



Attachment "A"

***SONOMA COUNTY AGRICULTURAL PRESERVATION AND OPEN SPACE
DISTRICT ADVISORY COMMITTEE***

April 28, 2016 MINUTES

5:05 pm Meeting convened at the District office, 747 Mendocino Avenue,
Suite 100, Santa Rosa, California

Members Present

Cary Fargo	Bill Smith	Laurie Gallian
Jan McFarland	John Nagle	Kristin Thigpen
Jeffrey Holtzman	Sue Conley	Steve Rabinowitsh

Members Absent

John Dell'Osso	Don McEnhill
Curt Nichols	Gary Wysocky
Doug Lipton	

Staff Present

Bill Keene, General Manager; Karen Gaffney, Conservation Planning Program Manager; Sheri Emerson, Stewardship Program Manager; Amy Ricard, Community Relations Specialist; Karina Chilcott, Administrative Aide; Bob Pittman, County Counsel; Mariah Robson, Advisory Committee Clerk

Chair Rabinowitsh called the meeting to order at 5:05 pm.

Public Comment

No public comment on items not on agenda.

Approval of Minutes

The minutes of March 24, 2016 were approved as submitted.

General Manager's Report

- Bill Keene, General Manager, introduced the newest District staff member, Karina Chilcott, as the new Administrative Aide, who transferred from Sonoma County Waste Management. Ms. Chilcott spoke to the group and the Advisory Committee welcomed her.
- Amy Ricard, Community Relations Specialist, worked on an insert for the Press Democrat and North Bay Business Journal with other stakeholders that profiles six farmers, ranchers

and grape growers practicing exemplary stewardship on their land. The insert was published the week of April 18, 2016.

- The Conservation Easement Workshop will be taken to the Board on May 10, 2016. The purpose of this workshop is to provide the Board with an overview of conservation easements as the District's primary land conservation tool, the value of the easements and how they are structured. The easement workshop was a recommendation of the 2014 Management Review.
- A District property mowing contract will go to the Board on May 10, 2016 as well.
- Karen Gaffney, Conservation Planning Program Manager, is bringing the Conservation Planning Update to the Board on May 24, 2016. This will include LiDAR, the Vegetation and Habitat Mapping program, the Climate Action Through Conservation Program, and Healthy Lands and Healthy Economies.
- The East Washington Park and Irwin Creek Matching Grant projects will also be going to the Board on May 24, 2016.
- District staff met with the City of Rohnert Park to discuss the proposed site for the Incubator Farm Project on the Young-Armos property in Rohnert Park. The District is setting up a site visit for the City of Rohnert Park staff and some of the neighbors of the Young-Armos property to see a successful farm that is adjacent to a residential area. The farm is Tierra Vegetables and the neighbors have been very supportive of the farm. There will be another site visit to Young-Armos with the City of Rohnert Park and the neighbors after the Tierra Vegetables visit. The District will let Advisory Committee members know when the tours are scheduled so that they can join the tours if they would like to.
- At the June 14, 2016 Board meeting the District will be proposing a contract with NBS Government Finance Group to evaluate costs associated with monitoring open space easements and the potential for collecting fees to offset the costs via the County tax roll. The District has not been able to recoup costs in the past and would like to do so going forward.

Sub-committee Report Outs

Sue Conley, Chair of the Ag Subcommittee, reported there were no report outs for the subcommittee.

Chair Rabinowitsh announced that there was room for two more volunteers on the Matching Grant Subcommittee if anyone was interested. Laurie Gallian volunteered.

Youth Members Recruitment Process

Karen Gaffney, Conservation Planning Program Manager, gave a brief update on the youth member recruitment process. The Board approved the Advisory Committee to include two youth members to join the committee. Applications are due on May 2, 2016. A custom mailing list was sent out, and it was announced on the District's Facebook page and website.

Advisory Committee members are needed to help select and mentor the two youth members. The interviews will take place two weeks after the May 2nd application deadline.

The time commitment for AC members would be two to four hours for the interviews and about an hour or two a month for mentoring.

Ms. Gaffney asked for volunteers and Steve Rabinowitsh, Kristin Thigpen and John Nagle volunteered. Ms. Gaffney will be in touch with the dates and times of the interviews.

Community Relations Update

Amy Ricard, Community Relations Specialist, presented an update for Community Relations projects.

