



**Springs Municipal Advisory Council
Minutes of Hybrid Meeting In person/Zoom
August 13, 2025**



The Springs Municipal Advisory Council represents the people of the Springs in Sonoma Valley as the voice of the community to elected representatives. SMAC is committed to engage with all community members in meaningful and inclusive ways to promote the health and wellbeing of the Springs.

Contact/Contacto: Betzy P. Chávez, Representante de Campo de la Supervisora Rebecca Hermosillo. **First District Bilingual Field Representative, County of Sonoma**
Betzy.Chavez@sonoma-county.org

Springs MAC Meeting 08-13-25 - Sonoma TV You Tube
<https://www.youtube.com/watch?v=HvTbYVGj9q0>

1. Call to Order & Roll Call 6:32pm

Roll Call: Vice Chair Lombard

Present: Dong, Reyes, Fernandez

Absent: Henderson

On Leave of Absence: Iturri, Norman

Staff Present:

Betzy Chavez, First District Bilingual Field Representative, County of Sonoma

Betzy.Chavez@sonoma-county.org

Jessica Barajas, Board Aide, Jessica.Barajas@Sonoma-County.org

Lin Marie deVincent, Minute Taker

Chair Reyes:

SMAC is broadcasting hybrid meeting on Facebook & Sonoma TV. Agenda Items have been allocated specific times; additional time is allowed for discussion following. Spanish translation available online; headphones available in room. Reminder that the Springs MAC is an Advisory Council, all Councilmembers serve in a volunteer capacity.

Translators online: can be heard on zoom broadcast - **Rebecca Knight and Ricardo Delgado**

2. Approval of Minutes for July 9, 2025

Councilmember Dong moved to approve July 9, 2025 Meeting Minutes, Vice Chair Lombard, seconded. All in favor. Unanimous. Motion passed.

File: Springs MAC Minutes August 13, 2025 Hybrid can be found here:
<https://sonomacounty.ca.gov/springs-mac-meeting-august-13-2025>

(Supervisor Hermosillo's Update carried over to later in Agenda)

3. Public Comment Items not on Agenda - 3 minutes (@3:27)

Via zoom: Karina Garcia, Charla Comunitaria announcement, en Espanol & English, Thursday Aug 21, 6-7pm via zoom, & live on Facebook on Charla Comunitaria page. RE: wildfire preparedness & prevention; how to register for emergency alerts; also summer water safety due to recent fatal accidents in Russian River; reps from So Co Regional Parks, & Dept. of Emerg Mgmt.

4. Community Event Announcements (@7:01)

Public and Council announcements regarding upcoming community events

Chair Reyes:

- CERT (Community Emergency Response Team) trainings in person or hybrid. Various opportunities from now to next year. Event in Petaluma Sept 28, in Walnut Park.

5. Chair Reyes Update (@8:18)

Receive updates from the Chair regarding recent developments and activities

- Emergency Prep event, attended last week.
- Councilmembers Norman & Iturri on Leave of Absence for 6 months, as approved by Sup Hermosillo.
- Two vacancies on MAC, Alternates positions. For info reach out to Admin Chavez, District1@sonomacounty.gov
- Reminder that all So Co email addresses have transitioned from “.org to .gov”
- Attended EOC feedback meeting at East County Hub. Feedback still invited on EOC Plan, which is different/separate from their Communications Plan. Info on Sup Hermosillo’s Facebook page, & Springs MAC. Copies of Draft Plans available.
- Acknowledged Admin Betzy Chavez for attending Back to School Health Fair at Health Center. **Admin Chavez**, noted it was well attended; good opportunity for Outreach for District 1 and MAC.
- “Meet Your Street”, County-wide event, weekend of Oct 3-5, pick own date/time to meet/greet neighbor. Promo kits available. Note who might have special needs, or requests in an emergency or evacuation

Admin Chavez, reminded Councilmembers to notify MAC if unable to attend a meeting, to assure enough for quorum, which is 4 members.

6. Emergency Preparedness Update (@ 16:32)

Nancy A. Brown, Community Preparedness Program Manager for Dept. of Emergency Management

Presentation dovetails w/ county-wide event/campaign “**Meet your Street**”. Past fire situations shown it is important to network w/ neighbors for effective evacuation. Individuals may think they are safe, and don’t need help, but emergencies can be different, as seen in recent LA fires.

There were 3 situations w/ people who encountered unexpected problems w/ capacity to evacuate; tragically they died. Their neighbors did evacuate, but did not know of others' needs. The only way to ensure 100% ability to successful evacuation is to get to know your neighbors & look out for each other. Just a couple times a week to say, e.g. "Hello, I see you." Or, "Hi, I'm here." In emergencies, the systems can be overwhelmed, not enough responders. Encouraged everyone to create simple gatherings, a party, etc. Use this "Meet your Street" opportunity to initiate.

