

CALL TO ORDER

ROLL CALL

LAND ACKNOWLEDGEMENT: The City of Sebastopol acknowledges that we live and work within the unceded ancestral homelands of the Southern Pomo and the Coast Miwok people. We pay our respect to the past, present, and future generations of these peoples, including the Federated Indians of Graton Rancheria

PUBLIC COMMENT (2 Minute public comment time limit per speaker)

Consent Calendar Item(s):

1. Approval of Minutes of the March 10, 2026 Building the Commons Committee Meeting (Attachment 1)

Subcommittee Update(s):

2. Update from the Funding Assessment Subcommittee
3. Update from the Community Needs Assessment Subcommittee

New Business:

4. Discussion of Restructuring of current Subcommittees or establishment of additional subcommittees (this is a standing agenda item and will only be discussed if new subcommittees are requested)

Subcommittee Composition:

5. Discussion of Restructuring of current Subcommittees or establishment of additional subcommittees (this is a standing agenda item and will only be discussed if new subcommittees are requested)
6. Identify focus topics of newly created subcommittees (this is a standing agenda item and will only be discussed if new subcommittees are created)

Timelines/Milestones/Next Steps:

7. What is required to be accomplished by the next meeting
8. What is required to be accomplished within three months
9. What is required to be accomplished within six months

Future Meetings:

10. Next Meeting Date: May 12, 2026 1:00 pm
11. Meeting Agenda Items for May 12, 2026 (the committee process is to approve the agenda items for the next Committee meeting)
12. Request for Future Agenda items (this is an opportunity for members to make requests for topics/agenda items/information for next meeting)

ADJOURNMENT OF MEETING

INFORMATION ONLY

13. A list of resources in the drop box for this Committee are *attached* ("13. Dropbox Items") and can be found at the link below:
<https://www.dropbox.com/scl/fo/jukixk5i0u6qc6m6aopqm/AGhv7odAoAxq1fG9gtrU4?rlkey=kh83eobwmz20x0q915zpmrlfk&st=1i2plhoj&dl=0>
14. Brown Act: <https://www.cacities.org/uploadedfiles/leagueinternet/0d/0dd433d2-29c5-410c-af4f-418e247e7af3.pdf>
15. Public Document Access: <https://www.cityofsebastopol.gov/boards-commissions-committees/>

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If you have any questions regarding this meeting, please contact the City at citypw@cityofsebastopol.gov or please call: 707-823-5331. The public is advised that pursuant to Government Code section 54957.5 all writings submitted to the Committee are public records and will be made available for review at 714 Johnson Street, Sebastopol, CA during normal business hours.

City Council

Mayor Jill McLewis
Vice Mayor Sandra Maurer
Councilmember Phill Carter
Councilmember Neysa Hinton
Councilmember Stephen Zollman



Interim City Manager

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Acting Public Works Director**
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Sebastopol Commons Committee

Councilmember Stephen Zollman – Chair
RM Horrell – Vice Chair

**SEBASTOPOL COMMONS: BUILDING THE COMMONS COMMITTEE
TUESDAY, MARCH 10, 2026
1:00 pm – 3:00 pm**

**DRAFT MEETING MINUTES
(ABBREVIATED)**

In Person Location: Sebastopol City Hall, City Hall Conference Room, 7120 Bodega Avenue, Sebastopol
Remote Teleconference Participation: 12125 Ramsey Road, Sebastopol

CALL TO ORDER: *Councilmember Zollman called the meeting to order at 1:00 pm*

ROLL CALL:

Attendees: ***Committee:*** *Councilmember Stephen Zollman, Councilmember Phill Carter, RM Horrell, Sarah Glade Gurney, Naomi Hupert, Kent Jenkins, Mary Lou Schmidt, Deb Hoadley*
Remote: Fred Engbarth
Absent: *None*
City Staff: *Oriana Hart, Elissa Overton*

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Consent Calendar Item(s):

- 1. Approval of Minutes of the February 10, 2026 Building the Commons Committee Meeting
 - a. **Motion for Approval:** Yay’s: 9, Nay’s: 0

Subcommittee Update(s):

- 2. Update from the Funding Assessment Subcommittee
 - a. **Motion for Approval:** Define the purpose of the committee as follows:

“Our purpose is to create a long-term solution included with the charge of our advent and that in doing so we're weighing the elements of cost, location, and access, and that timeliness and immediacy of satisfaction of these needs are elements thereof.”

This motion was moved by RM Horrell and seconded by Sarah Glade Gurney.
Yay’s: 8, Nay’s: 0, Absent:

- 3. Update from the Community Needs Assessment Subcommittee

Subcommittee Composition:

4. Discussion of Restructuring of current Subcommittees or establishment of additional subcommittees (this is a standing agenda item and will only be discussed if new subcommittees are requested)
5. Identify focus topics of newly created subcommittees (this is a standing agenda item and will only be discussed if new subcommittees are created)

New Business:

6. Quarterly Report to the City Council for the April 7, 2026 City Council Meeting
 - a. **Committee Members modified and approved the April 7, 2026 Agenda report and attachments during the meeting.**

Timelines/Milestones/Next Steps:

7. What is required to be accomplished by the next meeting
8. What is required to be accomplished within three months
9. What is required to be accomplished within six months

Future Meetings:

10. Next Meeting Date: March 10, 2026 at 1:00 pm
11. Meeting Agenda Items for April 10, 2026 (the committee process is to approve the agenda items for the next Committee meeting)
12. Request for Future Agenda items (this is an opportunity for members to make requests for topics/agenda items/information for next meeting)

I. ADJOURNMENT OF MEETING

- Councilmember Zollman adjourned the meeting at: 3:00 pm

Submitted by: Elissa Overton, City Staff Member

ATTACHED:

Attachment A – AI transcription of meeting minutes

ATTACHMENT 1

THE FOLLOWING DATA IS GENERATED BY AI AND CONTAINS INACCURATE REPRESENTATIONS OF THE DISCUSSIONS THAT TOOK PLACE. PLEASE LISTEN TO THE AUDIO RECORDING FOR CLARIFICATION.

SUMMARY

Meeting Focus

The committee met to finalize survey questions for a community needs assessment supporting the development of shared community spaces in Sebastopol and West County. The discussion centered on refining the survey structure, confirming language for the staff report, and planning next steps for data collection and analysis.

Key Discussion Points

1. Survey Structure and Target Groups

The group agreed to organize the survey into **three main respondent categories**:

- **Business and Non-Profit Leaders:** Questions focus on organizational size, obstacles, space needs, and potential for shared or co-working arrangements. Members debated whether to begin with organizational size or challenges but agreed on a flexible, conversational approach.
- **Community Members:** Questions aim to identify valued community spaces and desired improvements. The committee decided to avoid naming specific facilities (e.g., library, senior center) and instead use general categories like *gathering spaces, office/co-working areas, outdoor spaces, and childcare access*.
- **Potential Partners/Donors:** The group reframed this section to focus on *potential partners* rather than direct donors, emphasizing collaboration and understanding what makes a project “fundable.” The questions will explore how organizations or individuals might engage as partners or investors rather than immediate funders.

2. Survey Language and Consistency

- The committee confirmed that all materials should use the phrase “Sebastopol and West County community” to align with existing city documentation.
- The project name “Sebastopol Commons: Building the Commons” remains the official title, reflecting both local and regional inclusion.
- The term “survey questions” will replace “discussion guide” in the staff report and attachments.

3. Data Collection and Tools

- Google Meet was selected as the preferred platform for interviews due to its superior transcription accuracy.
- Phil will create a Google Form to collect responses, which will automatically compile data into a spreadsheet for analysis.
- The Assessment Committee will conduct initial interviews with a “30-list” of community contacts between March and May, using the new form.
- Results will be reviewed at the next meeting on April 14, 2026, to refine questions and identify emerging themes.

4. Data Management and Analysis

- The committee discussed developing a system for organizing and quantifying responses, likely using Google Sheets or Excel.
- Members emphasized the importance of capturing both qualitative insights (community stories, needs) and quantitative data (geographic distribution, organization size).
- Collecting respondents’ city or area of residence was deemed essential for understanding geographic representation and potential funding outreach.

5. Community Engagement Strategy

- Proposal to create a 15-minute presentation to share with civic groups (e.g., Rotary, Kiwanis) to broaden outreach and gather input.
- The committee reaffirmed the importance of inclusive engagement, especially reaching residents who do not typically attend council meetings.

Decisions and Next Steps

1. Survey Finalization

- Adopted three survey categories: *business/non-profit leaders*, *community members*, and *potential partners/donors*.
- Approved updated language for the staff report and attachments.

2. Implementation Plan

- **Phil** to build and distribute the Google Form.
- **Assessment Committee** to conduct and record interviews using Google Meet.

3. Follow-Up

- Committee members to complete initial interviews before the April 14, 2026 meeting.
- Review early findings and adjust survey questions as needed.
- Begin identifying and contacting potential partners and donors for future collaboration.

Summary Insight

The meeting marked a major step in operationalizing the **Sebastopol Commons** initiative. By finalizing survey instruments, clarifying language, and establishing a structured data collection process, the committee positioned itself to gather actionable insights on community space needs, partnership opportunities, and funding strategies across Sebastopol and West County.

AI TRANSCRIPTION

13:01:35

So I called the order, uh, we do have quorum, land acknowledgement, at least printed in the agenda.

13:01:37

public comment, um, excuse me, no one has public comment, whether it's no public out there.

13:02:01

reach out. There's some public. Public. Yes, but beyond that... No, I have, obviously, Pepper's pump.

13:02:08

But have we checked it, right? No, I haven't. Somebody needs to check out.

13:02:17

Please, come, come on, come on, come on, come on, come on, we've had other members probably don't exclude. Right there.

And can you actually have your own? Package? That's fantastic.

Okay. No public comment? Thank you, thank you, thank you, thank you for checking. And yes...

And you do our public, did you come? Did you want to say anything to us in public comment? Uh, well, just so that I'm here to represent the community center.

13:02:28

And try to catch up with what you guys have been talking about. Thank you. I know we not supposed to provide immediate feedback, but anyway, I want to say thank you. Thank you for being here. Can I ask you someone else coming in, and it might be the...

13:02:59

Bill Lane, is that right? Yeah, so thank you to the interpreters.

Awesome.

13:03:07

Yes, please, introduce a lovely new Public Works Director. Again, withdrawal. I'm Oriana heart, I'm the new public course director.

13:03:17

And I was saying, what was the warning of her?

13:03:21

We are so excited that you, particularly, here. Yes, I am. Thrill.

13:03:29

In another new person? This stuff from our library from mine before. Yes.

13:03:35

as a member, welcome to the kindergarten experience. Thank you. I could do this today, so... Absolutely. And so, done public comment, consenting order. So, approval of last minutes.

13:03:47

Thank you, Alyssa, for sending them out. Are there...

13:03:51

questions about what was set out before.

13:03:54

I might have, and that's...

13:04:00

A motion to approve.

13:04:07

What's auction or excuse me?

13:04:10

No, I said if there are some motion, so please send anyone. Oh, so moved. Okay, Kent, I think, gets signed with a second. We can pass it by unanimous consent. Unless there's objection. Seeing no objection, it's passed by unanimous consent.

13:04:23

All right, moving on to subcommittee updates.

13:04:26

This is just our standard agenda, no expectation from you guys that you guys did so much awesome work. I think we'll pass the ball here. Yes, exactly. So, thank you for that, but I just want to like to leave time in case

13:04:43

there is something you wanted to say about that, but...

13:04:46

There was something I didn't say last time to you, and I think you did a wonderful job.

13:04:54

So I went... I came in with a particular mindset and walked out with another one because of all the work you did, so I thank you for your...

13:05:01

Yes, I have to say, the reason why you did such a decent job, we met, again,

13:05:08

And that's why we put forth revive questions, and it was unanimous. We loved your report. So, I just want to say, take a moment in the world,

13:05:15

Say thank you. For all of the work.

13:05:19

And... Nice.

13:05:20

There's one other member, Naomi, from your group, but I will thank her when she comes. So, I would say the same thing, and then if I may speak to the public.

13:05:28

through the chair, it's a fabulous report about the potential sites. I recommend y'all that the community center go through it.

13:05:37

Can you talk to those guys, and whatever you want to do, if you haven't already. Thank you. I'm like...

13:05:44

Mary Lou.

13:05:46

Like, on the edge of, let's go interim and their final, and that'll be big, and do it sooner rather than later.

13:05:53

Those are my thoughts, too. And we had actually talked about that a lot, and because of all your hard work, it did really force us

13:06:00

to take a look at our questions that we're going to discuss, and again, fine-tune them, and then start getting over to hope that yes.

13:06:08

Really, you look about your hard work, and really hoping that it gets...

13:06:12

get a report, and...

13:06:15

attach for the Council meeting for the public.

13:06:18

Wow.

13:06:21

Right. No, I mean, it's rare. I mean, honestly, I can say as a council member, Sarah, you've been in council many, many years, it's like, that was the first analysis ever.

13:06:29

So I know that was one of your goals of getting on console, was to really take a look at our land,

13:06:34

System lands, whatever we're doing, whatever puzzle,

13:06:38

what we could do with, like, buying leasing whatever, so...

13:06:44

Thank you. Can't say it enough.

13:06:47

Especially because it was an optional thing, given everything else that's going on in the world, so...

13:06:53

Give moment, thank you. Okay.

13:06:55

Awesome. So, now we are getting into the update from the Community Needs Assessment submitted for those following along at home. This is 3A.

13:07:04

And we need this assessment of the committee, did put forth

13:07:11

Our suggested interviews for the stakeholders.

13:07:15

before...

13:07:18

last meeting, um...

13:07:21

But that was...

13:07:22

Again, where we were then.

13:07:25

But again, based upon what the...

13:07:28

funding assessment subcommittee did, it really gave us more of an opportunity to refine them.

13:07:34

And Mary Lou, thank you, again, spending seconds to just do this, because we recognize the fact that we are really trying to make this work for everyone. It really has no skin in the game.

13:07:47

So, that would be for Kent, that would be for Kenyon, that would be for Mary Lou.

13:07:52

people who are new in the mix, uh, from, well, um, who are new in the mix to make this relevant.

13:07:59

And make it worth your time, so no matter what comes about in July, you can feel like

13:08:06

You were heard, you had some input into this, and a little less from us that have been involved in this for a very long time.

13:08:13

myself, Sarah, Fred.

13:08:15

hyper people, etc., so...

