



MAYORS' & COUNCILMEMBERS' ASSOCIATION OF SONOMA COUNTY
Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor

BOARD OF DIRECTORS MEETING

Paradise Ridge Winery
4545 Thomas Lake Harris Drive
Santa Rosa, CA 95403
Thursday, February 13, 2025
6:15 P.M.

BOARD MEETING AGENDA

1. CALL TO ORDER

Chair Gerard Giudice (City of Rohnert Park)

2. ROLL CALL

Cloverdale		Petaluma		Sebastopol
Cotati		Rohnert Park		Sonoma
Healdsburg		Santa Rosa		Windsor

3. APPROVAL OF MINUTES

A. Board of Directors Meeting Minutes of January 9, 2025

4. PUBLIC COMMENT

If members of the public would like to provide public comment, we encourage you to submit them via email to the Association Clerk, Lauren Berges, by 3:00 p.m. on the day of the meeting: scmcaclerk@gmail.com

5. BUSINESS ITEMS

A. Board of Directors Appointments

North Bay Division LOCC, Executive Board – 1 Seat (to fill expiring term of Jackie Elward of Rohnert Park). 2-year term starting in February
One Letter Received: Jackie Elward, Rohnert Park

Sonoma County Agricultural Preservation and Open Space District Citizens Advisory Committee – 1 Seat (to fill expiring term of Mark Stapp of Santa Rosa). 2-year term starting in February

**Four letters Received: Karen Nau, Petaluma
Marjorie Morgenstern, Cloverdale
Frank Quint, Petaluma
Alex DeCarli, Petaluma**

Sonoma Marin Area Rail Transit (SMART) Commission – 3 Seats. 4-year fixed term:

2 – SCTA appointments (members appointed must also be a city/town representative for the Sonoma County Transportation Authority) to fill the vacancies by Melanie Bagby of Cloverdale and Chris Rogers of Santa Rosa. These appointments will finish out the current terms of Bagby and Rogers that end in February 2027

Four Letters Received: **Gerard Giudice, Rohnert Park**
Janice Cader Thompson, Petaluma
Todd Lands, Cloverdale
Ariel Kelley, Healdsburg

1 – Non-SCTA appointment (must be from a city/town on the rail line) to fill the expiring term of Debora Fudge of Windsor. This appointment will start a new 4-year fixed term beginning in February

Four Letters Received: **Victoria Fleming, Santa Rosa**
Chris Herrod, Healdsburg
Alex DeCarli, Petaluma
Sylvia Lemus, Cotati

B. California Coastal Commission Appointment Process Recap

C. Association Clerk Services Update

D. Future Agenda Items Discussion

Open floor discussion for topic ideas

6. ANNOUNCEMENTS

- a. Upcoming Call for Letters of Interest:
 - Measure H
 - North Bay Division LOCC Executive Board
 - Sonoma County Ag and Open Space District Citizens Advisory Committee

7. ADJOURNMENT

The next Board of Directors Meeting will be held on March 13, 2025, in the City of Cloverdale.

Upcoming 2025 BOD Meetings

March 13, 2025	Cloverdale
April 10, 2025	Sebastopol
May 8, 2025	Cotati
June 12, 2025	Sonoma
July 10, 2025	Healdsburg
August 14, 2025	Windsor



SONOMA COUNTY

Mayors' & Councilmembers' Association

September 11, 2025 Petaluma
October 9, 2025 Cloverdale
November 13, 2025 Santa Rosa
December 11, 2025 Rohnert Park

Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are available for public review the Monday prior to the regularly scheduled meeting on the Sonoma County Mayors' and Councilmembers' website:

<https://sonomacountylocalleaders.org/> or by email upon request at scmcaclerk@gmail.com. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the Association regarding any item on this agenda, after the agenda has been distributed, will be made available for review. In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Rohnert Park City Clerk's Office at 707-588-2227. Notification 72-hours prior to the meeting will enable the Association to make reasonable arrangements to ensure accessibility to this meeting.

**MAYORS' AND COUNCILMEMBERS' ASSOCIATION OF SONOMA
COUNTY**

Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma &
Windsor

BOARD OF DIRECTORS MEETING

City of Rohnert Park City Hall
130 Avram Avenue
Rohnert Park, CA 94928
Thursday, January 9, 2025
6:00 P.M.