Urban Areas Securities Initiative – Federal Funds (UASI). Sponsored for Springs, a 3 year program.

Currently in Year 2.

Background: Year 1 – group created including Chair Reyes, Fire Safe Sonoma, District 1, nonprofit organizations to evaluate risks of fire hazards in Springs. Analyzed the potential problems - what are the gaps? Where is lack of resilience?

Task – picked a project area where resources can make a difference. Found across all threats that **communication can always be a gap** in emergencies. Power can get disrupted. Most of populace now using cell phones for alerts, etc. Cell service fails; worst case scenario.

Acquired funding this year to attack problem.

PART ONE:

1. **Introduced GMRS i.e. Global Mobile Radio Service.** Space between ham radios which requires class & license, span great distance, good addition, and, other option e.g. regular walkie talkie, can only go few miles, easy to learn & operate.

GMRS also easy to operate. Don't need a class to learn.

2. Will create advertising campaign - what the radio is, why it's valuable. How to communicate w/ neighbors if cell power fails.

3. Will hold classes in English and Spanish. Hands-on to teach how to use. Certain rules apply; only use certain stations; can't interfere w/ law enforcement, fire dept. channels.

4. Create leadership in community. Some county groups already in operation. W/ GMRS in place, could be connecting w/ Ham Operators, etc. to first responders.

5. Funding free radios to give to community. Will pay license \$35 fee.

PART TWO

1. **Creating a hub in community**, i.e. place to go if cell system is down. Will need additional Grant money, do further fundraising. Some Staff time funded to do Outreach in Springs, door to door, flyers, etc.

Resiliency requires options; back up plans.

Council Questions

Admin Chavez, how much money allotted through grant?

Nancy, about \$70,000 in equipment, training, project implementation, tech assistance. Plus time for consultations from beginning of process. Next year will provide additional funding for additional needs. This is specific to Springs.

Chair Reyes, clarified, nothing to do w/ "Springs Specific Plan." Result of Census Tract evaluation of Evacuation Zone 6E2. Everyone welcome, doesn't limit opportunity to attend classes, etc. More info coming; she is on Working Plan Group.

Councilmember Dong, RE: communications. Following LA & 2017 fires, any plan to do a study on Long Range Amplifiers, i.e. horns used for tsunami warnings in Hawaii? Or sirens w/ verbal messaging/voice notification? Has past experience w/ these options; good addition when cell phones fail, or are not available.

Nancy, yes, have looked at Audible Alert Systems, one in west county, siren tested once a week. Results of studies show that since modern homes are built to different more rigorous noise standards, can't hear sirens; when all doors, double pane windows closed, in hot summer AC running. Have outfitted all county emergency vehicles w/ hi-low sirens. Emergency teams go through neighborhoods, but in evacuation exercises found that can't be heard. Hawaii homes are single wall construction homes; milder weather.

Will be looking at Springs as "specific echo system", to analyze. Siren great tool in daytime; but problem when people are asleep at night.

Also introduced NOAA weather radio system, as cell phone redundancy. Have battery backup that will last 12 hours. But you can't make it silent; you can't turn it off unless you unplug it and take the batteries out, so it's always sitting in the corner working. Have distributed a lot of those in the county, and utilized as one of five different systems to alert people. *[NOAA from Wikipedia: "24-hour network of VHF FM weather radio stations in the United States. weather.gov/nwr. NOAA Weather Radio, also known as NOAA Weather Radio All Hazards, is an automated 24-hour network of VHF FM weather radio stations in the United States which broadcast weather information directly from a nearby National Weather Service office. Its routine programming cycle includes local or regional weather forecasts, synopsis, climate summaries or zone/lake/coastal waters forecasts, and can be shortened to specifically include hazardous weather outlooks, short-term forecasts, special weather statements or tropical weather summaries during hazardous weather events."]*

Nancy, also **Wireless Emergency Alert, WEA**, loud tones, similar to Amber Alert tone. Also So Co Alerts.

Councilmember Dong, would a siren that is universal be useful? In recent large earthquake in Mexico used bilingual alerts; loud siren. Valley/Springs might be ok w/ siren in evacuation. Also, RE: GMRS, & forming hub community groups - distributing radios only to Springs? Other parts of valley? City? **Nancy**, when quantity is gone, it's gone. If there are any left over, could

consider. **Dong**, how many available? **Nancy**, 175 radios. **Dong**, how to choose areas for radio distribution in Springs? Which areas of the Springs to work on a particular channel? One of the things with the radios – there are 22 channels, actually 111 or 121 capability with the private tones. If they're all operating on the same channel they will step on each other as they try to communicate. **Nancy**, right, there is a great organization in Sonoma County - **NBCC, North Bay Communications Cooperative**, working diligently across the county to try to organize those pieces. Will inquire for advice, recommendations for Springs' area.