13:08:17

We really try to listen to Mary Lou, and honestly, her revised questions, the ones that I think, Alyssa, you're pulling up the revised questions, correct?

13:08:28

Yes, I'm going to pull up everything for you. Let's start with the revised questions, because I make sure that Alyssa's going to be able to pull them up on a screen, and we're literally going to be able to adopt them like they did the last time, but the point allows for that to play.

13:08:44

to wordsmith and change around 30 lives on screen, because we had the goal of this is to

13:08:52

be comfortable, as comfortable as we can as a group.

13:08:55

We've got questions we're going to post.

13:08:57

And our staff report for the next council meeting.

13:09:01

But I can't stress this enough, these revised questions came from Mary Lou, because again, she has one of the most important needs, I think, of the group, because she doesn't even have a

13:09:13

some of us are in-houses that are having challenges.

13:09:18

Just, believe it or not, are having challenges. She doesn't even have that.

13:09:21

So, my impression, Marilyn, I'm going to stop talking about you, building it, is that these are the questions that you would appreciate

13:09:28

having any bus come.

13:09:32

And ask you about. So, are these your questions, Marinueva? Yeah. They're mine, and I think...

13:09:39

Okay. Yeah, don't blame me forever. I sent these out for, you know, thinking people will follow. And then hand diners are from Elisa Youth, or leave your own questions. So are they? This has remarkable overlap.

13:09:54

Okay. I just wanted to sort of, I guess, premise what I was thinking about this. Naomi, we're going to need to scoot over. You guys scoot, and Sarah, if you put your chair up for... with the packet.

13:10:08

Having looked at, um...

13:10:12

The work that you did.

13:10:14

last month, and realizing, first of all, that

13:10:18

the community hub that I had in my mind.

13:10:21

is probably a really... it's a strategic all-third plan.

13:10:26

I mean, it's not going to happen, and we've got...

13:10:30

the Senior Center bursting at the seams. We've got issues that's happening, you know, with the floodplain.

13:10:36

And when I saw all of the properties that you pointed out that were available, there didn't really seem to be

13:10:43

anything.

13:10:45

Easy, let's put it that way, or financially,

13:10:49

than doable at this moment, and...

13:10:51

And this is just my opinion.

13:10:53

Um, I appreciate Steven, um,

13:10:58

recognizing that we have no home, but we...

13:11:02

Our homes are all... are the six board members. That's what homes we have.

13:11:07

Um, but I really, when I was thinking about this, wasn't thinking about us as an organization. I was trying to think of us as a community, and what is it that this community needs?

13:11:17

big, bigger nonprofits are what the community needs. They really need

13:11:22

the senior center. They really need the community center.

13:11:26

And we need to sort of look toward what we can do to get them.

13:11:31

in a better space.

13:11:33

And the quicker... in a quicker time. Um, I think that, idealistically, from where I come from, from community health, I would love to see a community hub that had everything in it, and that people love to come to.

13:11:45

But that wouldn't happen in my lifetime, so...

13:11:51

Good hook.

13:11:52

sort of the grand plan to something of, what can we do to make the work?

13:11:56

make things work for the people who are already doing...

13:11:59

non-profit work group, so...

13:12:02

Well, thank you for that. And similar to what we did for the, um,

13:12:06

button assessment group, I'm going to allow.

13:12:09

Mary Lou, since these are hers.

13:12:10

to talk about what she wants to talk about, and then the other members of the, um, Community Needs Assessment to fill in.

13:12:18

And then we'll have time to try to broaden it out.

13:12:22

Um, because I want to make sure that those that took the time, similar to your work,

13:12:26

Um, that took the time to put the mental effort into it, get a chance to really feel like they were fully heard.

13:12:32

And what they want to present for a full body before we really start getting in and...

13:12:40

I'm probably against verbal, but anyway. Um, I just... before we dive into the actual questions,

13:12:45

I just liked having a perspective on

13:12:47

how you intend this to be used, who's going to use it,

13:12:52

timing and feedback before we get into... because that'll help me decide.

13:12:56

which questions are important. Right. You know, in my mind, after having thought about it, I think there are

13:13:02

maybe 3 groups, and one would be

13:13:07

the funding roof. I think those questions, and I'm not sure if I...

13:13:13

went into those as much, but those questions are...

13:13:18

important to go to what we see as potential commuters.

13:13:22

And I would, from my point of view, I don't want to be sort of speaking with the whole committee,

13:13:29

I think that really should sit with you folks, with the funding, with...

13:13:35

you know, like, what questions do you want to ask whoever we consider a fun...

13:13:41

funding possibility.

13:13:43

Um, I didn't do...

13:13:45

I don't think I actually did a lot of that.

13:13:47

Um, then the second group for me were nonprofit leaders and business leaders. Okay. That, that is something that I think that

13:13:56

We need to do the assessment that people should take on.

13:13:59

And the third is community members.

13:14:01

Because we don't have... we have business people and nonprofit people here, but we have very... we haven't really gotten out to community members.

13:14:11

And I think that's really important really soon, personally, because I have heard questions, and as Stephen knows,

13:14:19

Rumors run rampant, and um...

13:14:22

So I think we need, for community members, um,

13:14:26

I would... I would say we need some...

13:14:29

community space has been focus groups, that would be the way I would do it. If I was doing it for my own non-profit.

13:14:36

Uh, trying... trying to...

13:14:39

you know, advertise a...

13:14:40

something for people to show up at. Um, and possibly those...

13:14:46

those places that we know that people show up and will... will participate, right?

13:14:51

There are a lot of people, I realize, have a lot of really...

13:14:55

strong opinions about this stuff.

13:14:58

And you do see them at the council meetings, but the council meetings, it's usually the same people.

13:15:04

Because I was just talking to one of my neighbors who has very strong opinions, but she's not, I won't go to the council meeting. So how do we get to those people?

13:15:14

Um, because they're the people that I've been using.

13:15:17

Hopefully, with spaces.

13:15:19

I agree, and adding the funny part, I was a big proponent of questions that can directly be asked before.

13:15:25

we didn't know exactly how to phrase them, so please, when we get to maybe the funding group of the three groups,

13:15:32

very little. We're definitely going to look to you, because I was like, should we not ask a question that...

13:15:37

Kent asked before, which is,

13:15:39

you know, in meeting the needs, would you be interested in being a tenant?

13:15:43

And if so, how many square feet? And what exactly would you do?

13:15:47

I heard myself say that. Well, we actually focus more on the other two groups, hoping that you guys would chime in about more of the grass tax stuff.

13:15:56

of, like, should we find a space, temporary, permanent, temporary, moving to permanent?

13:16:02

would you consider being a tenant, and in what capacity? And again, square footage.

13:16:06

How much could you pony up?

13:16:09

Those type of things. So, make that, folks.

13:16:12

But I do like your question about context, so I don't want to freak out that, but Sarah, I saw your hand pop up. Oh, I have a whole list of questions that I sent to Mary Lou before she came up with it.

13:16:23

list of her questions, and then get to...

13:16:25

that tenant level, because I was focusing on the non-profit people,

13:16:30

Those folks we want to fill up the space with and use a community hub.

13:16:35

In addition to the main tenets, whether that's

13:16:38

Two or three. So that automatically. That's very hard to do.

13:16:43

Right. And so they're not up here, but I've got a list of, like, 20 or so, yeah, a lot of those. Do you need water? Do you need access to water? Do you need indoor, outdoor, how much square footage? What rank can you pay, blah, blah, blah, like that. Awesome.

13:16:56

coming back to your, like, your question about the context. So, any other contextual...

13:16:59

questions you'd like to ask us before we present what we talked about.

13:17:05

But two different times.

13:17:07

Uh, yes, kind of support, um, please.

13:17:10

So, as you've just naming the various groups you were focusing on, and...

13:17:15

maybe the funding portion we throw a couple.

13:17:17

additional questions in there.

13:17:20

what I'm missing is the...

13:17:25

The influential leaders in our community who are non-profit or business leaders,

13:17:31

Who just seems to never revive, and...

13:17:35

could easily tell us who else we should be talking to.

13:17:38

you know, that backbone of people.

13:17:41

Um, I've spoken to a couple last week, just...

13:17:43

ad hoc. And it's surprised how quickly they go, oh yeah, that's an interesting decision. Hypothetically, that could work. And oh yeah, you should talk to this, this, this, and this.

13:17:53

Now, they are not directly a non-profit leader, they are not directly a business owner.

13:17:58

But they sure know all those people.

13:18:00

I'm just wondering how we get our...

13:18:02

arms around those, because it's common to

13:18:05

all three of the things we want, community, influential, and...

13:18:09

Right? So, if we think in those groups...

13:18:13

Each of those groups should be represented on what we call

13:18:17

what the first 30 list of names.

13:18:19

That's true that you all gave us names.

13:18:22

passed out a while ago, which bears revision, I think.

13:18:26

this group to get, you know,

13:18:28

Who's ever missing? I think we all have different...

13:18:30

a little different circles to add, but add to the conversations I had.

13:18:34

was one of those people on the list, and they go, oh, what about this and this? Like, right?

13:18:38

Not on our list, off our radar, but clearly...

13:18:42

The person who could tell us who's going to be our next tenant.

13:18:43

You know, I would think that the...

13:18:46

I'm sorry, am I...? No, Naira, please. I was just... I would think that, uh...

13:18:50

as we got into

13:18:54

questioning people, that there's going to be changes, and there's going to be other people, and there's gonna be... because I have never...

13:19:02

done any of this, where it's like, oh,

13:19:04

Okay, didn't think about that one. And, you know, sort of...

13:19:09

builds out like that, so...

13:19:12

I think somehow we need to...

13:19:16

Um, the document, or... or keep... keep those things in mind, so that maybe we have a list that we can send

13:19:23

And, you know, I talked to this one, but we need to talk to this one, and that can go out to people.

13:19:29

Um, I don't know how it would work organizationally, but...

13:19:34

Um, that, you know, and I think there is a difference between

13:19:39

the fundraising. So when you say, how do we get to them?

13:19:42

And this is just because this is a journey I'm on right now for my own nonprofit, is

13:19:49

I just spent the 15 minutes at the Sunrise Rotary last week.

13:19:54

There was a room full of people.

13:19:56

Some of them were business, some of them were community members that had a business, but no longer.

13:20:02

They were all interested in that 15 minutes.

13:20:05

If there's some way we can come up with a 15-minute slideshow.

13:20:11

And each one of us, or a group of us, however we would want to do it, would say, I'll go

13:20:16

Yeah, very serious. I'll go to the second ver... I went to the Sunrise Rotary, but there's another one at noon. I'd rather go to that one. Um, and, you know, to...

13:20:28

Kiwanis and to the... to those big public organizations that exist and meet monthly. Not so much...

13:20:34

to get them to come on board, but to get information out to everybody that comes to their meetings.

13:20:40

I don't know if that's possible, but having something that we... so we all were saying the same thing.

13:20:46

So, can we get a, you know, overall slideshow?

13:20:50

And any one of us can have

13:20:53

have that slideshow on whatever we need to bring it on, whether it's an

13:20:59

And just make time to go to one of these bigger organizations.

13:21:04

I love it. Any other contextual questions before we get into the three groups that Milu has put forth? Funding, again, that we're going to rely on you guys.

13:21:12

Uh, for some questions, uh, the nonprofit business leaders and the community members.

13:21:18

any more contextual questions, but I'll be part of them.

13:21:22

Thanks. Got it. Okay. Marilu, hit us up.

13:21:28

Are we on the top of that page? We are not.

13:21:31

Right back up. Okay.

13:21:34

Okay. So, this is actually the second group I talked about. So, as you can see, I didn't... I didn't... I'm sorry, I didn't pay a lot of time to funding.

13:21:42

But, um, how... how large is your organization or business is obvious.

13:21:48

And my thought, this is an asking per square footage, it's just...

13:21:52

like, I would say, if somebody asked me, we have a very small nonprofit.

13:21:55

That would be my answer. Um...

13:21:58

What will help your organization or business succeed in West County or in this community, however you want to phrase it, I'm not sure how this...

13:22:06

group wants to praise the West County thing.

13:22:09

Um, are there major obstacles for your business?

13:22:12

what would help... what would help to address them, and have you... I mean, you can read this. Have you, or would you consider partnering with another business or organization to achieve your goals?

13:22:23

I think that's a... that's an important question, and you might have to... if you were using this question, you might have to make it

13:22:31

clear. For instance,

13:22:32

GHAC, would I be... would I be...

13:22:35

wanting to partner. Well, gee, if there was a space, and we could have an office, but we're only using it one day a week,

13:22:45

I would love to have that space available for however...

13:22:50

whoever else might need a space for one day a week. I mean, we have one paid

13:22:54

person who works in Walmart's, um...

13:22:57

A week. Um, if there's community space to share, uh, what would make you... it work for you? And one of the things I was thinking about here was the

13:23:07

There was a space in town where the restaurant was, where they were trying to rent

13:23:14

hourly space to nonprofits.

13:23:17

But when we looked into that, it was very expensive. It was like, first of all, you had to bring your own

13:23:23

computers, you... so it would...

13:23:25

We looked at it, we said, this is going to do us no good whatsoever. Because you have to bring your office with you for that hour, and then you have to pay them for the hour.

13:23:33

You know, I think...

13:23:35

what we might be looking for in working together would be a stable place where you can leave equipment and

13:23:42

somebody else could leave their equipment, but that...

13:23:45

I don't know. So...

13:23:48

this... and as I noted,

13:23:49

Sarah sent a whole bunch of these really practical questions, but I think this is the first set, and then if they say, yeah, you know,

13:23:57

I, as a business or a group, could really share a bit space, or would like space in a project like this, then you get down to the, okay, how...

13:24:06

How much space do you need, and what would you be able to... and as I say, I know Sarah

13:24:12

spent some time in doing this.

13:24:14

But I love all of that, because Samaria Blue has been part of the nonprofit collaborative,

13:24:20

When I followed Sarah's lead to get us off of doing virtual back into

13:24:25

fall in-person meetings when I was chairing it.

13:24:28

agenda, realizing the fact that just like that,

13:24:32

One, funding is important.

13:24:37

to maximizing the resources that you have.

13:24:39

We didn't spend time talking about shared space.

13:24:43

when it switched from me chairing to the nonprofits taking a turn in chairing the meetings, they restructured the agendas differently.

13:24:51

But in my mind, what Mary Lou just identified, which is she doesn't have a physical office.