MINUTES

1. **CALL TO ORDER:** The meeting was called to order by Association Vice Chair, Mayor Mark Stapp at 6:00 PM.
2. **ROLL CALL:** In attendance were the cities of Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, and Windsor.
Absent: Cloverdale
3. **APPROVAL OF MINUTES:** Vice Chair Stapp introduced the approval of the November 14, 2024 meeting minutes. Sebastopol Mayor Zollman motioned to approve the minutes, Windsor Mayor Reynoza seconded; unanimous vote to approve the minutes.
4. **PUBLIC COMMENT:** None.
5. **BUSINESS ITEMS:**
 - A. Review and Approve by Motion the 2025 Meeting Schedule

The members canceled the July 10 Board Meeting. The City of Healdsburg was rescheduled to host the November Board Meeting. Petaluma Mayor McDonnell motioned to approve, Sebastopol Mayor Zollman seconded; unanimously approved
 - B. Keep People Housed Presentation

Chris Cabral and Erin Krueger provided a presentation and responded to questions from the members
 - C. Introduction of Sonoma County's Measure H Oversight Committee to the Mayors and Councilmembers' Appointments List

There was a brief overview of the Measure H Oversight Committee. The appointment process will begin in February for the Mayors' and Councilmembers' Association.

Christel Querijero, Deputy County Administrator, was in attendance to respond to questions from the Board.

- D. Future Agenda Items Discussion**
 - a. Open floor discussion for topic ideas

Protecting our Immigrant Communities
SCOE Update on Federal and State Funding for Unhoused and Fostered youth
First 5 GBI Update
Measure I Update
Measure W Update
Renewal Enterprise Districts
Sonoma County Senior Master Plan
Incentivized Affordable Housing
Measure O Expenditure Plan Update
*Note: Topics are subject to change based on availability

Mayor McDonnell at this time made an announcement that the California Coastal Commission appointment process took place at the County level without the Mayors' and Councilmembers' Association. The members discussed the matter and provided direction to prevent this from happening again.

6. ADJOURNMENT:

Chair Stapp adjourned the meeting at 7:27 PM
/s/ Lauren Berges, Association Clerk



City Council

Gerard Giudice
Mayor

Emily Sanborn
Vice Mayor

Susan Hollingsworth Adams
Jackie Elward
Samantha Rodriguez
Councilmembers

Marcela Piedra
City Manager

Michelle Marchetta Kenyon
City Attorney

Lee Burdick
Assistant City Attorney

Cindy Bagley
Director of Community Services

Jamie Cannon
Director of Human Resources

Vanessa Garrett
Director of Public Works

Alicia Giudice
Director of
Development Services

Sylvia Lopez Cuevas
City Clerk

Tim Mattos
Public Safety Director

Betsy Howze
Finance Director

January 6, 2025

2025 Chair City, City of Rohnert Park
Sonoma County Mayors' and Councilmembers' Association
130 Avram Avenue, Rohnert Park, CA 94928
Attn: Lauren Berges, MCA Clerk scmcaclerk@gmail.com

Re: Request for Re-Appointment to the North Bay Division, LOCC, Executive Board

Honorable Mayors and Councilmembers,

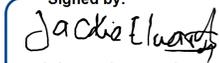
I am writing to respectfully request your support for my re-appointment to the North Bay Division, LOCC, Executive Board.

I've been an active member of the League of California Cities since elected to the Rohnert Park City Council in 2020 and appointed to the North Bay Division, LOCC, Executive Board in February of 2023. I would love to continue expanding my understanding of the challenges faced by all the member cities and towns, and I am excited at the opportunity to continue to work collaboratively with the League of California Cities. I believe working together and sharing common experiences will help us come up with creative solutions to ongoing issues.

Thank you so much for your consideration of my request for re-appointment to the North Bay Division, LOCC, Executive Board.

Please feel free to contact me should you have any questions at (707) 588-2223, or by email at jelward@rpcity.org.

Sincerely,

Signed by:

Jackie Elward
City of Rohnert Park

Cc: City Council
City Manager
City Clerk
City Selection Committee Clerk of the Board
Michelle.Norman@sonoma-county.org and
Kyreen.Gonzalez@sonoma-county.org

January 19, 2025

SCMCA City Selection Committee
Michelle Norman
Kyreen Gonzalez
County of Sonoma, Board of Supervisors
575 Administration Dr. Room 100A
Santa Rosa, CA 95403

Re: Sonoma County Agricultural Preservation and Open Space District Letter of Interest

To Whom it May Concern,

Please accept my request for your support for my appointment to the Sonoma County Agricultural Preservation and Open Space District. Agriculture, water, farmlands, wildlife and quality of life in Sonoma County is very important to me. Would love to have an opportunity to contribute to future decisions in this area.