Dong, HAM radio group in valley that interacts w/ Fire Dept., Law enforcement?

Nancy, Dept. of Emerg Mgmt., volunteer group in addition to SoCoCert is **ACS team, Auxiliary Communications Systems**, a ham radio group, in county w/ fire depts. have capacity to reach whole county. Either mobile or into Fire Depts. Robust group, 250 members, practice monthly, test systems, do a great job.

Public Comment (@36:15)

Isabel Beer, reporter Sonoma Index Tribune, will Outreach w/ grant or DEM be available for deaf or hard of hearing? **Nancy**, not at this time. DEM via NOAA weather radio has attachment for hard of hearing. Is a pillow shaker/vibrates, or strobe light. Can see or feel warning.

Chair Reyes, suggested Nancy return for update in October. See So Co DM for info, still “.org” for website.

Isabel, when are trainings?

Nancy, Oct 25, weekend before or after. Unconfirmed. Will be bilingual. Day & evening times.

Zoom, none.

BREAK (@39:43)

7. Supervisor Hermosillo Update (@45:45)

- Zeke Guzman, w/ Jardines del Pueblo, addressing food insecurity gaps w/ farmworkers in northern part of So Co. Robledo family providing 5 acres to help w/ planting food, also provide eggs. A collaboration w/ Guzman, Comida para Todos, Catalyst Fund, & Redwood Empire Food Bank.
- RE: Wildfires. Director Duvall reported 2 fires occurred in District 1; both managed quickly. Both caused by mowing after 11am; **must stop mowing after 11am**. Not a “fire season” now a “fire year.” Emphasizing this message on social media. Please spread word.
- DEM meeting in Sonoma Aug 7; next Aug 13 next, update Emerg Operations Plan.
- CERT trainings moving some to online; also in person or hybrid. Effective program; attended recent graduation.

- So Co General Plan/Permit Sonoma, reviewed Draft Visioning Statement, timeline of 3.5 years. Board gave input to PS Staff; i.e. yes, honoring housing needs, also looking at economic drivers to help community. Broaden scope of services offered. Being creative for future of So Co. In process.
- Groundwater Sustainability Board, defining areas of note in District 1; el Verano, East side Sonoma Valley. State mandate to address, but no funding. Doing an Enhanced Infrastructure Financing District for new tax revenue. Aug 20 meeting w/ City Council; must be collaboration w/ city and county. Did one in City of Santa Rosa. Sebastopol in process w/ one. Then So Co. Then Sonoma Valley. For mitigation efforts for groundwater sustainability decline. Will also help capture tax dollars for infrastructure projects; not enough funding available due to aging infrastructure. Encouraged attendance at Aug 20th meeting. Does not affect Fire Districts or School District funding; can opt in.
- Sonoma Valley Rehousing Program. How to find creative solutions to address unhoused. E.g. Home First model in Rohnert Park; one stop shop. Hotel converted to housing. Tiny homes, all possibilities. Working w/ city determined 18 units expiring from low income bracket. Worked w/ City Mgr. Guhin, Mayor Farrar-Rivas, Burbank Housing. Saved the 18 units. City \$250K, Burbank Housing rest \$. Win for valley.
- New Director, Norman Sullivan, launched a Rapid Rehousing Program, can incentivize landlords to rent homes to folks that are unhoused. A \$1,000. Incentive; also a Work to Mitigate any damages to property. Approx. 100 unhoused in valley. Invited potential landlords to contact her.
- Tuesday, BoS meeting. Challenging times w/ federal attacks on immigrant community. Hunger strikes going on for county to declare So Co a Sanctuary County. Feels not time to do this, short sighted; would only add target to those already vulnerable. Other options: she and Sup Hopkins formed Ad hoc, will meet weekly w/ Sanctuary Collation. Expecting increase of agents; 10,000 more enforcement agents on the way.
- Cal trans utility boxes, Ad hoc dissolved. Now Cal trans ready, but artist on maternity leave. Next date, March to resume project.

Chair Reyes, RE: Jardine del Pueblo. Added that the organization Extra Food is also involved; providing contracts. If an agency wants to be a site, to receive gleaned vegetables, fruits from Jardine, then Extra Food will distribute; choose either Monday or Thursday deliveries. Will be gleaned on Saturdays. Opportunities open to other organizations to receive.