13:24:58

could one of her people

13:25:01

spend time in a cubicle in a centralized space that already have the computer, that already had decent Wi-Fi. Could her person just

13:25:11

come in to a nice, quiet...

13:25:14

area, focus solely on that, using equipment that's already there and working to get her work done, and then go back to her home for...

13:25:24

Back to wherever and do the rest of her job interacting with her... with her peers makes me think of what Katie said, which we already know,

13:25:34

The... all the staff there are totally overwhelmed.

13:25:36

There's not enough quiet space, they're all running around trying to just do their work, but overhearing 5,000 conversations, she was interested in that.

13:25:46

So, that's, I think, maybe a little bit of Mary Lou, where that question originated, and I really, really love that, because I can see the direct...

13:25:54

applicability to a lot of our nonprofits, so I just wanted to tag that on. Sarah?

13:26:00

So, one aspect is, uh,

13:26:03

sharing resources, and I think that's what you're addressing. There's another dimension, let's say from 10 or 15 years ago, which is to be a business incubator.

13:26:13

So you have, like, a little homeless to start up.

13:26:17

And there's kind of an overlap in the concepts by sharing space, they get to become something

13:26:23

They couldn't otherwise believe.

13:26:25

In other words, like, you would actually launch a business. We had a business incubator program the city did,

13:26:32

Ooh, where's Mary, maybe?

13:26:35

15 years ago, and 15 years ago. That was very successful.

13:26:39

And I love that, and that goes to Phil, because one of the things the City Council did bless... did we get money for that? Which is to help the medium businesses survive.

13:26:47

What is the name of that grant? Uh, that is the, uh...

13:26:52

business, uh, economic gardening program? Yeah. And, uh, I just want to say that I'm...

13:26:59

leaning towards doing the incubators too, and I think it would be a great space to have something like that. And you know what I love, mostly, is because I used to be on the snow monthly power bill list. Now, Snowmole Power is doing that within Hispanic Chamber of Commerce.

13:27:13

Okay. And I don't know if you're fully up on that, but that's, again, talking about huge entities that sit on a stockpile of money, what they are already doing, and how we can learn best practices,

13:27:26

is that the Hispanic Chamber of Commerce is now having it be a centralized physical location

13:27:33

Next to public transport for anyone thinking about doing a business, to have

13:27:39

county permitting be right there to help them process their stuff.

13:27:43

Like, it's a one-stop thing for people whose lives are scattered and need to get on with their business. So I'm thinking, like,

13:27:50

kind of tapping into...

13:27:52

chemical power, economic gardening, what we've done in the past, Sarah, as far as the, at least startup for everybody.

13:27:59

kind of that index into some type of questions. But, RM, did I hear you?

13:28:04

Or was it? Can't... I thought I saw something. No, I'm clarifying a sign you down. Okay, good. Just wanted to make sure. I'm paying attention. Okay, okay. So, in my professional experience,

13:28:13

I've been advisor to co-working spaces. Yeah.

13:28:17

And I currently have had a conversation just last week with a co-working group that is interested in joining us.

13:28:23

And we could easily make that an NPO-themed co-working space, which is our network.

13:28:30

into co-working spaces. Again, I have professional experience in that.

13:28:34

group ready to join us if it happens soon.

13:28:37

join us like being a member of this group? No, as in join the comms.

13:28:40

Oh. Well, how much money? How much money do they ask for? Well, let's talk!

13:28:46

Part of the funding group, we're talking about what are

13:28:49

breakage and square footages, and...

13:28:52

their model doesn't work as well where they are now, because it's a little too expensive, but if you're on the outskirts of town,

13:28:58

You would have a lower rep rate.

13:29:00

And if there was some...

13:29:03

money attached to an incubator-type organization,

13:29:06

And used to having a dedicated office attached to the incubator, and then you have hot desks, or dedicated desks where you can leave your stuff, there's a computer, you can come and take over.

13:29:16

Whatever's available, okay?

13:29:19

matches exactly what your concern is. We have someone who's willing to do that.

13:29:23

Alright, let's get them on board. Let's see their proposals, let's get them in the mix, and let's get their money. First of all, we have to have a concrete idea of what we're doing here.

13:29:33

imagined one for them.

13:29:35

I use the word thought experiment with everyone I'm talking with.

13:29:39

What if would you join that?

13:29:41

And what I think we got to in the last meeting, they said, yes, we would join that.

13:29:46

Awesome. RM, I did see our hand. In terms of the process of this, is...

13:29:51

Just tell me when it's the right time to start offering

13:29:54

I think offering any kind of edits, or what you want to do for... let's just work with the interview for business and nonprofit leaders?

13:30:02

You're a business leader, what would somebody...

13:30:05

Thank you. What would you expect somebody, if I was going to interview you, what kind of questions would you expect me to come up with? Okay, yeah, I was just gonna say the difference...

13:30:14

Just a couple of potentially semantic, but I think impactful changes when you talk about how large an organization is. I would specifically ask the number of staff and the physical space that they need, because

13:30:25

It's kind of a little bit to be both, and then on the community space,

13:30:28

I would ask specifically about resources. Let's make sure that Billy says typing in, because I don't want to, like, redo things. So, yeah, so I was just sort of bifurcate it into essentially a two-part question. You know, how many staff

13:30:39

end customers or consumers do you have coming? Because

13:30:43

Their need for space, we learn about how large they are, they might say,

13:30:46

We're a really big staff, but maybe they only work in rotating

13:30:50

Maybe they only work on a rotating schedule, so there's not actually a large footprint needed, or vice versa, maybe they have a small staff, but they have a really big footprint because they have a diaper bank that they need to house or something, but I don't know.

13:31:00

So maybe ask as a two-part question, and then...

13:31:03

For the final bullet, um...

13:31:05

I'm going to ask about if there was a community space that would work for you.

13:31:08

I might consider specifically naming such as resources, um, you know, the amount of physical space that you might need, and the schedule that you would need it in.

13:31:18

Because if everybody needs it Tuesday through Friday, it might be hard, but if you had some organizations that were specifically focused

13:31:25

weekend-based, or evening, or something, you might have more and more overlap, and so I would...

13:31:30

maybe consider specifically asking or give examples.

13:31:33

or the types of things that I would... that I would want to find if I was going to partner with somebody. I'd want to know what my partnering other workspace station is going to need, because

13:31:43

we might need it 9 to 5, but never past

13:31:47

5 o'clock, and someone else might need it all into the evening, so those... those are my only... this is lovely.

13:31:51

I think this is a really great list of questions.

13:31:55

And those are doing things that came up for me if I was...

13:31:57

trying to decide between the size I wanted to build something versus the schedule of availability I'd want to build something. I love that, Mary Lou, a response. One of the issues building into Kent?

13:32:07

But one of the... the...

13:32:09

One of the reasons I didn't put that in there, and I'm not saying it shouldn't, I'm just saying my reasoning was,

13:32:14

We hadn't... with these questions, you haven't gotten to the yes.

13:32:19

It's like... it had, you know, would you be interested in this? And then...

13:32:27

Yes, I will be. Then... Oh, that makes sense. You know, because it seems to me there's a lot of people who aren't going to say yes, or there are some, let's put it... there are some people who want to say...

13:32:37

So, yes. But once you get to that yes, which I love,

13:32:40

I love the way you went about it, Kent.

13:32:42

is to get to the S and then say,

13:32:47

put all of those other questions that Sarah and you are suggesting,

13:32:52

After that. So that would be in that group, but, like, underneath it, the next step? All-up question? The follow-up questions. Oh, you're saying yes. Okay, I got this whole other list of

13:33:02

Information. And I offer that feedback because it helps dovetail into what we're going to be able to do, is if we had that information, we would know the size and parking things that might have to then feed into it, so that would be really helpful if you had a follow-up like that. Yeah, good.

13:33:19

reporting to Campbell, I thought I saw your hand go, fast, gentle.

13:33:25

similar, um...

13:33:27

instinct, and the way I addressed that was actually with knots.

13:33:32

I look at these sequentially, because yes, I want to get

13:33:35

get them thinking about it.

13:33:37

about them being elsewhere.

13:33:40

And what that would look like, ideally, and then get into more stuff.

13:33:45

I actually would eliminate the first question.

13:33:48

how large your organization, because that requires...

13:33:52

And inward...

13:33:56

Um...

13:33:57

qualitative evaluation. You say your organization is small.

13:34:00

And I know for damn sure it has a huge impact in our area.

13:34:04

I would not characterize you as small.

13:34:06

You may be a small stack, you may have a small board.

13:34:10

The meaning to our community is large. I don't want you self-characterizing

13:34:14

what you need prior to my asking you the other questions.

13:34:18

So I actually would leave that off. The fact that I would be asking you in the first place

13:34:23

means that you're important for our community.

13:34:26

So, no need to self-evaluate. I already decided you're important.

13:34:29

Right? So then we get into how could the community help you succeed?

13:34:34

That's a very interesting question, because it makes you start thinking outside. Right. Right?

13:34:39

And then at the very end, I would add...

13:34:41

So, after it says, if there was community space to share,

13:34:46

sort of resources, what sort of amenities would make it work for you?

13:34:50

And then the next question is, well, what size of space?

13:34:54

And what's special amenities would you require in such a place?

13:34:59

And the goal is to always leave it more open than specific.

13:35:03

I don't want to say square footage, I don't want to say, you know, this many staff, because that changes, right? Depends on needs, depends on funding, depends on where you are.

13:35:11

But overall, this is a 5,000 square foot proposition? Is this 10,000? Is this a 15,000 square foot proposition?

13:35:19

Is it a 20,000 square foot proposition? That's what we need to know.

13:35:24

And the minutiae, I think, will draw people into...

13:35:28

places that it's not useful for us at this stage.

13:35:31

So, keep it high level, and...

13:35:33

How could you better participate in community? And if that space existed,

13:35:39

Let's just quickly, would you like to see?

13:35:42

probably you would join us if we had that.

13:35:45

I think they're all good suggestions, and I think we might have to realize that

13:35:52

Once this is... once we ask this first group of questions,

13:35:55

And we get the information that we might be going back to these people. Absolutely. That's the best way it could happen.

13:36:03

And so we wanted a little close set of questions to get the ball rolling.

13:36:07

Based upon those learnings, then come back next month and go.

13:36:11

One thing that keeps coming up that we are asking, let's add that to the next one. That's absolutely how this should work.

13:36:18

Yeah. So, yeah.

13:36:20

my thought process includes, like,

13:36:23

What's... what's... what's holding you back, and what could you possibly do, you know? Where's the friction? And then imagine a space that gives you this

13:36:33

That's kind of what I... I love that you said that on your third question.

13:36:38

Which would now be my number 2.

13:36:39

major obstacles getting to, as Bill's described before, that are the pain points?

13:36:44

That's a very common leadership

13:36:47

way to think of things. What's prohibiting me in my current place, my current space, and my person that I use?

13:36:53

I'm doing that thing that really completes our mission.

13:36:57

however we... I don't know how to phrase that exactly, I'm not a non-profit leader, but...

13:37:02

That's the question.

13:37:04

All right, cool. Well, uh, seems like we have consensus, so where are we with these questions? Do we like the order based upon what Kat, you said, is that the order you would want it? Number one, would be what will help your organizations? That would

13:37:16

You're suggesting? Yeah, specifically for business and non-profit leaders,

13:37:20

what's going to help your organization? Okay, we have to pardon.

13:37:23

Do you want to use the term West County or community?

13:37:27

I'm sorry. I think number... what's currently number 3, then, should be number one above.

13:37:33

the follow-up question. No, sorry, what's currently number 2, I guess?

13:37:38

Because if we're saying what...

13:37:41

what would help the organization? We had even asked if there are obstacles, so maybe we're going to talk about this.

13:37:45

from a flow standpoint,

13:37:48

typically ask if they're offshore glove before we start asking what solutions they need for them?

13:37:53

A leader can always think more.

13:37:54

I always like to start with the positive and not the negative. Right, but you're asking for your office goes, and then what would help?

13:38:00

Instead of saying what would help before you ask what the obstacles were.

13:38:07

I'm just hoping it doesn't make sense if you just go straight to what would help, before you say, is there a problem that you need to help with?

13:38:13

I'm gonna dip it out, you both are business leaders, so you guys will work it out whichever way you want it, or I think I'm fine with deferring... Which is actually why I like starting, which is why I disagree with Kent in striking the first question. I think that is an opener where people like to talk about the size of the business.

13:38:26

They just say, like, tell me about your business.

13:38:28

you know, I have 177 staff, and I have 9 stores, and I have regional distribution center, and we're one of the largest independent bookstore chains in the western United States. I love St. We do, we as business leaders like to talk about our footprint and the staff and the growth and the reach that we have, so I think that is the opener, where they say, okay, so now,

13:38:47

But what are obstacles? Like, we're a fixed margin industry, we can't set the price of books, so we have to sell in high volume, it's difficult, it's challenging. And then you go, what would help? Oh, then I can talk about it. So I think the flow lends itself by leaving that first question. I think it's an inspired question to ask about.

13:39:02

the size of a business, because business leaders, founders, owners, CEOs like to talk about

13:39:08

the way the company does business, and it opens up.

13:39:11

Okay. 20 years in corporate signals, and...

13:39:15

Yes, and... yes.

13:39:17

don't go show up. One...

13:39:20

One's helpful, one's not. So I'm trying to have to avoid that.

13:39:24

decision point is your very first question. That water bubble different effects. Okay.

13:39:28

Again, a lot of YouTube duke it out, because being mindful of the time, y'all do the biggest business people. I'm not that invested to it. I really want to go back to... I just think it's good, that's all I'm saying.

13:39:40

Well, let's be realistic, too. If you're interviewing somebody

13:39:42

Depending on what you know, you might...

13:39:45

start somewhere different from the first question. Yes, right? I think you're a big, successful organization. Right, yeah. If you're struggling, you go, wow, tell me what's going on for you. Is it hard, you know? I mean, this depends on...

13:40:00

Can we agree? Sorry, also the information's helpful for our purposes, because we need to know the size of the business that we're working with. Oh, and about their loss?

13:40:10

Oh, yes! I want to see the cash. No, like, that's kind of the question, is that as we ask that question, the answer speed

13:40:17

the pool from which we can hope to draw in the future, if they're interested. So if we know how big their reach is, if they're doing work across the entire state, but they're... So, it opens up the rest of the information that we need, so it's not merely about a conversational icebreaker, which I think it is.