Raised on a local Family Farm in Petaluma, I learned the importance of Agriculture and education of sustainable agriculture for future generations. My family's land is near the Petaluma Urban Growth Boundary, it was very important for me, to protect it, supporting the recent ballot measure to expand the UGB for another 50 years. As well, as volunteering to help defeat Measure J which would have harmed our local agricultural businesses and put our local farms/ranches, in jeopardy.

In the past, I have raised awareness to the importance to our local State Parks and keeping them open to the public. My love of the community and history, earned me the Petaluma 1995 Good Egg Award. Petaluma Adobe State Historic Park is one of the County's first ranchos, owned by General Vallejo. It is an example of how important Agricultural lands are to our area, protecting and maintaining the waterways for wildlife etc.

My first term on the Petaluma City Council was 2004-2008, during that term, the City approved a 20-year General Plan. In 2022, I was elected again, as the District 3 Council member, again, Petaluma is working to finalize another 20-year General Plan. Looking to the future, yet remembering the past, is important to me. Quality of life for my family, friends, and neighbors is my commitment, as I serve on the City Council. I would very much like to have an opportunity to serve on a County Committee too.

Thank you for the opportunity to submit my name to this County committee, I ask for your support as a new member. If you have any questions, feel free to contact me at 707-529-2487 or Knau@cityofpetaluma.org

Sincerely,

Karen Nau
City of Petaluma
Council member
District 3



Lauren Berges <scmcaclerk@gmail.com>

Letter of Interest

1 message

Marjorie Morgenstern <mmorgenstern@ci.cloverdale.ca.us>
To: "scmcaclerk@gmail.com" <scmcaclerk@gmail.com>

Sun, Jan 19, 2025 at 8:13 PM

I would like to submit a letter of interest to become a member of the Sonoma County Agricultural Preservation and Open Space District Citizens Advisory Committee.

I grew up in Marin County at the very end of a dead end street. First the land next to our home was privately owned. Eventually the land became Open Space and the entire community was delighted that the land would be preserved and that the community could finally utilize the land for hiking gatherings and picnics. I believe Open Space and Agricultural Preservation are extremely important for our entire community. Not only is Open Space beautiful it is highly recreational as well. Open Space is important for protecting and preserving the environment.

Agricultural Preservation is important because it supports the environment along with nurturing biodiversity, local communities and the economy. Preserved farmland creates habitats for wildlife, improved soiled health, along with helping to reduce water pollution while ensuring local food supply. Preserved farmland supports numerous jobs in agriculture and in the food sector.

I would like to participate in preserving Sonoma County Open Space and Farmland for generations to come. Farmland preservation insures that farming is here to stay. Sonoma County is a vital part of the Country's food and wine supply and I would like to participate on a committee that supports these endeavors.

Thank you,

City of Cloverdale Councilmember Marjorie Morgenstern

Sent from my iPad

January 20, 2025

2025 Chair City,
City of Rohnert Park
Sonoma County Mayors' and Councilmembers' Association
130 Avram Avenue, Rohnert Park, CA 94928

Re Sonoma County Agricultural Preservation and Open Space District Citizens Advisory Committee Letter of Interest

Honorable Mayors and Councilmembers,

I write to respectfully request your support for my appointment to the Sonoma County Agricultural Preservation and Open Space District Citizens Advisory Committee. I firmly support the District's mission to preserve agricultural lands, community identity, community health, water, and wildlands.

My diverse background and passion for open spaces gives me a unique perspective that will serve this advisory board well. I am an avid user of our open spaces through hiking, backpacking, and biking, I am a strong supporter of our county's agriculture and view it as a cornerstone of our economy and culture. I am deeply rooted in our community and committed to serving it. I've served on Petaluma's Transit Advisory Committee since 2023 (Chair for past 6 months). I also served simultaneously on Petaluma's Pedestrian and Bicycle Advisory Committee and was the Vice Chair of this committee during this same time. My terms on these committees ended when I recently won my election to Petaluma's City Council, at which time I was re-appointed to both committees as the council liaison.

I hold a BA in Accounting and an MBA from Saint Martin's University in Lacey Washington.

My professional background is in supply chain transportation. I've held key leadership positions for companies like Target and my current employer Restoration Hardware. My years of experience have taught me how to lead teams, collaborate and work with others to accomplish important goals. Our open spaces are critical for our community's quality of life and I'm confident my experience will help me offer meaningful contributions to this important committee.

Lastly, I'm passionate about climate change and I believe preserving our open spaces is critical to our efforts to reverse the course we are on. I am excited to join the Petaluma City Council, and I am committed to protecting our open spaces would enjoy an opportunity to work on this issue regionally.