Vice Chair Lombard, concerned RE: the missing delineators on Hwy 12, continued deterioration. Can't report on website, only one complaint allowed. Installed due to safety concern for pedestrians & bikes. Has seen many vulnerable pedestrians. **Sup Hermosillo**, did

flag for Public Infrastructure, will remind them. May be delay, Cal trans funded for retaining wall on bridge in corridor.

Public Comment, Zoom, None.

Chair Reyes, RE: Cal trans, Verano/Hwy 12 intersection, Second Phase for left turn signal; this phase is approaching. How to get an update? Hopefully by next year. Before Mid Pen housing project completes, 2027. **Sup Hermosillo**, will find out. **Lombard**, clarified, no left turn there now.

8. Dissolution of Ad Hocs (@1:00:50)

Chair Reyes: Discussion and possible action to dissolve:

- Emergency Preparedness 3.0
- Housing
- Bike Racks

Public Comment, Zoom, None

Chair Reyes called for a motion.

Councilmember Dong moved to dissolve 3 Ad hocs - Emergency Preparedness 3.0, Housing, & Bike Racks. **Councilmember Fernandez** second. **Vote. All in favor. Unanimous. Passed.**

9. Springs Winter Celebration (@1:02:37)

Council to discuss if there is interest to host event and who takes the lead

Vice Chair Lombard, requested discussion. Is a big event, needs planning. Concern for community considering political climate.

Admin Chavez, requested further introduction of topic.

Chair Reyes, an event done w/ Ad hoc to celebrate winter, w/ Santa visit to plaza, done 3 years, Reyes organized Ad hoc in past but not this time. SIS not available; opened event to other leadership on MAC. Noted all storage of items at District 1 Office, suggested they could do the event.

Councilmember Fernandez, not available this year, perhaps next year. Concerned what level of high risk it would be for undocumented community?

Chair Reyes, unsure how December will be. Concerned.

Sup Hermosillo, agreed, won't know for December. Anticipating enforcement being significantly ramped up; hiring incentives being offered. Event would have to be advertised on social media; would be public. Suggested doing it a different way, e.g. have sign in sheets, go to Lomita Office and pick up a to-go gift. Way to share holiday cheer, but not advertising.

Councilmember Fernandez, has a screen outside her store available for community announcements.

Sup Hermosillo, is there a list of sign-ins from previous years?

Chair Reyes, no, just total numbers of gifts donated. Still need someone to take lead to go forward. **Sup Hermosillo**, suggested gift cards, or gifts.

Fernandez, recommended tabling for further discussion. Maybe through schools identify children/families for gift cards. In past did a Santa program through Rotary. Hopes to have opportunity to honor tradition of celebration.

Reyes, suggested to bring back in September; will be looking at MAC budget. Event had a tight budget; 150 gifts in past, nice but inexpensive.

Lombard, agreed to postpone discussion; complex item.

Reyes, agreed. No Resolution required tonight.

Public Comment, Zoom, None.

10. Council Goal Setting Follow-Up (@1:11:37)

a. Local Business Support

b. Social Services & Resources

Chair Reyes, explained Item; organizing MAC community projects; supporting two selected priorities a & b. Called for activities as SMART goals, whether online, & consider time commitment/s. Create Ad hoc.

DISCUSSION

Chair Reyes:

Suggestions for how to support local business owners and/or Social Services & Resources?

- Highlight a specialty of a business on Springs MAC Facebook page. Simple mention.
- Resource Fair
- Post cards or brochures; expensive to print out, and/or mail. Funding?
- Chambers of Commerce - county, valley, Springs
- Economic business forum at La Luz in past
- Chamber of Commerce would have Membership lists. But encourage businesses to define Springs MAC business area; like a Directory. Within communities.
- An outreach list. Variety of providers, vendors.
- Combine a Business Resource Guide w/ a Social Services Resource Guide
- Study logistics; will take time & research to create a Guide
- Create an Ad hoc. Consider realistic Timeline; a year to complete; have several Ad hoc members
- Consider design pieces of Guide: logo/s, info, etc.

- Novato Downtown Business Assoc. as model; meetings, events, info, social media, website. Big project for MAC
- Keep it tangible. Finish sooner, 6 months/by next spring.
- Reyes & Fernandez volunteer to be on Ad hoc
- Possibilities for sponsorship
- Get businesses to network; help them to sustain own Chamber. A larger goal.
- Invite/welcome Sonoma Valley Chamber of Commerce to Springs for presentation. ED Mark Bodenhamer.
- Meetings at la Luz in past publicized resources; was effective. Engage Marco Suarez to do presentation/s.

