

STRATEGIC PLANNING STAKEHOLDER SESSION

FLIPCHART TRANSCRIPTION

October 4, 2013

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Trends:

Demo changes – priced out of living in area

Infrastructure updates

Balance tourism needs with businesses need non-tourist businesses

Need mid/upper level rental housing

Lack of flex business space downtown

Funding ability – pensions

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Trends:

Parking deficient

Maintaining high level business driven by tourists

Expansion – tourism?

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Trends:

Demographic change – existing and growing Hispanic community

Resident vs tourist mentality

Growing # second homes

Land use – growth, infill

Rate of tourism growth

Change of character of wine industry- corporate interests

Funding decreases for city government

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Roles, years

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Trends:

Housing and affordability

Economic growth, tourism, etc and its impact on residents

Replacing Redevelopment funds

Shift of economy from industrial to retail/tourism

Balance and management of growth vs non-growth

Expectations:

Clear vision of City direction; priorities of importance to move HBG forward

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Trends:

Tourism

Quality of life for locals

Rising housing prices

Cost of living increases

Aging demographics

Electronic footprint

Expectations:

Figure out if city has an actual plan. Are we prepared for the unexpected?

Financial preparedness of City

Want the city to listen to us

Want to be sure are dealing with changing nature of constructions

How aware is the city of these problems?

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Trends:

Aging population

Lack of affordable housing

Downtown parking

City/gov't pensions – too much \$

Balancing local/tourist needs

Income disparities

Expectations:

Find solutions to act on

Establishing priorities

New ideas

Future orientation

Being part of change

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Expectations:

Feedback – tourism streams of revenue

Direction – city – heading

Measure results

No specific project discussion

ID and prioritize city needs

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Expectations:

Voice for diversity – Hispanic, youth for next steps

Good SWOT

Hearing people's concerns

Closely examine premises re: growth

Integrate more seniors

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Trends:

Lack of finances

Infrastructure

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Trends:

Active citizens

Tourism

Adaptability to change

Engagement with locals, tourists, children, etc.

Maintaining diversity, incorporate Latino contributions

Adapting to technology

Gap between income groups

Economic stability

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Expectations:

Build relationships – going forward

Skills learned

Small committee formation

Action plans

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Years

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Unique facts

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Unique facts

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Unique facts

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Unique facts

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Strengths:

Council works well together

Competent staff

Tourism

Retail

Ag business

Natural assets

Community/City relations

Progressive thinkers

Weaknesses:

Affordable housing supply inadequate

Lack of diversified economic base

Need rental rooms and conference space

Need better communication between the public and city agencies

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Strengths:

Tourism focused working -- buy in broad

Wine industry – “

Well respected in food industry – “

Attractive environment

Previous vision work

Strong tax base – healthy fiscal city

Improving schools

Healdsburg brand

Quality of life

High level of community involvement

Reasonably non-ideological approach

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Strengths:

Farmers markets, Tuesday free concerts

Downtown energy, charm and size

Agriculture

Desire to be here

Tourism

Free parking

Boutique winery industry

Active community participation and hometown feeling

Parkland Farms trails and open space

Diversity of hotel room categories

Inter-community support through local nonprofit groups/organizations

Safety feeling

Weaknesses:

Parking

Schools

Pedestrian – only streets around Plaza

Affordable housing

More police

Maintain current services rather than expand

Lack of communication from City to public

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Strengths:

Chamber

Good promotion of town

Downtown is vibrant

Good sense of community

Great local volunteer organizations

Good government

World class wine destination

Weather

Good place to live

Community events

Weaknesses

Downtown could become a victim of success

Parking

Cultural diversity

Southern entrance

Housing – types/affordable

Infrastructure

Business diversity

Dealing with vacation rentals

More youth activities

Schools

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Strengths:

Marketing and branding of the City of Healdsburg current strength of ag and tourism – solid and stable

Schools

Involvement of citizens, recreation opportunity, seniors and youth

Ahead of curve on goals compared to county, state, nation

Balanced budget

Common appreciation for our town

Fast track building permit approval

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Strengths:

Tourism

Farm to table

Volunteerism

Grape and wine industry

Downtown concerts

Small businesses

Strong school system

Style

Wealth of talent

Adoption of cultural trends

Diversity

Pleasant downtown

Diversity of outdoor activities

Strong sense of community

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Opportunities:

Leverage recognition

Analyze job opportunities

Foster diversification of industry/businesses

Threats:

Economy takes downturn and hence tourism

Budget

Fear of diversification in the community

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Opportunities:

Rebuild city staff morale

Enforce bike traffic rules

Budget issues continue

Infrastructure needs attention

Parking, parking, parking

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Weaknesses:

Accommodating to families

Schools

Interaction between cultures

Economic stratification

Aging infrastructure

Information pipeline needs updating

Communication – tourists/locals

Parking

Affordable housing – rent/sale

Insular community –inward focused

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Weaknesses:

Lack of diversity in leadership roles – ethnicity and age

Income disparity

Lack of affordable housing to support people living/working in Hburg

Lack of commercial property to attract business

Schools lack ability to meet need of employers, lack of “trades” education

Infrastructure: city streets

Hospital not economically viable

Slow to integrate Hispanic community

Lack of diversity of income sources

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Weaknesses:

Poor transportation options

Not enough for young people to do

Aging leadership

Competent work force – hard to attract

Expensive to live here

Poor internet access/speed

Loss of CR \$

Integration of Latino community

Potential over-dependence on tourism and wine industry

Economic disparity

Generational disparity

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Opportunities:

Encourage cooperation between businesses

Don't forget locals

Eco-tourism

Virtualization of jobs/work remotely/attract

Local sustainability – rely on local

High speed network

Threats:

Lack of young people

Monolithic ag

External ownership

Economic downturn

Not enough local businesses

Climate change

Rapidly changing skill ___/education

Oversaturated tourism

Tour busses

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Opportunities:

More concentration on tech

Schools need to continue to improve

Attract Hispanics

Diversify job/economic base

Central Healdsburg projects

Emphasize loss entry level housing

Open (not disparate) to new business

Keep new business incremental (stratified)

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Opportunities:

Ability self-sustain – ex local food

Great time to empower different voices in the community

Good time to accommodate existing business, plan for future business, prepare to change fee structures

Preservation of open space

Great time to continue marketing/branding of the town

Exploit sense of volunteerism

About to be at north end of major commuter rail line

New influx of people and their \$

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Opportunities:

Proximity to bay area/Silicon Valley

Tourism

Community involvement

Change GMO

Leverage assets

Enhance recreational activities

Threats:

Competition from other towns

Climate change

Decreasing population

Aging population

Negative local perception of tourists and wine industry

Lack of resident-related businesses

Increase in crime as we grow

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Opportunities:

High speed internet

South area development plan

Saggio Hills

Threats:

City/County coordination re events

Lack of infrastructure

Nimby's

Dependence on wine industry and tourism is double edged sword

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Threats:

Loss of tourism

Climate change and water resources

Down economic conditions

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Threats:

Congress

Earthquakes

Loss of ag land

Lack of good paying jobs

GMO structure

Changes to wine industry (corporatization)

Polarization regarding growth

Making a “bad” big bet (like Fairchild)

Complacent with present

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Threats:

Burdening resources: power, water

Environmental change and legislation

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Trends:

Tourism is hot but fickle

Diversification of economic base

Quality of life for locals – balance

Land use

Affordability

What are we doing w/high tech

Residents vs tourists

Citizens are active; citizens are engaged

Embrace diversity

Gap between incomes

Pensions

Lack of businesses downtown

Aging demographics

Downtown parking

Adaptability to change

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Trends:

Explore possibility of light industry

Economic opportunities as alternative to tourism

We are no longer isolated; we are an economic generator as the resource

We are leaders

Space disappearing

Kids – playing is still needed

More human scale needed

Difference between new and old residents

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Expectations:

Measurements

Is City having a plan; proactive vs reactive

Prep for future downtown

How will City deal with problems and uncover problems

Think of new ideas

Future orientation

Be part of change

Gain new relationships

Form action groups

Clear vision of direction

Important to move HBG forward

Embrace Latino community

Prioritize the needs

Reflect on City Council goals

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Strengths:

Tons of \$ in the town

Weaknesses:

Fiscal silos – TOT small # of uses; no restrictions on funds

Schools unlikely to meet needs of employers

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Opportunities:

More/new non-wine events (beer, jazz)

Free, FAST wifi

Better access to the Russian River

Threats:

Challenges for kids to stay here; drain on kids

Affordable recreation for all ages

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Top Initiatives:

Empower diversity

Neighborhood input

Correct misperceptions

How is \$\$ spent

PR effort

Affordable housing

How much \$ is generated per day on tourism