process included numerous public meetings and focus groups, and reports provided to the Parks and Recreation Commission (PRC) and City Council. These included environmental studies of the site which found underground storage tank leaks and low levels of copper and lead inside the building.

City Council was presented with three concept designs:

1. Renovate and repurpose the building – remove existing shell and replace with galvanized material. Low and high elevations for the market.
2. Remove the building and build a modernized building – Community not in favor of design.
3. Remove and reconstruct (Agrarian feel) – preferred by community members.

In 2016, City Council provided staff direction to continue with the schematic design which needed to include; preserving the façade and a portion of the building, bathrooms and a kitchen, use of ecological friendly surface for the parking lot and maximize parking, and be able to implement the project in several phases. A video showed what the site may look like, the estimated cost for the construction of site in 2021 would be around \$7M.

The schematic design was recommended for approval in April 2017 by the PRC and approved by City Council in May 2017. A workgroup was created to discuss fundraising efforts for the project in 2017. Staff separately initiated a conversation with a local family regarding their interest in the

project. In January, the City received a pledge from the Foley Family in the amount of \$7 million to fund the proposed project. The pledge required naming rights for the project and an agreement between the Foundation and the City. The pledge was presented to City Council in January 2020, during that meeting City Council also discussed affordable housing at the same site.

Staff conducted case studies, a fit analysis and operational models for the site which were reviewed. Staff identified 10 facilities throughout the country that have similar sites and studied the uses, who and how these are operated, revenue, operations (season, hours, staff), open air concept, and features. Supervisor Milde went over three sites which had the closest similarities to 3 North Street: Overland Park Farmer's Market in Kansas, Central Park Pavilion in Davis, California, and Rockford City Market, in Illinois. Community Services staff conducted a fit analysis earlier in the week with representatives from the market. They agreed the market would fit on the site and looked at several ways the market could be used, they want to continue to be involved in the process.

Themig demonstrated illustrative depictions of the two operational models and potential framework for the market; the community, the PRC and City Council would need to decide the uses and activities that could take place.

#### Model 1 – Park Pavilion

A passive approach, Farmer's Market plus limited number of events and activities. Cost would be less as well as revenue. e.g. (City-run events, City-sponsored events, external/permitted events)

#### Model 2 – Event Venue

Active approach, Farmer's Market plus significantly more events. Operations cost would be greater as well as revenue potential. e.g. (External ticketed events, non-ticketed and corporate events, and a limited number of weddings)

There are questions regarding the City's ability to regulate the site outside of normal hours of operation due to the homeless population issues in the rest of the county. The law allows cities to enforce restrictions of the use of public spaces if there are beds available in shelters for the area. This is a problem state-wide and much conversation is currently taking place.

City Council will receive an overview of planning for the project and the outreach that has been completed for the site at the March 2<sup>nd</sup> meeting.

#### *Public Comment*

*Janet Ciel*, Healdsburg Farmer's Market Manager expressed she initially had concerns that the site would not accommodate their needs. After the site analysis she realized it has plenty of space. She is in support of the site which has potential for the community and vendors.

*Jennifer Utsch (Jendala)*, showed her support for the project which would allow farmers and artist a place in the community. She previously lived in Tucson, Arizona where similar pavilions are starting to appear.

*Lou Preston*, owner of a farm on Dry Creek Valley and board member for the market stated that the market brings a diversity of endeavors for the community. He is in support for the pavilion and is excited that the City is expressing support and commitment for the market which has not been done in the past.

*Don Frisbie* is in favor of preserving part of the architecture of building due its historic element. The project would take pressure away from events at the Plaza and has significant support which would benefit the community. There are other areas for housing and one project should not take place in lieu of the other at the site.

*Jesse Cardwell* urged the Commission to accept the \$7M gift from the Foley Family. It would be sad not to accept the gift which could provide a market and event center for the community. Without a decision the project is just getting more expensive. He stated that affordable housing is needed and should include housing for middle class as well.

*Ted Crowell* asked to consider the positive effect that the project would have for the use of the Plaza. Some of the events which usually take place at Plaza Park could move onto this site.

*Charles Duffey*, congratulated staff for the presentation; a round of applause from the public supported his remark. He previously lived in the City of Davis; the Mondavi Family gifted a donation for the Mondavi Center for the University of California which transformed the site and that community.

*Andrea Michelsen* thanked staff for the presentation and showed support for the market. She pointed out that neither Healdsburg nor Windsor have a homeless shelter, she asked Commission to consider what would be done with this population if they were to use the space.

*Ariel Kelley*, a former Parks and Recreation Commissioner talked about the process for the site during her term and shared background information regarding the project. She added that in 2018, some of the funds that were assigned for the project were used towards building the parking lot north of City Hall; to her knowledge those funds have not been reallocated back towards the project. She agrees that housing is needed, she would like to see the project happen for the community and for her children.

*Tim Unger* shared that a petition with 1,117 signatures demonstrates that the community has come together in support of the project. He agreed that there are housing needs for working families and the planning needs to be done on a larger scale city-wide. He encouraged the City to accept the

generous gift for the benefit of the community. He added he would like to see additional homes for those in need in the community.

Public comment closed at 7:21 P.M.

Lambert inquired whether anyone on the Commission was opposed; all Commissioners are supportive of the project. Tripathi shared that the process has been lengthy and costly to the city, the funding was the issue and not has been solved. He was critical of the lack of leadership and management skills and expressed his frustration for projects that get revisited time and time again. His remark followed a round of applause from the public.

Commissioners spoke about the homeless and affordable housing needs in the community. They thanked staff and the Foley Family which did not receive enough recognition for their gift and spoke about other donations and possibilities that could follow. They encouraged the public to continue the momentum for the project during the City Council meetings.

A motion by the Parks and Recreation Commission enthusiastically supports the generous donation from the Foley Family Foundation for the construction of the 3 North Street Project as it brings the most value to the entire community and wishes to see the project started as soon as possible. Motion made on a roll call vote. (Ayes – 7, Noes – 0)

Commissioners discussed the possibilities of a joint meeting with City Council which they have previously requested. Lambert was concerned about the timing of the donation and whether the foundation may look for another project to be part of it the City does not approve.

Commissioner Scott, seconded by Commissioner Tripathi made a motion to request that City Council set a joint work session with the Parks and Recreation Commission to discuss overall operations of parks and community services. Motion made on a voice vote. (Ayes – 0, Noes – 0)

## **5. NEW BUSINESS**

None

## **6. INFORMATION AND REPORT OF COMMUNITY SERVICES ACTIVITIES (Staff, Information Only)**

Themig reported the reappointment of Commissioners Doble, Scott, Lambert, and the appointment of Marcy Flores as a new commissioner.

## **7. COMMISSION REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING**

None

## **8. FUTURE AGENDA ITEMS (Tentative)**

The March 11<sup>th</sup> meeting will be cancelled, and a special meeting will take place on March 25 to go over the facilities assessment.

**9. ADJOURNMENT**

There being no other business to discuss, on a motion by Commissioner Birdsong, seconded by Commissioner Herrod adjourned the meeting at 7:53 P.M. The motion carried on a voice vote.

The next special meeting is scheduled for March 25, 2020, at 6:00 P.M. at the City Hall Council Chambers (unless otherwise established), 401 Grove Street, Healdsburg CA.

APPROVED:

ATTEST:

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Ron Doble,  
Chairperson

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Mark Themig,  
Community Services Director