

**CITY OF HEALDSBURG
CITY COUNCIL/REDEVELOPMENT SUCCESSOR AGENCY
REGULAR MEETING MINUTES
March 3, 2025
CITY HALL COUNCIL CHAMBER
401 Grove Street, Healdsburg**

CALL TO ORDER/ROLL CALL

Mayor/Chairperson Mitchell called to order the concurrent meeting of the City Council and Redevelopment Successor Agency of the City of Healdsburg at 6:00 p.m. with the following Council Members present:

Present: Council Members/: Edwards, Hagele, Herrod, and Mayor Mitchell
Board Members

Absent: Council Members/: Kelley
Board Members

APPROVAL OF AGENDA

On a motion by Vice Mayor Herrod, seconded by Councilmember Edwards, approved the March 3, 2025, City Council and Redevelopment Successor Agency meeting agenda as submitted. The motion carried on a voice vote with Councilmember Kelley noted as absent. (Ayes 4, Noes 0, Absent – Kelley)

REPORT ON CLOSED SESSION

None.

**ANNOUNCEMENTS/PRESENTATIONS – PROCLAMATION RECOGNIZING
MARCH 2025 AS RED CROSS MONTH IN THE CITY OF HEALDSBURG**

Mayor Mitchell with Council concurrence issued a Proclamation recognizing March 2025 as Red Cross Month in the City of Healdsburg.

Andy Witthohn American Red Cross, thanked the Council for the Proclamation and provided information on the services provided by the Red Cross.

**ANNOUNCEMENTS/PRESENTATIONS – PROCLAMATION RECOGNIZING
MARCH 2025 AS WOMEN’S HISTORY MONTH**

Mayor Mitchell with Council concurrence issued a Proclamation recognizing March 2025 as Women’s History Month in the City of Healdsburg.

Gina Fortino Dickson accepted the Proclamation and commented about the barriers women face daily.

ANNOUNCEMENTS/PRESENTATIONS – ANNUAL POLICE DEPARTMENT UPDATE

Chief of Police Matt Jenkins provided information of the Police Department during calendar year 2024, including major accomplishments, current staffing levels, department staffing by year, calls for service, response times, police reports, crime rates, use of force and pursuits and trends in Healdsburg. Chief Jenkins further provided information on the Racial Identity and Profiling Act (RIPA), Community Oriented & Equity Policing Team (CORE), Military Equipment Policy, Automated License Plate Reader (ALPR) System, emergency management, community engagement, noted what the Police Departments role is in immigration and what's ahead for 2025.

In response to Council's inquiries, Chief Jenkins provided information on ghost guns, graffiti, break-ins, automated license plate readers, decrease in traffic collisions and increased traffic enforcement.

CITY MANAGER REPORTS

City Manager Kay reminded Council of the upcoming St. Patrick's Day Parade, commented on the high school internship the City participates in and announced that Fire Chief Boaz would be giving a presentation to the Healdsburg Chamber and would be providing a department update to the City Council next month.

PUBLIC COMMENTS ON ITEMS ON THE CONSENT CALENDAR AND NON AGENDA ITEMS

Pete Seghesio inquired if jay walking was legal and when the sidewalk would be installed on Passalaqua Road.

CONSENT CALENDAR

On a motion by Councilmember Hagele, seconded by Councilmember Edwards, approved the Consent Calendar as follows:

A. RECEIVE THE MONTHLY INVESTMENT REPORT FOR JANUARY 2025

By motion, received and approved the Monthly Treasurer's Investment Report for January 2025. (Ayes 4, Noes 0, Absent - Kelley)

B. APPROVAL OF DISBURSEMENT REPORT FOR WITHDRAWALS DURING THE MONTH OF JANUARY 2025

By motion, approved the Disbursement Report for January 2025. (Ayes 4, Noes 0, Absent - Kelley)

C. REVIEW AND RENEW CITY OF HEALDSBURG MILITARY EQUIPMENT USE ORDINANCE AND POLICY AND REVIEW AND APPROVE ANNUAL MILITARY EQUIPMENT REPORT

Adopted Resolution No. 13-2025, titled “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HEALDSBURG PURSUANT TO GOVERNMENT CODE SECTION 7071 RENEWING CHAPTER 2.60 OF THE HEALDSBURG MUNICIPAL CODE ENTITLED MILITARY EQUIPMENT USE ORDINANCE, HEALDSBURG MILITARY EQUIPMENT USE POLICY 707, AND FINDING THAT THE ANNUAL MILITARY EQUIPMENT REPORT COMPLIES WITH THE STANDARDS OF APPROVAL SET FORTH IN GOVERNMENT CODE SECTION 7071(d).” (Ayes 4, Noes 0, Absent - Kelley)