I would be honored by your support for this appointment and respectfully ask for your vote. If you have any questions, please do not hesitate to contact me at 707-971-9226 or by email at fquint@cityofpetaluma.org

Sincerely,



Frank Quint
Petaluma City Council member

cc: Members of Petaluma City Council

Hello neighboring Mayors & Councilmembers,

My name is Alex DeCarli, and I am a new member of the Petaluma City Council. I'm writing you today to seek your support in my request for appointment to the available seat on the Agriculture Preservation and Open Space District Advisory Committee.

I come from a family that has lived in Sonoma County for several generations, on both farms and land all over the county. I was taught at a young age to respect and take care of the land. I am grateful to know that there are land conservation groups, like Ag & Open Space, that exist to protect family-owned farmland as well as promote opportunities for more public space through match grant programs.

I have always been a strong advocate for farming and preserving farmland. Our local food system is unique, world-renowned, and I believe just the best food you can find anywhere. In the last year, I worked diligently with the nonprofit, *Communities for Food & Family Farms*, to stop the passage of Measure J, and I am currently trying to help farms that could be affected by the proposed Soulajule Dam expansion and the recently impacted farms along the Point Reyes National Sea Shore.

Over the years, I have had the opportunity to work and travel in many parts of the world, and I have never seen any place more beautiful than Sonoma County. For that reason and many others, I would be honored to serve on the Ag & Open Space Advisory Committee, so that I may help protect our land and guarantee that future generations are able to fully enjoy our beauty and farming heritage.

Thank you for your support, and I'm excited for this opportunity to serve Sonoma County. If there are any questions or you would like to speak with me, please reach out! adecarli@cityofpetaluma.org

Sincerely,

A handwritten signature in black ink that reads "Alexander DeCarli". The signature is written in a cursive, slightly slanted style.

Alexander DeCarli
Petaluma City Council



January 6, 2025

Clerk of the Board
County of Sonoma, Board of Supervisors
575 Administration Dr, Room 100A
Santa Rosa, CA 95403

Attn: Michelle Norman Michelle.Norman@sonoma-county.org
Karen Gonzalez Kyreen.Gonzalez@sonoma-county.org

City Council

Gerard Giudice
Mayor

Emily Sanborn
Vice Mayor

Susan Hollingsworth Adams
Jackie Elward
Samantha Rodriguez
Councilmembers

Marcela Piedra
City Manager

Michelle Marchetta Kenyon
City Attorney

Lee Burdick
Assistant City Attorney

Cindy Bagley
Director of Community Services

Jamie Cannon
Director of Human Resources

Vanessa Garrett
Director of Public Works

Alicia Giudice
Director of
Development Services

Sylvia Lopez Cuevas
City Clerk

Tim Mattos
Public Safety Director

Betsy Howze
Finance Director

Re: Sonoma-Marin Area Rail Transit (SMART) District Letter of Interest

Dear City Selection Committee,

In light of the upcoming vacancies, I am writing to respectfully request your support for the appointment to the Sonoma-Marin Area Rail Transit (SMART) District Board of Directors, for a four-year term.

I was first elected in 2020, and since then I have served as a Mayor, Vice Mayor, and Councilmember on the Rohnert Park City Council. In December of last year, I was elected by the Rohnert Park City Council to serve as Mayor for 2025. For many years, I have served as a Director for the Sonoma County Transportation Authority/Regional Climate Protection Authority, and in 2022, I was appointed as Director for the Golden Gate Bridge, Highway & Transportation District Board. I am a long-time resident of Rohnert Park and have had the fortune of witness each phase of the system come to fruition. I have been a supporter of SMART connecting cities since regular service opened in 2017.

The combination of my professional and live experiences as a resident residing on the rail line in Sonoma County will bring a unique perspective as member of the Sonoma-Marin Area Rail Transit (SMART) District Board of Directors.

Thank you for your consideration of my request for an appointment to the Sonoma-Marin Area Rail Transit (SMART) District Board of Directors. Please feel free to contact me should you have any questions at (707) 899-3087, or by email at ggiudice@rpcity.org. I appreciate your support.