13:40:34

It's also... it's important information that helps us know what the reach is, because if I said I work with authors

13:40:40

Internationally, and I have a platform that has et cetera, et cetera, it's going to help you understand that my reach might be bigger than my budget, and I can help you with your project in some other way, which is what this is getting. It's information gathering, so the most we can get, we should try and get.

13:40:53

Because it might feed into other avenues of disinformational gathering,

13:40:57

process, not just finance, not just as a future rental, not just as a partner, but also maybe as somebody who does fundraising, or helps us do capital campaigns, or direct donations, or even just marketing reach. So, I think it's an important question, and I like it.

13:41:11

Alright, I'm voting with him, Mary Lou.

13:41:13

Can we agree that

13:41:16

this group, this first, a solid group, that we can agree that... that

13:41:22

the business and nonprofit leaders, this is...

13:41:26

structure of the questions.

13:41:28

So that...

13:41:30

They don't have to be 1, 2, 3, 4, 5, they don't have to be exactly worded like that.

13:41:36

But as a group, if any of us are going out to a business leader or a nonprofit leader, and more than one of us will be doing that,

13:41:45

that we can say, okay, we'll take this as our...

13:41:48

as our basis. These are the kinds of things. These are the kinds of things. These are the kinds of things. If we can agree to that right now...

13:41:54

that we can just sort of move on, and we don't have to wordsmith, because by the time you get into an interview with somebody,

13:42:01

It's got to change anyone. Yeah, it's not an if. Like, of those 30 questions, 30 people that you all put out,

13:42:08

Hopefully, it's not just going to be the five of us running to interview 30 people. We're hoping that y'all will have already done seven. Yeah, where's your notes?

13:42:16

We'll see your notes, because that way we'll learn when you guys bless these questions that we start interviewing the other 30.

13:42:21

parts that you haven't interviewed, but anyway.

13:42:24

All right, so good. With what Mary Lou said, so are we good with this general format for these questions? At least to put in the staff report? Bear in mind,

13:42:34

Once it's out there, we're all identified with these general questions.

13:42:39

the staff report. So...

13:42:40

That's a yes, Will, or did you have other questions? Yes. So we're talking about this first section. So, I'm seeing thumbs, yes, okay.

13:42:49

No one's throwing a chair, so that's good. So now, now we're moving on down to the next. Then we go down to, um...

13:42:55

the community members,

13:42:58

And, um, what I... this is, again, if you... if we do it in a...

13:43:04

a focus group sort,

13:43:07

things are... can get out of control very quickly in focus. So, there are very... there's only four different questions.

13:43:17

Um, or actually, what it was just a suggestion is where the happening.

13:43:23

What do you feel are the most important spaces in the communities to thrive? Do you feel that spaces are adequately addressed in our community?

Again, I don't know whether to put Sebastopol West County or whatever.

13:43:33

This group agrees to, that's fine. If not, would you like

13:43:39

Uh, what would you like to change?

13:43:41

To make you want to use community spaces. I think that's...

13:43:45

a pretty important question, because...

13:43:47

You know, what if we go to all this work and nobody, you know, it's like we give a party and nobody shows up type thing, you know?

13:43:54

Um...

13:43:56

And now as we're following, what do you feel? This... I don't know, this was sort of a last minute. I was trying to think in terms of

13:44:04

square footage, or what it is... what is the next decision that has to be made by this group?

13:44:10

Would it help to know where people think

13:44:14

the time, space, money should be spent.

13:44:17

you know, the community itself.

13:44:20

you know, I can...

13:44:22

I can go either way with that. The others are open-ended, and I guess if you've been in a focus group, you know that it...

13:44:29

It can get long, and...

13:44:31

Somebody's gonna say, well, I don't like it, because the rooms aren't fixed, or whatever, you know.

13:44:37

Okay, so there's our... those are the questions that you have? Yeah, they're the questions I have. I'm willing to...

13:44:44

to change them any more event. Great, alright. I love it. I think it's lovely. I've only...

13:44:49

suggest maybe adding another line at the bottom of the...

13:44:52

most important spaces, because we don't really know what we've done, it'd be nice to have

13:44:57

Even a little open-ended spot there where somebody might say, actually, it's refillable water stations, because there's not enough.

13:45:02

Turbo Water in West County, I don't know what they want to say, but... Right.

13:45:09

Sure. In that same line of thought,

13:45:12

I would prefer that the spaces not be specifically identified by the community name we have for them, like the community center, the senior center, the library.

13:45:22

But rather, uh, things like...

13:45:25

commercial kitchen.

13:45:28

office space.

13:45:30

Outdoor space.

13:45:34

Can't think of any more right now, but...

13:45:35

I... I...

13:45:38

have a problem because that looks like we're going to rank. Is the Senior Center more important than the community center?

13:45:44

Is the library more important than the senior center?

13:45:47

I would hope we could keep this as a kind of a competitive

13:45:51

ranking mindset.

13:45:53

So that we get the need.

13:45:56

I'm gonna start a business, and I need a commercial kitchen, and I can't find one anywhere except in Marin County. I do whatever that is. I do feel you, because having a library up front makes me very easy.

13:46:05

People are not loving the library at all.

13:46:09

about to say that, hands down. They are not loving the library, regardless of

13:46:13

outside the square, people can vote here.

13:46:17

They are not loaning that. So, just the mere fact that it's listed first makes me feel very uncomfortable. Here's some more categories.

13:46:27

Art display areas.

13:46:31

meeting space. Yeah, I think it's free.

13:46:33

Right, that's on there.

13:46:36

I mean, could we?

13:46:39

I could potentially consider...

13:46:42

actually leaving this as an open-ended, just give a few examples, you know,

13:46:46

When we consider outdoor... the importance of community spaces,

13:46:50

you know, what are important features we're going to have there, such as office space?

13:46:56

community gathering space. I put it in the questions. On childcare. But don't give a rate with a bullet point, maybe... actually, Jen, access to child care, access to bus routes, access to...

13:47:09

So, walkable sidewalks, whatever it might be, parking, I don't know. But if we think about what they might be,

13:47:15

Because this could be exhaustive, I mean, like, they would just...

13:47:18

Yeah. Well, you should say enough, though, so that we get people thinking about it. Like, you saw in my mind actually start tripping over my own idea, and I couldn't come up with ideas. I mean, there's not a performance space, a venue for a library. Which is exactly kind of why I'm thinking

13:47:33

any list of 5 or 6 or 10 is not going to do that, so maybe leaving it. Just tell us in your own words, what are the most important features of a

13:47:43

I don't know if that's correct, that's just a thought I have, and I don't... I'm not married to it, I'm just sharing it.

13:47:47

Well, let's start brainstorming the five. So, Alyssa, thanks for putting that. Oh, sorry, Kent, sorry. Sort of structurally, um...

13:47:55

I see the top section in this section performing dramatically different functions.

13:48:01

So the top section

13:48:03

As far as the funding committee,

13:48:07

I know at this point that we have

13:48:09

pretty much committable yeses are about 40,000 to 50,000 square feet.

13:48:14

Which is half of acetone there.

13:48:17

Careful with some... after the center of it, up in the north end of town.

13:48:20

half of the O'Reilly space. Okay, so I just want to be concrete, yeah, for people following along. Sorry, sorry.

13:48:27

As a mind experiment, if that was a space,

13:48:31

And if these things are possible, these people are here,

13:48:35

We've got 5 organizations all ready to go.

13:48:39

That if this was true, and if it was affordable, and all that stuff, but yes, we're willing to invest in making that commitment sooner than later.

13:48:46

Okay. So, half. So, really, what the first part that I'm looking for, and I don't want to speak for my team, but

13:48:54

is finding the people who's still half of the next building. And once we get to 60 or 70%,

13:49:00

of space usage, it feels like then we could

13:49:05

best tipping point, and now we'll figure out who's the ideal other institutions or businesses to fill that.

13:49:12

or commercial businesses who are actually going to help pay for it.

13:49:15

So that's the part of the first point, like, who's the next one we need to tell? Who's the next one we need to give this thought experiment to, to see

13:49:21

If we did this, would you come? If we built it, would you come? I love that. So, why don't we start with the first five groups that you already have money for? Potential money for, and then build off the other ones.

13:49:38

Let me separate that out.

13:49:39

This section is the famous Unk Ongs, the unknown unknowns.

13:49:45

I mean, I'm comfortable that this room can dream up 85% of what needs to be done for the commas to be effective and amazing and better than what we got right now.

13:49:56

But there's that other 15% that we just don't know. It's going to be part of that survey, like,

13:50:02

Well, the most important...

13:50:04

Public space is actually a crosswalk. Three of us cannot cross.

13:50:09

you know, maybe... maybe that's the thing, that we just aren't thinking of as organizational leaders, or as operators.

13:50:16

So, I would want this to be...

13:50:19

Again, to RM's point, as open and to Sarah's point, as open as possible, because we have no idea. It's the thing that we have no idea is going to come out of it that we're actually looking at.

13:50:30

It's that super surprising thing that people keep bringing up.

13:50:34

Not even being asked directly.

13:50:36

What is that thing we're missing that we just...

13:50:39

Not even on a radar. Love that. But then, I'm also hearing over here that we should just start suggesting something, because if I read this question to somebody out of the following.

13:50:50

Or maybe just starting, which community spaces are you most likely to use? I'd be like, I don't even know what you mean.

13:50:55

when you say community spaces. So I would want, like, an IE

13:51:00

Like, something, something, something, something, something, a list of, like, 4 or 5.

13:51:04

things would come after to start

13:51:07

communication, because I...

13:51:10

in my own partner didn't know what...

13:51:12

I met by community space. I think we need to figure out something, but... Can I just draw our attention to what Alyssa's typing out? Because I like the way she's worded the question out. Out of the following, which bases are you most likely to use? And listing it that way,

13:51:24

is really informative, back to Phil's point.

13:51:27

to recruiting those next businesses that might to come in, because we would then have

13:51:32

n number of responses that all said

13:51:35

playgrounds were all said adequate parking or sidewalks, or whatever it might be, and we could then build something to suit that, because then when we go to recruit businesses, we could say, we know that there's a demand here, because here's the... here's the, um...

13:51:49

the edicts from the community that wants it, so we've built it according to this need, so you have a set customer base by coming here, so I think it feeds both parts of it, recruiting the next

13:52:00

20% to come in, and also building something to suit. Finally, I think what you said about community space, I would

13:52:07

changed both community center and community space to say community gathering.

13:52:10

Um, space, because that kind of gets the gathering spot, you know,

13:52:13

you know, but I think...

13:52:15

Listing it this way is, if we listed out 10 things that we generally

13:52:20

think are going to...

13:52:23

be solved or provided in this space.

13:52:26

shared computer space, shared, etc., etc. Whatever it might be.

13:52:29

And then have just a second question.

13:52:31

What other... what other aspects of a community space would be important for you? And it's open-ended, and we left kind of some of both.

13:52:38

That might solve it, but I like using

13:52:42

Don't mind that Lister wrote, which is more likely to use.

13:52:46

Um, so moving... I just played that rather than ranking it, like you pointed out. Yeah, so maybe moving art space and everything.

13:52:54

Down, up, and not using Library Senior Center, Community Center meeting well.

13:53:00

just not using library senior centers are in community center, is that what you're saying? The first three, all. Yeah, all of.

13:53:05

There's all, like, real places, like, to... Right, right, right. Those are named places that have a ubiquity in our town. I'd probably rather keep it sort of nebulous, and just generally what you're getting from those spaces that you still want. I love that. Because that feeds into other...

13:53:19

aspects of how we build something communally. If somebody's there, I'm here to check out books in a library,

13:53:25

That just is a library, but if we say I'm here for a gathering space, meeting space, that could be the library's shared space with

13:53:31

3 or 4 other organizations, but if it's really specific and we left it tied to one thing.

13:53:36

I love that. Can we add co-work to office space? Yeah, just put that in there.

13:53:45

co-working, or like a... Like a whole separate line.

13:53:51

C-O-W-R-R-K.

13:53:54

Yeah, if you want to go, or do you think this is separate or as part of Office? No, let's do them together. Somebody might just need bigger space?

13:54:02

And other people might need to share.

13:54:04

Or just... I don't want an office.

13:54:09

But some people need an office. Exactly, that's what I said, yeah.

13:54:13

Co-work. Co-insurance. Like, shared co-working space, giving shared liking space.

13:54:19

Yeah. It should be confused. I don't know how to put it, but conference space. I mean, one of the things we need is a place to meet. Yeah, bigger conference room space. Yeah. I mean, I'm spending a lot of money at... Cindy, let's talk to your mayor. City Council needs space, too. I'm not dedicated to meeting their team acts for a lot of my life.

13:54:44

I just have a clarifying face... a clarifying question. Because it's a focus group where there'll be multiple people,

13:54:51

But the question... and I'm just wondering...

13:54:53

Is the goal to gather, like, how many people

13:54:56

prefer which kind of space, or is it going to be... is the goal to have it be a conversation across multiple people that will then...

13:55:04

you know, be part of, like, a brainstorm where people will just come up with all the different kinds of spaces. I'm just wondering what the...

13:55:11

what the plan is, I guess. Is it to count how many, or is it to just have generation of...

13:55:16

ideas and interest.

13:55:19

I think when I was thinking, I think it was the latter.

13:55:22

generation of ideas and interests. But...

13:55:24

Again, open to...

13:55:27

Helping through anything, and these were... as far as I was concerned, this was sort of like...

13:55:32

something that we can all talk about.

13:55:34

change.

13:55:38

I sort of fall back on the...

13:55:40

The ultimate purpose of this is for us to

13:55:43

develop a list of what the community needs is, right? That's the driving. Right.

13:55:48

if we try to falsely quantify it for an end result, then we're just sort of maybe...

13:55:53

missing the community needs, but if more laborious to leave it open,

13:55:58

But if that's driving the real information of what the community needs, that helps us drive

13:56:03

how to fund it, how big it needs to be, who to recruit to join us, who to donate from, and so if we found that there's a

13:56:11

substantial need for

13:56:14

truck and childcare. You know, something like that. That helps us in our relationship to the Historic Policy Council, it helps us in our relationship. Like, it's just all kind of... it all kind of feeds from real information, and I think you're... I genuinely think you're doing a lovely job.

13:56:28

in these two separate categories by bifurcating them, seeing what the business needs are, and asking genuinely, what are our community members' needs?

13:56:35

Um, I also think asking what city they live in, um,

13:56:39

What city do they live? Where are you? What?

13:56:44

Just in FLAB, we did find a child care place without having to put a life insurance.