Branding: Ms. Ricard discussed the marketing firm Mission Minded who worked on the District's branding and identity. They helped fine tune the District's messaging and vision but we are still missing the "big idea" that can serve as the rallying cry for the community and staff. The District is moving into phase two now which will be to build on our logo and marketing materials. She is currently interviewing four local firms and will select the consultant in the next week and will be moving forward soon.

Website: The District is working with Firefly to refine and enhance the website. Our new and evolved identity will be infused into the website.

Photographers: Currently working with photos of properties with green hills, blue skies and people. Some examples include Pacheco Dairy shots of the family milking cows and walking in the pastures.

Culture Pop Films: Working on a series of videos showcasing work, family and agriculture, recreation, urban open space and natural lands. Examples include La Reve Farm, a berry farm in Sebastopol, and Tierra Vegetables, a small scale urban farm adjacent to a neighborhood in Santa Rosa.

Community Events: The District has participated in several community events recently. In February, we participated in the Lake Sonoma Steelhead Festival with an engaging booth with lots of young kids. In March, the District was at the Artisan Cheese Festival in support of dairy farms and cheese makers. Bianchi Dairy, Pacheco Dairy and Cowgirl Creamery were in attendance. People are very interested in the District and we will be going back next year. We are working on expanding our capacity to go to even more events each year.

Comprehensive Plan: Public outreach is a big part of the comprehensive plan and connecting with stakeholders.

The Conservation Planning program is working on recruiting an extra help position to assist Ms. Ricard in all of these projects. The District also recently recruited an Admin Aide, Karina Chilcott, who brings with her skills in graphic design and marketing and will support the Conservation Planning program as well as other programs at the District.

The District was recently awarded an \$8 million grant from NRCS. Next Friday, the District will host an event for the NRCS Chief Joseph Weller, State Conservationist Carlos Suarez and Secretary of Agriculture Karen Ross. Supervisor James Gore, Pepperwood Preserve, Laguna Foundation, Sonoma and Gold Ridge RCD's, Sonoma County Water Agency and others will be part of the event. It will begin with a reception with presentations at the Pepperwood Preserve followed by a field tour, and then move on to Laguna de Santa Rosa property to discuss sustainable groundwater management, viable ag, LiDAR, landowner conservation plans and other topics

The District will have another episode with OpenRoad and Doug McConnell that will feature Sonoma Valley: Montini and Sonoma Garden Park. Leslie Lew, Stewardship Associate Planner, will lead the tour. The filming will take place on May 14, 2016. Ms. Ricard will send an email to Advisory Committee members to let them know when the episode will air.

Upper Mark West Creek Salmonid Habitat Enhancement Project

Sheri Emerson, Stewardship Program Manager, presented a PowerPoint presentation on the Upper Mark West Creek Salmonid Habitat Enhancement Project. The District and many others have worked on enhancing habitat within this watershed for many years. The District has contracted with Prunuske Chatham, Inc, on a design for a creek habitat enhancement project on the District-owned McCullough property, to improve conditions for protected Coho salmon and steelhead trout. The Sonoma Resource Conservation District submitted a funding application submitted to the NOAA Community Restoration Program to fund the implementation of the design over three years.

For more information, the PowerPoint presentation is available at the District upon request or you can contact Sheri Emerson with any questions.

Projects in Negotiations

No report out.

Announcements From Advisory Committee Members

Jeffrey Holtzman

Mr. Holtzman had a piece published in today's Press Democrat, titled *Close to Home: The Promise of Protection for the Atascadero Marsh.*

Steve Rabinowitsh

Save the Bay's Measure AA is on the ballot. This measure could restore the San Francisco Bay and protect shoreline communities.

Laurie Gallian

The Mayors' and Councilmembers' will endorse Measure AA which is on their agenda for May 2, 2016..

Bill Keene

Mr. Keene attended Jared Huffman's 9th Annual Environmental Breakfast last Friday, April 22, 2016, and rode the SMART train to view the Mira Monte Restoration Project. There are still some issues on getting to the train that are being worked on, but the train is beautiful and is a very smooth ride.

Adjournment: 6:23 pm

Next scheduled meeting date: May 26, 2016

Respectfully submitted,

Mariah Robson,
Advisory Committee Secretary