D. APPROVAL OF MINUTES

By motion approved the April 15, 2024 Regular Meeting Minutes, the May 6, 2024 Regular Meeting Minutes and the May 13, 2024 Special Meeting Minutes. (Ayes 4, Noes 0, Absent - Kelley)

The motion to approve the Consent Calendar as above carried on a voice vote with Councilmember Kelley noted as absent. (Ayes 4, Noes 0, Absent - Kelley)

PUBLIC HEARINGS – SAGGIO HILLS AFFORDABLE HOUSING PROJECT

Housing Director Sotomayor stated the action this evening was to conduct a tax equity and fiscal responsibility act (TEFRA) public hearing and adopt a resolution approving the issuance of up to \$30 million in tax-exempt bonds through the California Municipal Finance Authority. Director Sotomayor provided general information on what a TEFRA hearing is and why its needed. Director Sotomayor further provided an overview of the Saggio Hills affordable housing project.

Mayor Mitchell opened the public hearing.

There were no public comments on this item.

On a motion by Councilmember Edwards, seconded by Councilmember Hagele, adopted Resolution No. 14-2025 titled, “A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HEALDSBURG APPROVING A PLAN OF FINANCE OF THE CALIFORNIA MUNICIPAL

FINANCE AUTHORITY TO ISSUE AND REISSUE BONDS IN AN AGGREGATE PRINCIPAL AMOUNT NOT TO EXCEED \$30,000,000 FOR THE PURPOSE OF FINANCING OR REFINANCING THE ACQUISITION, CONSTRUCTION, IMPROVEMENT AND EQUIPPING OF PHASE 1 OF SAGGIO HILLS AFFORDABLE HOUSING PROJECT, A QUALIFIED RESIDENTIAL RENTAL PROJECT, AND CERTAIN OTHER MATTERS RELATING THERETO.” The motion carried on a roll call vote, with Councilmember Kelley noted as absent. (Ayes 4, Noes 0, Absent - Kelley)

PUBLIC HEARING – FORMULA BUSINESS LAND USE CODE AMENDMENTS

Senior Planner McDowell stated the purpose of tonight’s meetings was to review draft revisions to the Land Use Code to revise and clarify sections related to formula businesses and prohibit big box retail and outlet malls throughout the City. Planner McDowell provided information on the policies contained in the General Plan that apply to formula retail, reviewed the current definitions of formula retail, big box retail and outlet mall and provided background information on how this item came up.

Planner McDowell further reviewed the recommended definition for formula retail, the recommended land use code changes, the feedback received at the Planning Commission and noted the four alternatives that could be considered including (1) approving the ordinance as proposed, (2) approving the ordinance as proposed without the conditional use permit option, (3) direct staff to make further revisions to the ordinance and (4) decline to approve either ordinance and direct staff to implement and enforce on the current guidelines.

In response to Council’s inquiries, Planning and Building Director Duiven provided information on the conditional use permit option, how a formula business would be enforced and how the General Plan has addressed formula retail for businesses facing the Plaza. Senior Planner McDowell provided information on the definitions of formula retail.

Mayor Mitchell opened the public hearing.

Public Comment

Jonathan Pearlman inquired why only part of the downtown district was included in the formula retail ordinance and expressed support to see all of downtown included in the ordinance.

Richard Burg commented on formula retail and encouraged testing the proposed ordinance with current businesses to see if they could move downtown and applying the same overlay to the entire downtown.

Pete Seghesio opined on decline in the wine sector retail and encouraged the Council to pause on moving forward with this ordinance and inquired if utilizing different names exempts a business from the formula requirements.

Eric Drew commented on formula retail, applauded the Council for moving forward with the ordinance and inquired how Council could help businesses that already exist in Healdsburg.

Bruce Abramson echoed the comments on Jonanthan Pearlman and encouraged Council to expand the Conditional Use Permit to Piper Street.

Merrilyn Joyce encouraged Council to expand the CUP to Piper Street and commented on Mr. Drew's desire to see existing businesses be supported.

Council Comments

Vice Mayor Herrod was supportive of the Conditional Use Permit component in the ordinance, including the entire CD District in the ordinance and expressed a desire to have further discussion about the number of businesses in the ordinance.

Councilmember Edwards commented on expanding the formula retail restrictions, how the number of businesses is selected for the ordinance and was supportive of leaving the ordinance as discussed at the last meeting.

Mayor Mitchell expressed a desire to leave the number of businesses in the ordinance at ten, not expanding the proposed ordinance to Piper Street and was supportive of the ordinance approved and recommended by the Planning Commission.

Council discussion ensued on the number of businesses included in the ordinance and businesses being grandfathered into the ordinance if they expand past ten.

Councilmember Hagele expressed support for the CUP requirement, the boundaries outlined in the ordinance, the definition of big box and a desire to support and encourage businesses in Healdsburg.