13:56:52

Oh, a chocolate place. Oh yeah, but just following up off of that, yes, because this is the name of the subcommittee.

13:56:56

So this is what we've been telling the community we're working on. Community needs assessments.

13:57:02

Businesses are part of it. They tie into that. Right, I know. I'm totally lost. What's happening? No, no, no, I was just saying that what you were talking about, the fact that these questions should be geared towards a community needs assessment, then it reminded me that that actually is the name of the subcommittee. So we've been putting... Yeah, it's almost like... Yeah, it's almost like, oh my god, somebody's, like, already not... I was just funny to say that? So, I want us to remember that

13:57:25

While these are physical buildings, we're...

13:57:27

doing a thought experiment about... we also have to consider the outdoor space, because...

13:57:35

Yeah, it's really important for the transit to there, it's really important for the car.

13:57:41

cars, it's really important for

13:57:43

meeting space, really important for play.

13:57:46

gardens of whatever. There's a lot of value to outdoor space. I think it should be on the list.

13:57:53

Sure. Isn't it up there? I feel like, yes. I think so.

13:57:56

Playgrounds and parks, like, as I was thinking that... outdoor space. Outdoor space.

13:58:02

Yeah, add outdoor space or something.

13:58:05

Is there anything we don't want to ask what town people live in when we ask these questions? I don't know, how did we get them there? Yeah, I know, right through it.

13:58:12

But how did we jump from, I'm just wanting to get these questions solidified before we go forward? Oh, I thought it was just part of asking the community question. The community members, because their needs might be different if they're in Forestville, because of

13:58:22

transit requirements, etc. Oh, I don't know, I'll focus in on just these questions. Where did you see that question at?

13:58:30

Oh, that's helpful. Is that correct? I'm asking, I don't know, is it helpful to know what town somewhere? Oh, you're thinking about adding an additional community meeting. Like, as part of this whole subtext? Sorry. Okay, I missed it. Well, what's the question? Where do you live?

13:58:50

Where do you do business? Where do you hang out? And what's your secretary? What's your...

13:58:58

Maybe you loop your husband by community, so you take people from Forestville and say, this is the river in this dark, and then you go to Bodega, and you... that way you already know, because this is where you're drawing your community from, and they're building on each other, because that's the point of the focus group. They talk to each other, and they get ideas, like, oh yeah, I can get there.

13:59:16

I wish there was better transportation, or...

13:59:18

you know, I would love a bookstore,

13:59:20

That's close to where I dropped my kid off from school, whatever, and then you get

13:59:24

that might be helpful, because then you're getting

13:59:27

people building off of each other, and you know it goes off, because you selected that specific area.

13:59:33

Which I think is lovely in the ideal world, but I don't think we have that.

13:59:38

people power here to... to go quite that far and that deep.

13:59:43

I am kind of put you first. I mean, how are you?

13:59:46

outreach meetings in Bodega meetings. Can I just say...

13:59:50

I'd like to clarify why I think it's important information to quantify, even if it's just a tally. What's really living?

13:59:55

Just a real quick thing, because, again, when we're looking at funding in the future, moving from the finance group to a funding group in development,

14:00:02

we're going to be able to go to those towns if we got a lot of response from people who live in

14:00:07

Brian, you know, they all need the same thing.

14:00:10

famous people who used to live in Reno or have a heart for it might be more inclined to give that. So, in terms of donor cultivation, that's an important metric for us to track.

14:00:17

for the future, even if it doesn't change what their needs are here, maybe they're all exactly the same needs.

14:00:23

When we know how many people we're reaching, we know how many people we're pitching for potential future donors and for vendors to come into the place. And also, what an excellent resource this will be. I serve on the Child Care Planning Council. We can't even get our own data based upon a decent zip code.

14:00:39

data collection, and we're having to spend countless thousands of dollars of your taxpayers to try to narrow it down.

14:00:47

to get decent data.

14:00:49

So, I think not only would it be good for us, it would be worth sharing around. Yes! So if we could just get a tally of what city they're from, and I don't mean anything more than that, just a quick tally, what city, you know,

14:01:01

Thanks for doing this questionnaire. What city do you live in?

14:01:04

Greeting people, you know that...

14:01:06

you know, 20 people in Grayton said the same thing as a...

14:01:09

1,000 people in Sebastopol is 900 people, wherever. It just helps us when we later.

14:01:14

If you see Phil and then Mary Lou, then Sarah.

14:01:17

Uh, and that would be important for the EFID type funding.

14:01:21

a lot of time talking to Linda, um, this will be relevant.

14:01:25

Because then again, yeah, we go back to the county, we're asking for something, like, why am I giving something to the city of Sebastopol? Well, you're not. You're giving something to all of West County, here's our data.

14:01:34

Um, I just think it's an important thing to quantify. I don't want to change the metric too much where the subsidiary questions that makes it

14:01:40

hard to keep track of, but a quick tally would help us identify who we're serving.

14:01:46

Because I don't help us identify

14:01:48

who's gonna donate? Marilyn? I have just two sort of things to add. I... I don't... I understand where that's coming from, from

14:01:57

from data collection, etc.

14:02:00

Uh, we have... I...

14:02:02

have had experience with the West County, with trying to get things done per city.

14:02:10

And first of all, they're not all cities.

14:02:13

Uh, then there's people like me who live in what I call the dead zone, which is between Sebastopol and Guerneville. Guerneville has a lot happening. Sebasto has things happening, and I'm in the middle of

14:02:23

unincorporated area.

14:02:26

And the only thing I ever see is fire, period. I don't have...

14:02:30

If there's a sheriff, there's no hiring fire service. Yeah, and fire service. Anyway, so, given...

14:02:39

I can't identify, and much of West County can't identify with the word city. It might be just a wording.

14:02:47

The other thing is this political aspect of it. I know that

14:02:52

places like Granito. I know this because we've tried to develop programs

14:02:59

per school district.

14:03:01

And each district, there's, like, seven districts within the West County.

14:03:04

And they each have their own very individual

14:03:09

community, spirit,

14:03:11

culture, and some of them don't want anywhere near it. Just like, this is us, and this is who we are, and...

14:03:18

Um, I would hate... I'm not sure how to get past that, let's put it that way, because, like, in some...

14:03:25

Some places we haven't ever gotten tested. Trying to get education out to those parents.

14:03:30

And then the very last thing is,

14:03:34

I love that we're doing all these questions.

14:03:37

And this might come later, but who's going to develop the data? Who's going to look at it and make it

14:03:44

reasonable for us to use for

14:03:47

um... how are we going to quantify it? Because how we ask it might...

14:03:53

depend on how it's quantified. Yeah.

14:03:57

quantify a gift. I can compile that. Yay! But first, back to Sarah first, and then... I think what we ask is, where do you live?

14:04:05

That would be good. That's what we want to know. Some people might say, I live in the Hillcrest school district, or...

14:04:12

whatever is their little, sort of, right? Just say that we just do that. It's the same thing. My in-laws live out near Bloomfield, you know, west part of Sebastopol, kind of out. Like, they might just say that.

14:04:24

Not just picking up a West...

14:04:26

Between special and glucose, you know, between Renito and wherever. I think it's fine. Most... however people answer it is fine, and if we've got a bunch of weird...

14:04:33

Weird, not weird, that's implied. Bunch of... show the obscure references to, like, the nearest tree and mailbox and whatever, it's fine, just keep it as a separate category, but if we can just get a lot of people to just answer where they live,

14:04:45

that are still telling, and it's still good information. If somebody says, well, I really don't live between either, and here's where I live. Great, we still want to serve you. There might be people in your community who also want that.

14:04:55

part of the community served that are underrepresented because it's somewhere between

14:04:59

these two places, and all you see is the fire service, not fires, but... and both, but I think it's important to get that information, and I don't think it's too much of a heavy lift in terms of the quantifying there. We just separate out there a whole stack of people that answered from Santa Rosa. Here's a whole stack of people who answered from

14:05:14

Sebastopol and small stack from great, and smaller and smaller, and however it might be. But I think it's really good information, because we want to serve them and know what their needs are, and we want to be able to come back

14:05:24

to all these other county and wider entities and say, we're not just your base of basketball.

14:05:29

We are Sebastopol Therving all of West County in these ways, here's our data.

14:05:34

So? So, I agree with, uh, asking where you live, but also with

14:05:38

who do you serve, and where are they?

14:05:42

I'm trying to also develop relationships with people in Graydon.

14:05:47

And, you know, and make a, you know, so Sebastopol can work.

14:05:50

better with grading and tie our communities together as far as transit goes and services.

14:05:55

And, you know, if you talk to somebody out there, they may have somebody in general, or PAS, or somewhere else they work with.

14:06:04

in the space. Like, maybe West Coast, the soccer organization could use some office space. Where are our people?

14:06:11

tamales. So there you go, let's type it in. So, where do you... but hold on, let's make sure we... Oh, I'm gonna say that goes to the top. That other section. Okay, that's maybe... I'm sorry, I think that's actually what Phil was talking about in terms of where organization and where do you serve people.

14:06:27

I think... are you talking about putting that in the business and nonprofit section, and asking them? I don't know, but I don't want to lose track of his words. Is that what you're saying? Who do you serve?

14:06:35

I don't want that captured before we decide to put it where. Yes, let me tell you this. If you're talking about...

14:06:43

You're talking then to a leader of some sort? Yes. I think it's in the show. So it's in the second...

14:06:48

It's in that other category, the inner what category? This one, business development. Oh, up there. I get it, okay. As long as we didn't lose track of the wording, because I really like the wording.

14:06:58

Who do you serve goes there?

14:07:00

Yeah, that could be... yeah, that could be a general who you serve.

14:07:11

Yeah. Okay, cool, as long as we capture that. I saw something about transportation. We need public transportation.

14:07:18

I added that, I wonder if you would like to...

14:07:22

I thought that was a great contribution. You put it right in there. We love that, too.

14:07:28

Yes, okay, good.

14:07:29

it's probably time to get back to your... one of your first questions.

14:07:34

How are we naming this thing, whether it's West County Commons, or whether it's... Well, we already decided in whatever the motion, what's on the website, whatever it is, that's...

14:07:45

on the website. What's the word? Is that West Carolina? We already decided. Sebaste will come and spills.

14:07:51

No, I hate to disagree, but...

14:07:53

That's not accurate. We've been publishing something, it's on the website. The name of our committee, Special Commons.

14:08:04

a Commons, wherever it is, and...

14:08:06

At the very least question was, in this, are we talking about the West County community, or are we talking about this basketball community? I think that's back to where you were

14:08:14

of what you're doing. Can I finish? Sure, go ahead.

14:08:19

What I'd like to suggest is that the West County thing is important. We are still a Special Commons in the title of this formal committee, which is never going away, but all the questions we're asking

14:08:30

It's very much focused on how we bring

14:08:33

West Coast. When I describe us,

14:08:35

I described this as we're putting the UN

14:08:38

In New York City. This is Sebastopol.

14:08:42

developing a West County DN.

14:08:44

Which will be within our city limits.

14:08:46

So, if you kind of share some of the costs...

14:08:48

I mean, I bet you are, but that's already been established. We voted on it, this has been what the community, so I like the wording to be

14:08:56

to say. That's what's inclusive of... There's house coverage.

14:09:02

I understand that. Mary Lou does that answer your question?

14:09:05

Does that statement there answer what you asked us earlier today?

14:09:09

I think it was in one of the first questions, the top... Yeah, we... okay.

14:09:14

Yeah, well, I have a... of course, I have a couple spots. That's why we're here. You can kick me off. No, no, I know! We're gonna make you work instead.

14:09:29

I... you know, I think that, yes, we have to be consistent. I also think that

14:09:34

I would like to think that we're...

14:09:37

flexible enough that if we have to change it, I don't... I'm not saying we do.

14:09:42

that... that we...

14:09:44

that we can, because when we first did this, we were working on a certain set of information,

14:09:51

And now we're working on a broader set of information, but

14:09:56

That being said, I think that, um,

14:09:59

maybe West County community... well, Sebastian West County Community would be fine with me, as far as my concerned. I can bring it down. But I also... I like to remember as well, I was trying to facilitate, so I'm gonna throw out my...

14:10:12

I want the warning to be consistent with what we've already published on the website and in our last staff report.

14:10:18

reviews per reach like that, so if we want to redo the whole verbiage,

14:10:23

then I guess we can spend within the next 50 minutes on... And you misunderstand my question. I apologize for being unclear.

14:10:30

In question one,

14:10:32

Which may be question two now.

14:10:35

You said, succeed in West County, Marin, or this community.

14:10:39

Yeah, I'm just suggesting that we just leave the reckons to West County, because that ties into so many others, and not

14:10:47

puts a basketball at that point.

14:10:48

I think that's the question I was addressing, and that's all in the dry suit. Right. Sebastobalt is in that question yet. Well, the print was for this community.

14:10:56

I thought implicitly that was.

14:10:58

naming something else. Yeah, well, I didn't know what...

14:11:01

with what this committee wanted to do with that. That's why it was...

14:11:03

Which is to my point, which I think we just stick with West County. You hear the saying, stick with West County. I would say, in this community, because people have different communities in their mind.

14:11:14

Some people live close, narrowly, and other people travel and have a bigger sense of community.

14:11:21

And if we just say in this community,

14:11:23

is open-ended. How about the West County community?

14:11:27

You're going back to West County, see? I think West County... I mean, people don't realize that there is actually a drawback to being too local around.

Yeah, and the rest of Sonoma County.

14:11:40

Well, no, but for me, I would once a basketball in there somewhere.

14:11:44

Because, again, it ties into the verbiage, what we've already used on the website, and in the past efforts.

14:11:50

So, whatever that wording was that you pulled up, Melissa,

14:11:54

from our website.

14:11:56

That's the wording I would like copied and pasted there.

14:11:59

Because Sebastopol is important to convey in the fact that it's our taxpayers' dollars who are currently paying

14:12:06

for all of this. The electricity,

14:12:09

all of staff time, everything. I do not want this to just be a free thing that

14:12:15

Linda and whoever else from the West County.

14:12:19

glance onto. They're not paying for any of this. We're not paying for this. And the West County. Or whatever. They say yes. That's what it says in the other thing.

14:12:27

Yes, that would... that would tie in your language. So there were two places where that parenthesis was, so I think we need to change both of them.

14:12:38

To underscore an important part of this,

14:12:42

And that's still on the website, as we've already voted on and established and negotiated this.