Kind Regards,

Signed by:
Handwritten signature of Gerard Giudice in blue ink.
Gerard Giudice

Mayor, City of Rohnert Park

Cc: Rohnert Park City Council and City Manager

Cc: Lauren Berges, scmcaclerk@gmail.com



CITY OF PETALUMA

POST OFFICE BOX 61
PETALUMA, CA 94953-0061

Janice Cader Thompson
District 1

January 19, 2025

Re: Request for Appointment to the Sonoma Marin Rail Transit (SMART) Commission

Dear Board of Directors:

Dear Mayors and Council Members,

I am seeking one of two SMART-SCTA/RCPA seats representing the nine Sonoma County cities on the SMART board of directors and I humbly ask for your support. With all three seats being vacated (two SMART-SCTA/RCPA, one SMART only), it is vital to appoint experienced councilmembers who understand the intricacies of transportation funding, SMART's role in driving city-centered development, and the importance of both the train and multi-modal trail to our cities and region. A SMART sales tax renewal will likely be on a ballot in the next two years. My hard-earned experience passing local measures and working with regional partners will be vital to SMART's success and I will work tirelessly to make sure the renewal passes.

I currently serve as Petaluma's representative on SCTA/RCPA where I strongly advocate for transit equity and mobility as part of Petaluma's commitment to city-centered development and carbon neutrality. As a member of the SMART board, as I have at SCTA/RCPA, I will advocate for policies to complete SMART to Healdsburg and north to Cloverdale, as well as policies to ensure safe and reliable access to the SMART corridor from communities in east and west county. I will use my experience and regional relationships to make sure the interests of all nine cities are represented and that the most vulnerable populations have opportunities to access safe, reliable, transportation options.

My approach to projects is to find innovative and practical solutions, work closely with partners, and to support equity, mobility and carbon neutrality. Like other cities, Petaluma city bus rides are fare-free, and we recently added Luma Go, our county's first door-to-door pickup service. Both programs have proven successful and are utilized by Petaluma's seniors, communities of color, and the vulnerable and underserved. Our goal is to expand Luma Go for those who need alternate transportation options—I will bring my commitment to innovative solutions that benefit all to representing your city on the SMART board.

Thank you for your careful consideration. I will work tirelessly to pass the sales tax renewal, bring my long years of experience working for practical and innovative solutions, and make sure your community's interests are represented at SMART.

Feel free to call or email if you have any questions.

*Petaluma City Hall
11 English Street
Petaluma, CA 94952*

Phone (707) 778-4345

*E-Mail:
jcaderthompson@cityofpetaluma.org*

Sincerely,

Janice Cader Thompson

Janice Cader Thompson
Councilmember for District 1
City of Petaluma

Cloverdale Mayor Todd Lands
124 N Cloverdale Boulevard
Cloverdale, CA 95425
tlands@ci.cloverdale.ca.us
(707) 280-1366
1/10/2025

SMART Board of Directors
Old Redwood Highway
Suite 200
Petaluma, CA 94954

Subject: SMART Board Letter of Interest

Dear SMART Board of Directors,

I am writing to express my interest in concurrently serving as the Cloverdale city/town representative to the Sonoma-Marin Area Rail Transit (SMART) Board of Directors and the Sonoma County Transit Authority (SCTA). As an experienced leader with a strong commitment to advancing infrastructure, providing services to economically vulnerable residents, and enhancing connectivity within our communities, my interest in serving aligns SMART's objectives.

Serving as Mayor of Cloverdale for three consecutive terms, I have developed a comprehensive understanding of the challenges and opportunities involved in improving public services and infrastructure. During my tenure, I've advanced projects aimed at supporting socio-economically disadvantaged populations, ensuring that vital services reach those who need them most. I've collaborated with diverse stakeholders across jurisdictions to deliver positive outcomes.

SMART's planned extension to Windsor, Healdsburg, and finally Cloverdale, aligns with my community's desire to be connected to the rest of the region. I'm particularly interested in the potential of SMART's rail and pathway system to enhance access to jobs, education, retail hubs, and housing, while also boosting tourism and economic growth in Cloverdale. My familiarity with local needs and priorities positions me uniquely to advocate for SMART's expansion and ridership in northernmost Sonoma County.

In addition to my leadership experience, I bring a strong track record of fiscal responsibility and resource optimization. Crafting and managing balanced budgets has been a cornerstone of my public service career, beginning with my tenure on the board of Cloverdale Unified School District and most recently, as mayor, filling a one-million-dollar deficit and bringing the City's spending back into the black. I highly value ensuring that community projects are both impactful and sustainable. I am confident my skills would be valuable to SMART's ongoing success as a steward of public funds and resources.

I look forward to the opportunity to discuss how my leadership experience, budgetary acumen, and dedication to sustainable growth makes me a good choice to serve as the city/town representative to the SMART Board.