On a motion by Councilmember Hagele, seconded by Vice Mayor Herrod, introduced for first reading, by title only, waiving further reading of the text, "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF HEALDSBURG AMENDING HEALDSBURG MUNICIPAL CODE TITLE 20 (LAND USE CODE), CHAPTER 20.08 (BASE ZONING DISTRICTS), ARTICLE VI (COMMERCIAL DISTRICTS), SECTIONS 20.08.115, 20.08.120, 20.08.125, 20.08.130, 20.08.135, 20.08.145 (TABLE 10), 20.08.155 (TABLE 12), CHAPTER 20.28 (ADMINISTRATION), ARTICLE IX (DEFINITIONS), SECTION 20.28.310, ARTICLE V (CONDITIONAL USE PERMITS), SECTION 20.28.165 AND ADDING SECTION 20.20.115

TO CHAPTER 20.20 (STANDARDS FOR SPECIFIC LAND USES), ARTICLE II (COMMERCIAL-RELATED REGULATIONS) REGARDING FORMULA BUSINESSES DOWNTOWN AND PROHIBITING BIG BOX RETAIL AND OUTLET MALLS THROUGHOUT THE CITY,” and amending Section five to read retail is permitted within the Service Commercial District. The motion carried on a roll call vote, with Councilmember Kelley noted as absent. (Ayes 4, Noes 0, Absent - Kelley)

OLD BUSINESS

None.

NEW BUSINESS – PRESENTATION ON HOUSING TRUST FUNDS AND SIMILAR MODELS: OVERVIEW AND KEY CONSIDERATIONS FOR CITY COUNCIL

Housing Director Stephen Sotomayor stated the action this evening was to receive a presentation on Housing Trust Funds, provided background information on housing in Healdsburg and the work completed by the Housing Element Work Group (HEWG) in Healdsburg. Director Sotomayor reviewed how a Housing Trust Fund would align with the policies contained in the Housing Element and the need for alternative approaches to housing.

Director Sotomayor further reviewed how Housing Trust Funds work, key considerations for implementing a Housing Trust Fund, the options for governing a Housing Trust Fund, reviewed different case studies of existing Housing Trust Funds, how a Housing Trust Fund model can support housing in Healdsburg and reviewed next steps and the direction sought from Council.

In response to Council’s inquiries, Director Sotomayor provided information on land banking, how Housing Trust Funds could raise money, how Measure P could be utilized in this model, how a Trust Fund could address the housing needs of Healdsburg and clarified the GMO is still in place for market rate units in the Trust Fund model.

Public Comment

Joe Naujokas commented on a Housing Trust Fund model and encouraged the Council to support a creative solution to housing in Healdsburg.

Mark McMullen thanked Director Sotomayor for the presentation, commented on affordable housing in Healdsburg, encouraged Council to move forward with a Housing Land Trust approach and invited the Council to the Keltic performance in the Plaza.

Richard Burg commented on the Housing Land Trust model and expressed a desire to see Council move forward with supporting housing in Healdsburg.

Deb Kravitz commented on the accomplishments of the Housing Department and shared excitement about the potential for a Housing Land Trust model to assist with housing in Healdsburg.

Todd Everett opined on the Housing Land Trust model, encouraged Council to direct staff to work on developing the Housing Land Trust and set aside funding to help make the Trust fund happen.

Merrilyn Joyce expressed a desire to see the Council support the ideas presented and encourage a community lead vision.

Council Comments

Councilmember Edwards thanked Director Sotomayor for bringing this item forward and was supportive of moving forward.

Vice Mayor Herrod expressed a desire to see the steps Council would need to take to make the Trust Fund a reality and was supportive of moving forward with a Housing Trust Fund model.

Councilmember Hagele was supportive of the independent non-profit Housing Trust Fund model with minimal input from city staff on this effort.

Mayor Mitchell expressed support with moving forward with the independent non-profit Housing Trust Fund model and commented on experience with fundraising.

Council discussion ensued on how much involvement from the City and City Council is needed.

COUNCIL REPORTS ON MATTERS OF INTEREST OCCURRING SINCE PREVIOUS REGULAR MEETING/EXPENSE REIMBURSEMENT REPORTS

Councilmember Edwards reported he attended the Economic Summit at Sonoma State University and the ribbon cutting at Truett Hurst winery.

Vice Mayor Herrod inquired if the Council would be interested in having a conversation at a future meeting about creating an immigration support mailer for the Healdsburg community.

There was Council majority to have a future discussion on an immigration support mailer.

Councilmember Hagele had nothing to report.

Mayor Mitchell had nothing to report.

ADJOURNMENT

There being no further City Council/Redevelopment Successor Agency business to discuss, the meeting was adjourned at approximately 9:17 p.m.

APPROVED:

ATTEST:

Evelyn L. Mitchell, Mayor

Raina Allan, City Clerk