14:12:47

It's referred to as building the commons, so you can genuinely just and authentically

14:12:52

With integrity, refer to it as, we're building a commons, we're building some commons.

14:12:56

You know, it's not named yet. I'm calling it the West County Commons is not any more honest than calling it the Sebastopol Commons.

14:13:02

It's... the theme of...

14:13:05

the organization. If you go back to the website, literally the very first line on it,

14:13:09

says, building the commons, in quotes, is a... defines it. So, let's just stick to the language that we've agreed on, which is neutral enough.

14:13:16

Because that was the whole thing.

14:13:20

Right, and then followings, bringing people back to the name of this committee.

14:13:24

which the Council, I'm feeling very protective of this, because I sit on the council, and we bless the name and the charter of things, and New King Taxpayers money.

14:13:34

So, as long as we all tie it back in our interviews, and we ask these questions,

14:13:40

we refer to the work as the title that's on the agenda.

14:13:44

Sebastopol Commons, building the Commons making.

14:13:47

That is what the current council blessed, so I'm not okay with...

14:13:50

moving around that. I'm just gonna keep it there. So is that language not okay with you, then?

14:13:55

I think it conveys the gist to everybody's points here of what we've already put out there, but I never want this to be anything preference other than Sebastopol first, and then whatever verbiage

14:14:09

put out there for the West County. Y'all's taxpayers who put us in this position, this is your money that you're burning, for better or for worse.

14:14:17

Okay, so what I would suggest adding, the in the Sebastopol and West County community.

14:14:27

If you use AN sub basketball, I think people... Well, most math is just...

14:14:30

kind of just stop there. Okay. If we're doing natural language conversations, like, we're having this out loud, you know, I'm actually casually in Durhamville, and I'm having this, I probably won't

14:14:41

use your exact words. I'm just gonna say... Okay, yeah.

14:14:45

There's a high likelihood, and I'm just gonna base that...

14:14:48

But I will get to this point. Right, yeah, right, right.

14:14:51

So I don't want to overwork it. Yeah, okay, we're good.

14:14:55

Can we... can we just...

14:14:59

We could go back down to the... we've already talked about the...

14:15:03

business leaders and nonprofits.

14:15:05

Can we just get approval for the community

14:15:08

member group of questions. If that's okay with everybody, if they want to add something.

14:15:13

Because we do need to talk a little about funding, which I haven't made a template for.

14:15:19

And I would love...

14:15:21

Personally, to go out of here thinking,

14:15:23

We have some stuff that we can give to all of you folks.

14:15:27

We can look at those 30 or however many people that we want to talk to, and we can actually start some assigning for however you want to do it. Right, no, I love that, too. So, we find with these questions for the community members now? Sorry, I have one more question.

14:15:42

Um, we're starting... the top question, what do you feel the most important spaces a community needs to thrive?

14:15:49

Right. Um...

14:15:52

And I worry that that's gonna limit someone to just physical space, because we're not talking about only space, we're also talking about services.

14:15:58

And so, I just, right?

14:16:01

I mean, if we just talk about space,

14:16:04

I just don't know if it's a little bit too limiting, if there's going to be any context so that we can say we're talking about spaces,

14:16:10

Where you might have services provided, or something like that. I just wonder if you want to say spaces or services at that. Spaces and services?

14:16:19

Just to make sure it's not just physical only. Nice.

14:16:23

All right, good. With the timing that we have, are we good with these questions here for the community members and things? Thumbs up?

14:16:31

I just was, in the same way, protective of the language we already agreed on that. That's my only point. Sorry.

14:16:35

No, I feel you with that.

14:16:38

It's taxpayers' money, man. Okay, so that's good, we're good with this. So now, uh, Marilyn, did you have any further funding questions? I did not. I did not have... So let's spend some time talking about...

14:16:50

Or the third category. So we talked about, like, the business owners and the nonprofits, we talked about the community members. The third one that we have contemplated

14:16:58

was about, you know, getting

14:17:01

data for your guys' committee, which could be...

14:17:05

ask specific questions that you would like.

14:17:08

answered. That would help you guys. Was that not it earlier?

14:17:13

No, what I was thinking as the third one is, what are the...

14:17:18

I was just talking about this with Craig, but...

14:17:23

We need to have... if we have a list of people that are potential funders,

14:17:30

which one of us, or two of us, would go together and say, this is the project.

14:17:36

what question... what... what do we ask them? What, like, what do you need

14:17:41

In order for you to consider funding this particular project.

14:17:46

That's different than any of the questions that I put up there.

14:17:52

kind of take it as I think I understand it, to make sure I'm on the right video.

14:17:55

you're not talking about an actual development committee that goes to actually try and cultivate this as a donor. You're saying we should approach

14:18:02

those who we think could be potential donors,

14:18:04

and inquire of them what they want and what they're looking for when they make donations, so that we can tailor our work to do better

14:18:11

When we do get to a...

14:18:15

a funding committee. Right.

14:18:16

I'm deferring to these, too. That's like a donor expectation.

14:18:24

Sure. Yeah. Like an investor-donor...

14:18:28

Yeah. Okay, I really like that. That's...

14:18:31

Really inspired, thank you.

14:18:33

A simple way to ask that is, like, what makes this fundable?

14:18:36

Like, we're attempting to do this, but if we can write this down, this is the funny thing. What makes this fundable? Yeah, that's a good one.

14:18:45

Find them all is an Apple card. It is now.

14:18:51

English is in the classy.

14:18:54

In fundraising, the old adage is, if you...

14:18:59

If you want advice, ask for funding. If you want funding, ask for advice.

14:19:03

So I'm very...

14:19:05

reticent to straight-up ask for funding.

14:19:08

It's not the question that funders want to hear.

14:19:12

Um, Alyssa, is it possible to go to my page, the first section of who and what?

14:19:18

Yep.

14:19:21

And this is a combination of

14:19:23

getting towards who might be potential plunders, and who might be the people who need to talk to, and how to talk to them if they're not specific.

14:19:31

NPO of business leaders.

14:19:34

So, somewhere in this.

14:19:36

Who should we be inviting?

14:19:44

I'm not...

14:19:52

And what I'm getting out of this is...

14:19:56

When I say influential,

14:19:58

So, I am talking with a major plant.

14:20:01

This is patient. Thank you too.

14:20:07

is asking what they'd like to see and what they'd like to find is not going to be the way to get the money.

14:20:12

It's going to be... here's this thing we're working on.

14:20:16

And I know that you are interested in these kinds of projects.

14:20:20

of which I think there are these involved in here.

14:20:24

Can we talk to you about that?

14:20:26

So there's that first thing of really defining what we are before asking who's a good funder, because

14:20:32

my funding, right? And then that starts with money conversational words. I really want to know,

14:20:37

Who's going to be influential? And I think implicit in that...

14:20:41

Who's got the money? Who's got the connections?

14:20:44

Who needs to be talking to the two people who can make it happen who aren't talking to each other yet?

14:20:51

I really...

14:20:53

It really feels like that's where we're at this moment, like, this month, these few weeks, we're at that tipping point.

14:20:59

I definitely want to talk about

14:21:01

The second major question, which is commercial entities, which were not

14:21:05

It's not being asked here.

14:21:07

Because we need

14:21:09

a full pocket, full market price, paying commercial entity to want to join, whether that's a healthcare

14:21:16

urgent care clinic, um, whether it's, uh, doctors and chiropractors and wellness, you know,

14:21:22

There needs to be a significant mess, which we don't have yet. The first building is full,

14:21:27

of us non-profits.

14:21:29

The second building, or some mix there,

14:21:32

We need to get to people who want to be there as regular, full-paying businesses to be a part of this, and now we have yet to ask the question that exposes

14:21:41

let people know about that. Who can we invite, and who do you know who they contact?

14:21:45

And that's really the funding question that

14:21:50

you know, how much they have, and how much they need,

14:21:53

Those are all available in other ways. I want to know who's the big player on their team, what big player they know, who's gotta really step in and make this happen.

14:22:01

And once there's a price tag, tell us how much they're interested in.

14:22:05

Okay, so are you suggesting just copying that?

14:22:08

who and what paragraph those questions under

14:22:11

whatever we're calling the third group.

14:22:13

Which is the funding that we're identified. Is that what we're talking about? I'm...

14:22:19

I'm saying implicit, those questions are what I'm missing so far, and let me def...

14:22:24

Since I wrote those, I'll defer to the body to how it lands, and...

14:22:27

what could be useful. Go ahead.

14:22:29

Well, I just love that. So, that could be under Mary Lieu's third category. If we talked about the nonprofit business leaders,

14:22:37

the community members, but this would be what she loosely timed, like the funding part, so we could...

14:22:42

re-figure the language you want up there.

14:22:46

Again, I know a lot of these are fundable group that we're talking to.

14:22:49

Right, because you have to be integrated into some other relationship. Right, but what I'm thinking about is whatever these questions are, it's going to have to be attached to a staff report.

14:22:58

So, how would you like that bolded funding question third?

14:23:03

group, what would you like that called, then?

14:23:05

And then list your questions below it. That's what I'm getting at.

14:23:16

I would just make the third category. We have business and nonprofit leaders.

14:23:20

We have community members, and then we have...

14:23:25

whatever we're going to call those influential people that don't fall into those categories, who can actually tell us the next person we need to talk to. We're interested in how you would categorize in a third category. Potential...

14:23:40

I hate to be negative, I would not put funding questions, I would not put anything of those three sentences.

14:23:45

So it would be, um...

14:23:49

Because we want the community to start to think about those questions.

14:23:54

Influencers, I mean, what is it your...

14:23:55

you're thinking of them as.

14:23:59

Because I'm thinking about from the community, when they read the scout report and they show up question and answer, they'd be like, I get it, 3 broad categories you're trying to ask people of, but what is the third one again?

14:24:11

what's my takeaway? That's a great question. I don't know. I'm deferring to you, because... So, so I have, like, uh, the thought that maybe this venue will be asked for potential partners, like, what would make them want to partner into this, like, if that's, like,

14:24:26

But I agree with Ken a lot that I'm not asking for funding is probably the wrong way to go about it. And, uh...

14:24:35

Maybe the finance committee, when it becomes more of a funding debate, we can address that. I love that. That's your third category, potential partnering questions. Well done, Melissa.

14:24:45

So, to be... we don't have to hand this to someone and say, you're a potential donor that you're cultivating, but it's just a...

14:24:53

This is a development committee question. This is just a development and cultivation of...

14:24:57

of finance and donations survey. You're just trying to see in the abstract, because it's going to inform how we go about what Kent is saying.

14:25:04

This is just a survey. I don't want to... this is just a survey, right? We're going to talk to a few people who typically do a lot of philanthropic work,

14:25:11

talked to Gregoras, talked to a few other people, said, like, what are you usually looking for when you donate? Because I'm here for advice.

14:25:16

So it's just us. It's our... it's our...

14:25:18

it's our donation and funding

14:25:22

development survey. It's not... we don't have to call them that when we speak to them. We're not handing them a sheet of paper that says you're part of this category. I'm just...

14:25:29

For our own purposes, we're just categorizing it with words that we understand, and if we understand that

14:25:36

this third segment is just for us to do a survey for people who typically make donations.

14:25:42

And to research what we should be

14:25:44

completed, and what level of completion we need to be at to start approaching people in this way.

14:25:48

It's just like the community needs assessment. It doesn't have to be so specific. We're asking the questions because what do we... my... sorry, let me start.

14:25:55

What are we asking them, and why?

14:25:58

Why do we need to approach people who typically do a lot of philanthropic donations and investment in social goods?

14:26:03

Because we want to know how to do about it, right? So it's still just a questionnaire that's going to help us do better, so it doesn't matter what we call it, as long as we call it that.

14:26:12

full stop. Sarah and this group, but also be mindful that we have to get through these questions in three, plus review the staff report that Mary presented, which I'm hoping you already reviewed.

14:26:21

Because again, in 35 minutes of walking out the door, what's going to be typed and published,

14:26:28

create a community for the accounts to be asked. It only matters because it's going to go in bold print

14:26:34

And the council members are going to read it. Yes. And they read bold print. Yes. Paragraph after paragraph after paragraph, so that's why we're trying to find...

14:26:44

phrase, potential partners, potential funders? What's the phrase? Sarah's absolutely right. There's all scandal.

14:26:52

For one, there's going to be too many attachments to this anyway, so hardly anyone will read any of it. But the, like, the whole bold part, I'm hoping that they will focus in on. So those that... you sit on council that have...

14:27:05

partnering-type questions. I'm hoping that I'll...

14:27:08

glance at that and say, I love this, hate that, and this is... Alright, have it all.

14:27:13

So, Eliza? Mm-hmm.

14:27:15

Um, potential partners,

14:27:20

Because look, we're at the other one do you have?

14:27:23

Interviews with profits, community members,

14:27:26

potential partners. That's it. That's it. Yeah, you know, the question? Partners?

14:27:32

There's a... um, get rid of that first line. What type of service?

14:27:38

Give her a second, that first bullet point on the side of that as well.

14:27:42

And I suggest, um...

14:27:45

This should all be formatted.

14:27:47

Yeah, noble points, whatever. Leave it at that.

14:27:50

Because potential partners...

14:27:53

includes the two things I'm interested in. One, a partner can be a funding partner.

14:27:58

A partner can be a space partner.

14:28:00

It doesn't be another thing, not to...

14:28:04

A referral spill your thing.

14:28:06

Phil's already identified a free school that's interested to come.

14:28:09

So, first 5 money.

14:28:11

Right? Look, until there was a preschool, that first, I wanted to... even if it was a funding source,

14:28:17

It's really meaningless until, now there's one that actually would probably join, because it's kind of a cool space, right? So...

14:28:24

I propose that as our third category. Sure.

14:28:28

for the sack of internal consistency and symmetry, could we just categorize it the same way we did the first two? Once those four interviews for businesses and nonprofit leaders, then once those four community members, we just say that these are questions for potential partners. Yes, agreed.

14:28:41

Donors or what have you. Yes. Because, I mean, if that's what it is, I mean, it's literally a list of questions for...

14:28:47

Yes. Businesses and nonprofit leaders.

14:28:51

questions for our community members, questions for potential partners slash dollar map.

14:28:56

Got it. I'm seeing thumbs up for this group, thumbs, thumbs, thumbs, thumbs, excellent, yay, clap hands, yeah! So we have to bring the links up questions for, and then I think all those three questions more.