Warm regards,

Todd Lands,
Cloverdale Mayor
(707) 280-1366



CITY OF HEALDSBURG

401 Grove Street
Healdsburg, CA 95448-4723

Visit us at www.healdsburg.gov

January 20, 2025

Sonoma County Mayors' & Councilmembers' Association

Re: SMART Board - SCTA Seat Letter of Interest

Honorable Mayors and Councilmembers,

As I begin my second term on the Healdsburg City Council, I am writing to request your support for my appointment to one of the two SCTA/RCPA seats on the SMART Board of Directors as the Sonoma County Mayors & Councilmembers appointee.

I am uniquely positioned to help SMART achieve its key priorities over the next four years:

- **Successfully reauthorizing the SMART sales tax prior to its expiration.**
- **Securing funding to complete SMART's extension through Healdsburg to Cloverdale, including the pathway.**
- **Increasing ridership and operationalizing freight rail service to meet critical regional economic and climate goals.**

For the past four years, I have served on the Sonoma County Transportation Authority/Regional Climate Protection Authority (SCTA/RCPA), planning, funding, and implementing regional and local transportation projects. In this role, I have worked diligently to advocate for Sonoma County as a whole. This has included ensuring our fair share of transportation and roadway funding and fostering collaboration among agencies often operating in silos.

Before joining the City Council, I served as CEO of Corazón Healdsburg, an equity-driven nonprofit advocating for underserved residents. In that role, I worked closely with SMART staff to secure resources and engage marginalized communities in SMART planning and funding efforts in Northern Sonoma County. I turned those insights into successful grant applications, increased ridership, and pathway planning that benefited both SMART and our local residents.

As a Sonoma County Planning Commissioner representing District 4 from 2017 to 2020, I built relationships with our tribal partners across the county. I have leveraged these relationships to secure federal and state funding for SMART through advocacy on key grant applications and by raising awareness of passenger rail as a vital transit equity issue for Native communities at the Metropolitan Transportation Commission.

As an attorney with expertise in land use law and environmental policy, I bring a deep understanding of CEQA, complex funding structures, and real estate agreements. These skills will be invaluable in executing environmental planning and construction for SMART's northern extensions and exploring future expansions toward the Capitol Corridor.

Finally, as a parent of a nine- and eleven-year-old, I bring a personal perspective on nurturing the next generation in Sonoma County. Today families and students are using SMART in record numbers to get to school, work and other critical destinations. This lens will inform my advocacy on the SMART board as it implements the Plan Bay Area 2050 vision.

In this coming term, SMART and our regional partners will be tasked with prioritizing strategies to create a more resilient and equitable future for Sonoma County and the Bay Area. It would be an honor to put my experience to work for you on the SMART Board and I humbly ask for your support.

Ariel Kelley
Healdsburg City Councilmember

akelley@healdsburg.gov | 707-385-1282



Lauren Berges <scmcaclerk@gmail.com>

SMART Position

1 message

Fleming, Victoria <VFleming@srcity.org>
To: Lauren Berges <scmcaclerk@gmail.com>

Mon, Jan 6, 2025 at 9:25 AM

January 6, 2024

Dear Mayors and Council Members,

I am writing to you to express my interest in service as your “non-SCTA” representative to SMART.

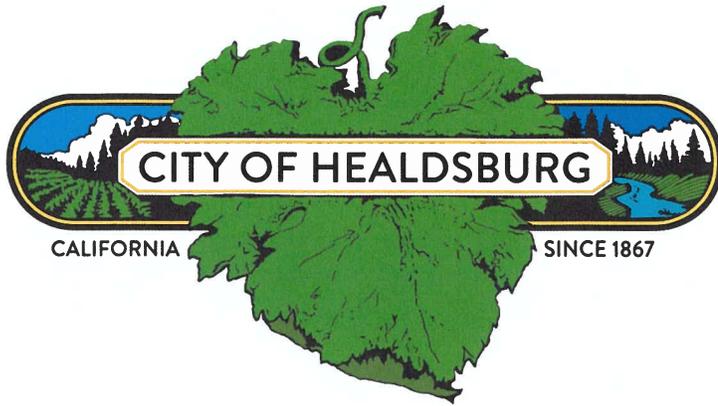
My interest in serving comes from a desire to streamline communication about planning and funding between SMART and the Metropolitan Transportation Commission which I have served on since 2021.

In this time I have successfully advocated to add the Healdsburg Station to Plan Bay Area and have been in frequent communication with staff at SMART and Board Members.

Thank you for considering me for this position. If you have any questions, please reach out to talk with me.