14:29:10

business or nonprofit leaders questions for community members, and then questions for a potential for... yeah. No, but I'm saying, are you going to do the same with the first two categories? Yes, yes.

14:29:18

No donors, by the way, I...

14:29:21

their lien sellers off. We're not asking about money.

14:29:25

It's not asking about money, it's a survey to develop what they would be looking for. Partners. Partners includes money.

14:29:34

It could include states. So, are we gonna let y'all do get out. I mean, because this is back to what you said earlier, like,

14:29:41

In that case, just questions for leaders, right? It doesn't matter. We're trying to be specific enough, like you said, because there are only very bullet points left, right? And so if we're trying to say that someone quickly looks at this,

14:29:51

We're looking for business partners, we're also looking... but it's a slash donors, right? Because some are partnering with donors, and some are partnering in other ways, but...

14:29:58

take it out if you want, I'm just... I was answering your call to say, be specific enough that it was... you can read it at a glance and know that that's a question about how to cultivate

14:30:06

for future needs. I would vote to keep the donors in, because I'm wanting to know who has the money, and when they're going to give it tomorrow. The whole, like, potential partners, I'm like, are we going on a date? I'm like, I don't know. So I'd like us to just be brutally honest. If you have money, let's talk. So I would put... Yeah, I mean, let's get to Ken's point. You gotta talk to people who are then gonna say,

14:30:28

Maybe not me, but how about this guy? Okay. He's been talking to me for a long time about what you're talking about, so you go see him.

14:30:35

Alright, so naming it helps spearhead our direction, but also, again, people who are reading this in the City Council minutes are going to see

14:30:41

again and again, that we were trying to drive toward ensuring that this isn't just going to be a tax bill, that's going to be included in the sales tax bill that we're a bond.

14:30:49

that we're intentionally building every part of this with the idea of seeking donors so that we're sharing the burden.

14:30:55

Um, so I think that's an important part of the messaging, is being really transparent in a way that's gonna...

14:31:01

I do want to know the money, too, so if I was scanning this, if I went on a console, not part of this group, I'd want to be like, they ain't asking us with our

14:31:09

It's a change of funders.

14:31:12

However, but I, too, am with you, and I'm sitting on council, like, what are these people dreaming about? When are they going to ask for cash?

14:31:20

So I would want the donors listed as my... Since the person who just went with you two-way street system, where's the cash? Where's the money? Come on? I don't know. Just had to say that.

14:31:31

So, we have to remember, okay, whatever this label, this is going to be a certain amount of ad-libbing in the interview.

14:31:38

Yeah, by whomever does it. So, one person might say,

14:31:41

How deep is your pocket? And the other person might say, how can you help me do this better?

14:31:46

True. I just don't know what exactly is going to go on in a movie.

14:31:52

getting asked for money.

14:31:54

Without a specific...

14:31:57

And it's what it's going for?

14:31:59

is the quickest way to piss off a dog.

14:32:02

And there are fantastic donors out there, and I am unwilling to put in city record

14:32:07

that I'm only interested in their money before I tell them what I've got it for.

14:32:12

I'm just saying that this may not be a universal thing, but I could tell you.

14:32:15

Very personally.

14:32:18

That would piss me off. Okay, but Naomi, sorry. Maybe this is connected. I think, also, we're not only looking for donors, we have partners that are for-profit partners, that are not-for-profit, but that still have income

14:32:29

you know, if the library's a partner, there's the, you know, they have a stream of funding. So, it's...

14:32:34

It's not just a, are there donors or no. It's more complex...

14:32:40

issue to solve, really. Superset. How are we going to fit the pieces of the puzzle together to make sure that there's adequate funding to support something like this?

14:32:47

And so I think part of what we need to do is be clear that we're not just looking for people to hand us money to make this spring out of nothing.

14:32:54

This is... it's going to take a little time, but it's also dependent on all these different entities coming together and seeing this bigger vision.

14:33:03

that may or may not need additional resources. It probably will need some, but we're not asking for, like, you know, a giant infusion of funding. We're saying that there are all these components that will make this happen, and this is a... there's a smaller piece

14:33:15

Which may include potential partners or donors, and may not, we don't know. But that's still to be developed, because you can't ask for money until you know what you're asking it for, and we don't really have enough

14:33:27

get in place to know exactly what we're asking.

14:33:30

That's what I have. Other thoughts? Is that the wording that you would prefer with that in mind? I think I prefer partners because, I mean,

14:33:38

Maybe we can say partners,

14:33:40

you know, with... I don't even know. We're trying to make it fast and easy, I would just probably just stick with partners at this moment.

14:33:47

Because, to me, partner says donors money as well, but it doesn't say that we're looking for just people to give us money, we're looking for partners who may bring resources, because they bring them wherever they go.

14:33:58

Can we then report to his funding partners? Yeah, okay.

14:34:02

Because the funding partner's going to be an investor, a lender, a donor, and just a business venture partner. I mean,

14:34:10

I don't know that it's necessary.

14:34:12

But I also don't know that any of this is necessary, because... No, no, no, I know, because the whole point of your idea, as I understood it, and the reason I asked for paragraphing, is it's not, to Kent's point, reaching out to people and asking for money. It's meeting with a few people who typically do this kind of thing, and asking them a survey question so that we can not ask them for money, but so that we can come back and refine our

14:34:36

process. So it's not a donor cultivation conversation that Kent is concerned about.

14:34:41

This is a survey, just the same way it's a survey to community members, or a survey... I'm not afraid of what the community's gonna say by asking them questions. I don't want to be afraid of rich people just to ask them questions. It's the same thing.

14:34:52

So I don't understand what the hang-up is here, I guess. I love it. Okay. So I'm wondering if this would help to add a question.

14:35:00

Who might we ask?

14:35:01

to give a donation.

14:35:04

who might have access to other sources of money, like First 5?

14:35:09

How do we... yes, if we took out of the headline and made it into a question somehow, then I would be... it's just... it's a part of the package.

14:35:18

Not a label of it.

14:35:19

So, it's a survey, is my point. This is still... we're not pitching this to anyone. Yeah, that's the whole point. That's the whole point. This is a community needs assessment, and this is part of the community are people who want to invest and donate and fund and...

14:35:34

partners, so we're also asking them the same similar question and similar situation. That's good. Who might...

14:35:42

whom I may ask?

14:35:43

Who would? No, to be a donor, just an outright donor.

14:35:48

Change mic to wood, now I'm good.

14:35:50

Otherwise, we're just asking questions to ask questions, but are we asking questions to get answers that we need to do the next step?

14:35:55

The answers that we need to do the next step is how to do this right.

14:35:59

And how to do this with deftness and of skill to be able to actually fund this thing.

14:36:07

So if we're just asking questions to include people, then it doesn't matter. But if we're asking people, hey,

14:36:12

I know that your organization typically does lots of donations. What do you look for when you're doing that? Because we're trying to do this over here, and I want to do it better. I'm going to these people for genuine advice, not just to perform an exercise and hope that maybe I can trick them into donating later, because that's not the point of this. Is there a question? Is there a question you want to add to that? I like the question we started with, was what does it take, what are you looking for when you're making donations and investments in civic ventures? That was the whole point that I

14:36:35

wanted to get from people is, I want to go to these people with Deepak and say, what do you usually look for? How can I... okay, I'm gonna fix this so I can be able to

14:36:42

find people who do that type of thing. This is a survey for them for us to be better.

14:36:46

Not a pitch to them for them to give us money, so I don't want to...

14:36:50

be coy about it, or precious about it. I just want to ask really directly. Like, we ask really directly in every other group.

14:36:55

Well, how big is your business? What are you looking for? What are your needs? What are your hangups? I want to go to donors.

14:37:00

What do you typically look for when you're making a donation?

14:37:02

How can we do better to prepare for that? Is that the right language? That's kind of all I'm... that's all I wanted to see from this list, and I think it just turned into a sales pitch, and it's not supposed to be. No, I get it. But what she has typed, are you good with that?

14:37:16

That's the answer that I think we're going to want when we get to a development committee, so yes, because that's what we need to do, is find out how to develop ourselves to be able to develop donors

14:37:24

and list of funders and donors and investors, and I just think that this answers the question. If you disagree, it's fine, I'll be quiet, but I just want to be clear that that I was hoping for when I was celebrating your question, and I feel like we got so far away from that that it turned into a sales pitch meeting. Okay.

14:37:38

Good, so then you're happy, Marilu?

14:37:41

But after all this discussion, I wonder if we should put survey questions for potential partners, survey questions, it's very minuscule, but it's sort of...

14:37:50

In my mind, clears up that...

14:37:53

Uh, making it a pitch. It's sort of like...

14:37:57

Um, if they're all the same, and if the City Council is going to only do the bullet, or the

14:38:03

bold. If they're all molded and look the same, so then it would be survey questions for the businesses and nonprofits survey quick. That way,

14:38:11

For me, that word clears up

14:38:16

It identifies what the...

14:38:18

what that is meant to be, particularly for that funding piece. So it doesn't sound like a pitch. It doesn't sound like a pitch. And I think that satisfies what Ken was concerned about. I don't want to speak for you, but it seems like that was your biggest concern, is that we don't want to go into... and you said the same thing, asking for something before we have enough to ask.

14:38:35

But I'm not asking for anything, I'm asking...

14:38:38

something. I'm not asking for something. Something, yes. I'm asking questions so that we can then

14:38:44

be prepared to answer them to the broader community when we're actually starting to cultivate

14:38:50

investment partners, donor partners.

14:38:52

Um, you know, business venture partners, etc.

14:38:54

Okay, good. So, we have...

14:38:57

that on screen. Are we all fine with the words? Because that's just going to be attached to the staff report.

14:39:06

I'm still unclear... I'm just looking to see if we're here.

14:39:11

So, are you suggesting... I'm sorry.

14:39:14

A fourth category? No, just the bird survey gets added to each of the categories. So instead of saying questions, it's... so it's clear it's all survey. Right.

14:39:22

to inform what we're doing. Sorry.

14:39:29

Alright, yay, now we can clap again.

14:39:33

Okay, we're done with that. So now, what are we supposed to do? I'll look at Mary. Hopefully you looked at Mary Stafford Park, so... Can you pull that up? I'll let that know if you could spin through the paragraphs.

14:39:45

She did an amazing job in the last time.

14:39:47

And I looked at this greatly.

14:39:50

And I was like, I'm gonna use that. And then it's also short. Yes. Short.

14:39:56

With this patchmen. This is not... this is not the last one, right? This is the new one. This is what I suggested that we use... Page 24. Page 24.

14:40:06

And how long has Mary's thing? Like, 3 or 4, 3 and a half days? 3 and a half days.

14:40:11

Yeah. Two and a half. Two and a half. Yeah. If all that anybody's gonna read, I have old print.

14:40:20

I think that spreadsheet is gonna...

14:40:23

I think everyone's got a couple of problems to that stage. They do all this work.

14:40:29

So what... sorry about this, can you go back up and just have what was ours described as now?

14:40:35

Um, the attachment where the reference to the attachments?

14:40:38

It's at the bottom.

14:40:41

can we scan down and see?

14:40:42

Make sure people are comfortable with the words Mary used to reflect you guys' work. Has this changed in the last week? No.

14:40:57

Okay, so we're not going to do...

14:41:00

the discussion guide? Are we gonna do...

14:41:04

what we've figured out today we're gonna do, so that wording needs to change, to your point, Sarah. So what do we want to call our work product?

14:41:12

There were questions, what do we want to reference that to as attachment to?

14:41:17

What wording do we want there?

14:41:18

people.

14:41:20

Under Attachment 2. Right. Well, what draft survey packet? Interviews with community...

14:41:27

I put the three categories. The three categories. Okay, then we're gonna do that.

14:41:33

And if it needs an official adopt date adopted,

14:41:38

Hi, Tony. That would be good.

14:41:42

you're all comfortable with that? Yes, sure.

14:41:45

That's fine.

14:41:57

And just a point of semantics again, it says interviews with, should say interview questions for.

14:42:08

So it sounds like a result. Sure.

14:42:11

Perfect. Sure. We need to specify a focus group.

14:42:15

or survey questions.

14:42:19

I think you're gonna... I called them survey. Yeah.

14:42:22

Survey question is consistent. It's consistent.

14:42:26

So, the entire last parentheses has gone down, right? Right.

14:42:31

Where it says Discussion Guide? Yeah, there you go.

14:42:36

Awesome. So, was it as adopted by, I would like today's data on there, just for clarity.

14:42:43

But when we move forward.

14:42:53

And so, do we do the same adopted time on the...

14:43:00

First attachment, let's see, for the finance people. Yeah. I think it is their data. The date of the report.

14:43:09

Oh, I see. But I'm asking, should we reflect that this group

14:43:13

That was the big... We reunited and adopted it.

14:43:17

Never sit down. Yeah, same thing, adopted February 10th.

14:43:21

Yeah. Okay.

14:43:24

Okay? Yeah.

14:43:27

So what else are we missing? Were there changes to Mary's X? I thought it was... I thought it was great. Did anyone else have anything? Sure.

14:43:37

Can I clarify what's being attached to this? So we're not adding...

14:43:43

the whole document you guys prepared, only the survey questions we worked on. Just today's stuff. One pager.

14:43:49

Yeah, one page-ish. However many it is, yeah.

14:43:54

Okay, put Mary in his name on it. No.

14:43:59

By the way, thank you. To that subcommittee before I... I know the first part,

14:44:03

Right, I'm looking at you, because I know there's a lot of work in that first one. Find the resources.

14:44:09

And, um, you just...

14:44:12

And I appreciate you meshing together where we're at.

14:44:14

And coming up with something that we can all

14:44:17

used to our ad livability, go out to do this thing. Yeah, and Brandon, this is where

14:44:23

In Santa Rosa? Yeah.

14:44:25

There's knowledge that Fred added from

14:44:31

the prior projects. Case studies always help me.

14:44:35

I think will be useful when we come back together, and as part of our mission.

14:44:40

Our charge from the council.

14:44:41

is to provide examples of other places that does something similar.

14:44:45

And I think that thread is where that's gonna... thoseerences, which I didn't read,

14:44:51

We'll come in handy, because we can now pick from those the ones that look most like what we've come up with. So, thank you.

14:44:58

Brent has all that knowledge.

14:45:00

Frank Darn's first bastard.

14:45:02

Okay, so what else are we supposed to do here? Um...

14:45:06

That was a request you guys got through all of them. Okay, so can I just make a suggestion? Uh-huh. Sure.