Warmly,

Victoria Fleming



CITY OF HEALDSBURG
VICE MAYOR CHRIS HERROD

401 Grove Street
Healdsburg, CA 95448-4723

Phone: (707) 431-3317
Fax: (707) 431-3321

Visit us at www.healdsburg.gov

December 23, 2024

2025 Chair City, City of Rohnert Park
Sonoma County Mayors' and Councilmembers' Association
130 Avram Avenue, Rohnert Park, CA 94928
Attn: Lauren Berges, MCA Clerk scmcaclerk@gmail.com

RE: Appointment to the Sonoma Marin Area Rai Transit Board

Dear Honorable Mayors and Councilmembers:

I write to express my interest in joining the Sonoma Marin Area Rail Transit (SMART) Commission.

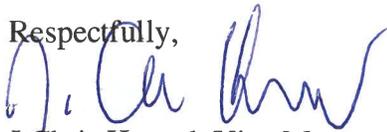
I am currently serving as the Vice Mayor of Healdsburg and have two years remaining in my term. During my time on Council, I have been vigorously involved in planning for the arrival of the SMART train to Healdsburg. I was active in the community input process leading to the Council's decision to locate our SMART station at the 'old depot' site, just south of the Plaza.

More importantly perhaps, I am committed to Healdsburg's Climate Mobilization Strategy. Alternative (public) forms of transportation are central to this important planning document, and many of our efforts to bring SMART to Healdsburg underscore Healdsburg's commitment to a greener future.

I have taken the SMART train numerous times over the years, and I am enthusiastic about its growing role in our region's evolving transportation profile. I am motivated to support the ongoing funding efforts, oversee efficient and appropriate construction planning, expand public outreach, and forward integration of the train into our everyday lives here in Sonoma County.

If chosen, I would welcome the input and partnership of all our Sonoma County leaders. Thank you for your consideration of my candidacy for this Commission seat. Please feel free to contact me with any questions or concerns.

Respectfully,



J. Chris Herrod, Vice Mayor
City of Healdsburg

Hello neighboring Mayors & Councilmembers,

My name is Alex DeCarli, and I am a new member of the Petaluma City Council. I'm writing you today to seek your support in my request for appointment to the available seat on the SMART Board of Directors.

I have over a decade of firsthand experience in railroading that will be a valuable addition to the board. With my understanding and experience, I believe I will come up to speed very quickly and be a contributing member of the board right away. Additionally, I have many personal and professional relationships with owners, Chief Mechanical Officers, and General Managers of other railroads, including those in the State Park system, that could be potential resources to SMART.

My main interest is in helping SMART grow its freight business, but also, and importantly, its passenger business. Freight has been one of the weaker aspects of the railroad, and I believe there's a lot of opportunity, especially as we extend the track further north. By strengthening the freight division, we take pressure off the passenger side of the operation and allow SMART to grow in both passengers and business freight. Freight is also crucial for the railroad to retain its status as a Common Carrier.

I have spoken with several perspective customers who are interested in having their products shipped by rail in or out of Sonoma County. If given a clear path, they will likely do it.

I am a proponent of enhancing economic opportunities in our local Sonoma County economy. To ensure we can do so, I believe we need to take advantage of how fortunate we are to have such a vital form of transportation. One of the great benefits to a healthier railroad freight division is that for each delivered railroad car, we would take as many as 3-5 semi-trucks off the road, thus greatly reducing traffic and carbon emissions.

I'm very supportive of SMART extending further north and will advocate for it, as well as the ongoing push to increase ridership.

Thank you for your support, and I'm excited for this opportunity to serve Sonoma County. If there are any questions or you would like to speak with me, please reach out! adecarli@cityofpetaluma.org

Sincerely,

A handwritten signature in black ink that reads "Alexander DeCarli". The signature is written in a cursive, slightly slanted style.

Alexander DeCarli
Petaluma City Council

January 20, 2025

2025 Chair, City of Rohnert Park
Sonoma County Mayors' and Councilmember's Association (SCMCA)
130 Avram Avenue
Rohnert Park, CA 94928
Attn: Lauren Berges, MCA Clerk, scmcaclerk@gmail.com

Dear SCMCA Chair, et al.,

I am enthusiastic about submitting my letter of interest for the Sonoma-Marin Area Rail Transit (SMART) Board of Director position. My understanding is there are three positions open – two are for SCTA Board of Directors and one is for a Non-SCTA Board of Director. My interest is in the Non-SCTA Board of Director opening.

I'm passionate about the work of SMART and excited that Cotati has this opportunity to have one of its members be selected for the Board to represent our entire region. Cotati is currently working on an update to the Santero Way Specific Plan which would facilitate a residentially focused transit-oriented community (TOC) surrounding the SMART station in Cotati, which may be the first TOC in the Bay Area. Having this TOC experience would enable me to share that with the other nine (9) cities in the county. This is going to benefit infill and other similar projects at the other cities in Sonoma County.

In Cotati, the City Council recently approved an agreement with the City of Rohnert Park and Sonoma State University to work on issues on a collaborative basis, and SMART would be one of those areas. Ensuring that SMART and the parallel multi-use path continues towards completion is of utmost importance to all residents in Sonoma County. The new Redwood Bikeshare program installed in Cotati, has the highest ridership in Sonoma County and could be attributed to our SMART station's proximity to Sonoma State University. I'm aware that SMART has some important work and initiatives and know I would be able to lend my skills and support.

I'm a hard-working public servant that works strategically with others to connect and build coalitions. As a Board Director, I would be able to use my bilingual public information officer experience to help outreach for the upcoming sales tax renewal. Also, my experience and ideas would help with community engagement and engaging groups of voters and riders who are traditionally difficult to reach.

I will be fully committed to the SMART Board and look forward to serving to help the Board and organization meet its goals and objectives. Since I retired from my 34-year career in public service at the County of Sonoma, I have been serving as a City Councilmember in Cotati and look forward to sharing and connecting all communities with the work and aspirations of SMART.

Thank you for your time and consideration and please let me know if I can answer any further questions.

Sincerely,

Sylvia Lemus

Sylvia Lemus
Vice-Mayor, City of Cotati
slemus@cotaticity.gov

<https://www.linkedin.com/in/sylvia-lemus-369a4929/>

Sonoma County Mayors' and Councilmembers' Association Clerk Report and Request

Recommendation

It is recommended that the Board of Directors of the Sonoma County Mayors' and Councilmembers' Association receive a report from the Association Clerk, Lauren Berges, and provide approval, feedback and direction.

Background

Pursuant to my agreement with the City of Sebastopol to furnish professional services for the Sonoma County Mayors' and Councilmembers' Association (MCA), no later than February of each year, in coordination with the Chair City and Contract City, I am to prepare and present any proposed changes to this agreement to the MCA Board.

Analysis/Discussion

Report

It is my pleasure to be working for the Sonoma County Mayors' and Councilmembers' Association. Over the last fourteen months my commitment to this group and working relationships with its members has demonstrated strengthening and consistency in meetings, dinner events, programming, and camaraderie.

My role as your clerk has significantly contributed to streamlining uniformity. The MCA now has a centralized location for all its agendas and records, current and historical, through its website: <https://sonomacountylocalleaders.org/>. An identifiable logo and key art have also been developed to assist with visibility within our local and regional community.

Continuous improvement is always possible and going forward I believe it is necessary to optimize clear goals and objectives for the MCA with the assistance of the Board of Directors as key oversight. As a working group I would like to identify any initiatives, processes, or improvements to enhance our collaboration, and I welcome any feedback and suggestions.

Website

The Sonoma County Mayors' and Councilmembers' Association (MCA) website was developed and introduced in 2024 with the assistance of Tripepi Smith. Tripepi Smith is a marketing, technology, and public affairs consulting firm based in California. They offer a variety of services including graphic design and website development.

The MCA website <https://sonomacountylocalleaders.org/> is built on WordPress. Tripepi Smith hosts the website on the WPEngine Platform. The first-year fees for the website totaled \$10,000. Development, domain purchase, hosting fees, content management, logo concept, and technical support were all included within the first year after the official launch of our website in June of 2024. The first-year fees were paid in advance and reimbursed through the City of Sebastopol, the MCA's fiscal agent.

Starting in year two, which will be June 2025, I anticipate additional costs not accounted for in the current schedule associated with our agreement. This June I anticipate an annual \$600 cost to maintain the hosting of the MCA website through WordPress and an additional \$35 annual fee to retain the domain name. Website management is also anticipated to cost \$250 per month which is more than what is scheduled in our agreement. The current breakdown for website maintenance as it is now is \$200 per month.

Description	Year 1	Future Years
Contract Part-Time Association Clerk	\$40,000	\$40,000 + CPI
Association Clerk Incidentals	\$2,000	\$2,000
MCA Website/Event Management	\$10,000	\$2,000
Total	\$52,000	~ \$44,000

As per our agreement, I kindly request the Board of Directors, the MCA Chair, the Chair City Manager of Rohnert Park, and City of Sebastopol as the MCA fiscal agent to consider approving the necessary money to cover future website maintenance expenses.

Financial Consideration

Should the request be approved for additional money for the MCA website maintenance and management, the cost would go up by \$1,635 annually.

Environmental Issues

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.