14:45:15

We need to figure out what we're going to do with these questions right now. Like, are we all going to go out and...

14:45:22

talk to somebody, or... I mean, I want to... between now and the next meeting... Between now and the next meeting, I think in order to have more information for the next meeting... That's true. We need to be talking to people, so you... how do we...

14:45:35

How do we make a scheduler due? I saw your hand out of the podcast. Kent, did you say you were ready to get these questions with 7 people that are on the 30 list?

14:45:44

For people, that's two of the seven I did are on that list. Okay, so maybe to your point that we just go through the 30 list, and minus the two you've already talked to, and then you just decide whether y'all want to

14:45:55

interview when you on the 30, or you want us to do as many as on the 30 list as we can. Yeah, before we need it.

14:46:02

Before we answer that, I start splitting up the workload, should we develop a system for quantifying and calculating and, you know, keeping track of the information in a spreadsheet of who's doing what and what the answers are, where we're gonna... where that repository's gonna be? Otherwise,

14:46:14

It's gonna be a little chaotic, and how we're gonna really keep track of things. Do you have thoughts? If it's tight...

14:46:21

I can probably make, like, uh...

14:46:23

Okay, I can... I can take it apart.

14:46:25

I can figure out, with numbers and words. I can... if you can organize it,

14:46:31

It's better if you can put it into a table, it's even easier for me.

14:46:36

But if it's a jumbled bunch of paragraphs that's typed,

14:46:39

I could probably manage it, but it'll take me longer.

14:46:43

Well, that's what I mean. Should we, rather than jumping straight to it, should we...

14:46:47

Al. Organize things in... no, I mean, should we organize things into... I mean, I would think an Excel sheet is really nice, because then you can have answers that are

[Fred Engbarth] 14:46:52

Is this pretty muted?

[Fred Engbarth] 14:46:54

Are you muted?

14:46:55

comfortable, and you can segregate topics based on, you know, where people live in, so you can start

[Fred Engbarth] 14:46:58

I'm wearing that. That doesn't need to go...

14:46:59

really quantify.

14:47:02

Sorry, I'm missing something. I thought, simplistically, we just coded.

14:47:06

do a Google Doc, and we just put the 30 names in, and then we each pick one of the 30 names.

14:47:11

And then we just ask the questions as we just went through. Oh, yeah, I'm talking about the results there, of... I'm not talking about just the survey, like, where do we keep the results?

14:47:23

in whatever way we want to type the information. There is a system where you, within Google, where you can

14:47:28

for each person, so that we have one doc that lists everyone's name, and then you take that name, and you go to the...

14:47:36

your survey site, and as you, you know, I don't know how people want to do it, if they're going to record it and have it transcribed, then you just enter your chunk of text into each

14:47:43

into that Google Doc, which will compile it, meaning we could do something like that. Yeah, I mean, my thought is, whoever made this document, I just...

14:47:50

turn that into a Google Form quickly.

14:47:53

And then that'll... it'll do the...

14:47:56

table spreadsheet, where you... I would love that. Philip, you have that ability. And then, can you send whatever you would like?

14:48:04

to Mary to make sure that she's alright through the brownouts, through my, uh...

14:48:08

To make sure that we can all access the same document and upload.

14:48:13

answers to the questions in a Google Doc all together, because I don't really know the answer to that. Go ahead, Ken.

14:48:20

Structurally, uh...

14:48:23

I would like the assessment committee to handle the next month's worth of interviews, because we've got some shit to work on.

14:48:30

It's called fun, doesn't it?

14:48:34

But this first iteration, there's gonna be things you're gonna learn.

14:48:37

Like, oh, maybe this is better, or this is a different list, or we've got 5 more names.

14:48:43

I feel like that's your all thing, because I don't want to do what we need to do.

14:48:48

And not be responsible for bond, but I'm really interested in learnings and actually survey

14:48:53

2.0 is probably going to be the most productive one.

14:48:56

Okay, so when I said it's that between now and when we meet again, April.

14:49:01

or five of us, four of us, whatever, 4 of us, are gonna go through the 30 people.

14:49:06

And do the best job we've had to answer the questions that you just approved, and put it into a form.

14:49:11

that you're going to send to us, Bill.

14:49:14

Is that where I'm here?

14:49:17

I feel slightly nominated for that, but... Shocking that I would do that.

14:49:23

if one of you wanted to also offer putting it into a... I can do it so quickly, though. I can do it. I would appreciate it, because I'm not skilled at that.

14:49:33

Awesome. So, I'm not skilled either. Phil, does that mean we have... we hear answers, we're gonna have to type them up?

14:49:39

And then send them to you, and you're gonna... That's a Google form.

14:49:44

And... How does information get in the Google form? Well, you gotta open up the form.

14:49:49

And yes, and then as I'm interviewing you, I have to type your answers. If you take notes, then you open up the form, and then type it in. ...for each individual, and type it in. Yeah, I think the four of us can figure that out, if you could do that, though, for us.

14:50:06

and fill it up, because I feel comfortable with a brown egg, that if you just gave it to us, and just the four of us tinkered with it. So I thought I'd give you the link of the form. Yes. All... you do a... right, exactly, that's what I'm saying. You did the entering, and then... I think I'm clear what the brain is with that.

14:50:21

Because only we would have access to the form you provide us, too.

14:50:24

I think we could do that. Well, it's a blank form, I mean, we could enter stuff into the form, too, if we felt like it.

14:50:30

I think, um, yeah, can you please interview me first? Can you please interview me first while we're doing it? I'll just open a form and show you how to do it, and I'll also put you in contact with a bunch of volunteers who can help you do the questions. I'm just really interested in how you're going to organize the answers.

14:50:46

That's all I want, so I can work with you if you want to interview us first, we can just be part of the interview, and as we do it, it's not violation of the groundwork, because I'm now a...

14:50:55

community member that you're interviewing, and I'm answering your questions honestly in my role in the community,

14:51:00

And in so doing, I'll also just be the beta test for you to walk through and get the kinks out.

14:51:04

If that's cool with you, and I can show you how to do all those forms.

14:51:08

Thank you. It's not a violation of the Brown Act because I'm an interviewee.

14:51:15

We'll do it today. I still... yeah, no, I appreciate that, and that would make sense. I would just want... I was gonna say, if I'm not on your list, I really shouldn't be. I am the CEO of a really big

14:51:26

I would want to do that, can you double check that we can interview him in his individual capacity, even though he's a member of legislation? Well, thank you. Steven, I think what we need to do is meet

14:51:41

Like, they will. Okay, so then we can move on. Yeah. I want to make sure we have the same impression of what we're going to do. We're going to start on the...

14:51:52

Yeah. We're gonna finish all 30. There are going to be people who refer us to better people, better people.

14:51:58

And some people may drop off the list, I don't know, but we're just gonna start. Cool. And then...

14:52:05

we can get better as we come back and talk to you, and da-da-da-da-da, we'll troubleshoot and fine-tune it.

14:52:12

Okay. I will attend the...

14:52:15

activity, but I'd like that to be next month after you.

14:52:19

tinker with it and make it workable. Right.

14:52:22

So, this will go on in March into April, and probably into May, so...

14:52:28

Oh, I'm not a question. Oh.

14:52:30

Uh, what do you guys think about interviewing in teams?

14:52:33

Personally, I would personally... Like Microsoft Teams?

14:52:38

I mean, that's your people. Two people! I would love that, too.

14:52:45

I thought we would have got that protocol, that it wouldn't just be any individual member of our subcommittee interviewing one of the 30. I thought it would be... we would be in the air. Yeah. I would much rather. That makes sense. And Les, the only thing that it doesn't make sense is you have it...

14:53:03

to be at a meeting with somebody, and you think, uh-uh, I want to talk to them.

14:53:07

Well, I think we have to be aware, too,

14:53:11

as people interviewing, or doing outreach, if you have the identifier as a council member,

14:53:18

It's kind of either a big hammer, or a big entree, or a big problem, I don't know what.

14:53:24

But it's...

14:53:26

Can I call it baggage and have that be interpreted positively?

14:53:31

It's not anything. What I'll say, that's why I don't want to go alone.

14:53:39

Are there reviews happening in person, or are you doing them, like, on Zoom or something like that? I think we would give people an option, wouldn't you? Yeah. I don't know, Fred, you just went through all this with the library stuff. What had the best results?

14:53:52

In the interview surveys that you just did.

[Fred Engbarth] 14:53:55

Um, I think doing it through, um, Zoom worked.

[Fred Engbarth] 14:54:00

Um, well, I mean, I, um, and then taking the time...

[Fred Engbarth] 14:54:04

To let them, uh, let the people...

[Fred Engbarth] 14:54:06

those of you who were interviewed, um,

[Fred Engbarth] 14:54:10

could give feedback on... on that, but I... I felt giving the time for people to kind of

[Fred Engbarth] 14:54:15

you know, answer the questions based on what they felt

[Fred Engbarth] 14:54:20

what's important, um...

[Fred Engbarth] 14:54:22

Rather than what was on the... on... necessarily on the...

[Fred Engbarth] 14:54:26

lists of questions that I had.

[Fred Engbarth] 14:54:28

You know, so I use those questions as an outline, but it was really more interested in getting information from people

[Fred Engbarth] 14:54:36

about what they felt about the material, and what they felt about the questions.

[Fred Engbarth] 14:54:43

than what they, uh, in terms of giving a number.

[Fred Engbarth] 14:54:46

Versus. I hope that makes sense to everybody. I was looking for where the qualitative...

[Fred Engbarth] 14:54:52

data than the quantitative data.

14:54:55

And I was a person he interviewed, and I found that

14:54:58

perfectly fine to be on Zoom and have that face-to-face, too.

14:55:02

Okay, what do we want to talk about in the last 5 minutes? I just want to say, if you do it on Zoom, it will transcribe your conversation for you, and then you don't have to type everything, and then you can just... Oh, good point! That's very good. Oh, I like that.

[Fred Engbarth] 14:55:13

Yeah.

14:55:16

You could just record audio only, and then it will just... Good point.

14:55:23

Please, for public policy and for confidentiality, I'd give people the admonishment that they're being recorded in that way.

14:55:29

Yes. You have to acknowledge it on the... That's right. And Zoom always acknowledges, whether it's recorded or not.

14:55:34

Other comments, so for the body in the next 20 minutes.

14:55:38

Question to RM.

14:55:40

Do you think Zoom or Google Meet or any other platform work better?

14:55:45

Transcription? Do you have any experience? Oh, Google's definitely the best.

14:55:49

Google Meets? Absolutely the best. Their captions are by far the best. It works very similar. Who will learn your name? Because, like, every lookup here, a lot of times you'll see, like, it's starting to finally learn that RM is a name.

14:56:04

The focus time, it wasn't. If you look at the old transcripts, it would just say, like,

14:56:09

are, like, like, ARE and then UM, like, it was a... Yeah, yeah. So, like, Google knows my name right away, because I'm logged in. Like, it immediately recognize names and proper names and fix things, like, in...

14:56:22

in conversation. I mean, it even fix the spelling of names. My bonus kid's name starts with a K, but it's traditionally spelled with a C.

14:56:28

after a couple corrections, it never did it again. So, Google's definitely the best, but they all fine at this point.

14:56:35

We will try for that. Okay, so our next meeting is on April 14th, and just to be clear, we're still happy with the contents of this agenda, so when you show up,

14:56:44

no one still has any problems. We're just gonna keep using this as the standard.

14:56:48

Right? Got it? Okay.

14:56:51

Any other questions? I just want to say, I think you guys did a great job, too. You talked about our Committee on problems and work we did, but this is really helpful, because this is getting to the root of the org charge, which

14:57:00

really assessing what the needs are in a way that's meaningful and that we could take and work from. So, great job, I'm really grateful for this.

14:57:08

And the impromptu third category that we threw together, I think, was

14:57:11

is really going to be helpful in terms of us figuring out how to

14:57:15

fund it in the future. Well, and also to help me understand buy-in, you know, and it'll help you get buy-in.

14:57:21

You know, like, as you talk to people, you'll understand where... where their joy is.

14:57:27

Well, good job. Are you saying what the hangups are? Yeah, yes. I would say it helps.

14:57:33

our committee to know you guys are there, and the different way you think, and it's dead. We have to kind of dial into your minds as well, and so this is my worry.

14:57:45

I don't think our subcommittee is all that techno...

14:57:50

Fortunately, they are not. That's fine. No, it's not. It is kind of funny that all the...

14:57:55

finance data-driven people didn't find themselves in the finance... I mean, like, it's interesting. Right. And then all the people who do that? So you're in the right committee. We'll work together, we'll figure it out.

14:58:08

So, April 14th, so nothing more, then we are adjourned, and go team! We did make it for one hour, I'm sorry. We didn't have to do another meeting, but it's been about 6 weather times that, yes. Yeah.

14:58:20

Which is the best

ATTACHMENT 13 : DROPBOX ITEMS

Link

<https://www.dropbox.com/scl/fo/jukixk5i0u6qc6m6aopqm/AGhv7odAoAxq1fG9gtrU4?rlkey=kh83eobwmz20x0q915zpmrlfk&st=frehvdsw&dl=0>

Meetings

- 2025-10-07
- 2025-01-21
- 2025-11-07
- 2025-12-09
- 2026-01-13
- 2026-01-22
- 2026-02-03 (council 1)
- 2026-02-10
- 2026-03-10
- 2026-04-07 (council 2)
- 2026-04-14

Resources

- **Fred Engbarth's Contributions (folder)**
 - **About (folder)**
 1. Institute for Local Public Government
 2. How Local Agencies Make Things Happen
 - **Article (folder)**
 1. Local Agency Decision Making
 2. Rural Communities and Economic Resilience
 3. Self-Healing Community
 4. The Futures We Create
 5. The Value of Public Spaces in Civic Life.
 6. Protecting Civic Life & Liberties in Public Space (Link)
 - **Survey (folder)**
 1. Help Sonoma County Library Plan Its Future
 2. QR_SCL Survey 2025-30
 3. Strategic Plan Survey Press Release 12.11.25
 4. Stratigic.25_FB
 5. Stratigic.25_Insta
 - **Toolbox - Community Planning (folder)**
 1. Participatory Planning Overview
 2. Meaningful Community Engagement
 3. Informed Planning
 4. Visioning
 5. Community Assets and Needs Assessment
 6. Plan Development
 7. Implementation
- **Roseland (folder)**
 - Various files from Ray Holley
- **Brown Act**
- **Library Ad Hoc Committee Report**