Chair Reyes, all good suggestions for sustainable future. For next Agenda; create Ad hoc.

Admin Chavez, clarified, Resolution was to define next SMART objectives.

Public Comment, zoom

Karina Garcia, community member RE: MAC goal settings. If MAC approves Winter Celebration 2025, she volunteers. If that event not feasible, suggested idea of a scavenger hunt for Springs. Would highlight historical places in Springs MAC boundaries, encourage families to go around together, take photos or selfies at historical sites, upload to Springs MAC Facebook page, then go to East County Services Center for family gift card, reward. This idea would encourage families to drive and explore the Springs, learn about their community, visit businesses, get rewarded.

Chair Reyes called for motion to create Ad hoc to collect information about local businesses & organizations in Springs for a Resource Guide.

Councilmember Dong made Motion to create an Ad hoc for purpose of collecting information of businesses in Sonoma Valley, and simultaneously develop a list of social service resources, w/ goal of completing this task by December 2025, 3 months, report out at Dec meeting.

Chair Reyes, clarified Motion is for *Springs*, not *Sonoma Valley*. So modified. Councilmember Fernandez second, vote, all in favor, unanimous. Passed.

Chair Reyes and Councilmember Fernandez Ad hoc volunteers.

Chair Reyes, invited everyone to submit suggestions to Admin Chavez.

11. SVCAC Update (@1:31:20)

Receive informational update from the Sonoma Valley Citizens Advisory Commission (SVCAC)

Admin Chavez, meeting on July 23rd:

- Recommended approval for Cassidy Ranch Use Permit for Tasting Room & limited events at 22661 S Central Ave. Decision followed significant discussion, consideration of neighbors' concerns. Tasting by appointments, 20 per day, 4 annual events.
- Springs Specific Plan discussion; County staff reported Plan not moving forward in immediate future; on watch for future
- Emerg Operation Plan meeting held Aug 7 at East County Services Center. Public input on updated Plan.
- City of Sonoma Housing preservation. \$250,000 to preserve 18 affordable housing units. Partnership w/ Burbank Housing, & FAHA.
- Immigration and Community Support. City Discretionary Funds donated to the Secure Family Collaborative to support immigrant and human rights services.

Public Comment, Zoom, None.

12. Ad Hoc and Community Projects Updates (@1:33:20)

Councilmembers provide brief updates on current projects and Ad hoc activities.

• Funding Requests for Community Projects

Vice Chair Lombard, Request Form created, completed. Dissolve Ad hoc next meeting.

• Emergency Preparedness 3.0, dissolved

• Springs Farmers Market

Chair Reyes, Market Admin Kelly & Heather doing outreach. First Sunday's rummage sale; community invited to participate. Fresh vegetables. Encouraged attendance. Sunday 10-2pm. Suggestion to move to Larson Park; held there in past.

Councilmember Dong, need to keep Ad hoc? **Chair Reyes**, ends in October 26th. Goes w/ Outreach from MAC, she supports, checks in. Dissolve in November.

• Housing, dissolved

• Bike Racks, dissolved

• Utility Boxes, Cal trans approved, but artist on maternity leave. Return in March.

Vice Chair Lombard, expiration date of Ad hoc? Dissolve, restart? **Councilmember Dong**, who on; just Councilmember Norman? Not meeting or reporting, working through Sup Office.

Reyes, dissolve on September Agenda, then restart? **Dong**, why continue? **Reyes**, unexpected circumstances w/ absent member. **Lombard**, wait to create new one in March; Ad hoc term is one year. **Reyes**, agreed.

• Springs Community Plaza

Councilmember Fernandez, requested signage update?

Admin Chavez, need a better picture of the green sign. Does MAC want to continue using current one? Is it needed to upload to Facebook page?

Supervisor Hermosillo, have tried to get better images, problems, failed. To get feedback on logos #1-4, not looking great. 4th option won't look as good. If MAC is ok, will put up as is.

Chair Reyes, need a photographer to take another one? **Sup Hermosillo**, maybe, took one, not good. **Reyes**, will work w/ Admin Chavez to get another one. Delay for now.

Vice Chair Lombard, clarified, other 3 sign images were of artist's illustrations; 4th sign is metal, not good image. Yes, need better photo.

- **Adopt-a-Road**

Chair Reyes, Councilmember Norman. Reyes, will move project forward. Councilmember Henderson also to participate. **Vice Chair Lombard**, wasn't this to be turned over to Rotary? **Reyes**, no, MAC has paperwork; Rotary will just help. Will collaborate on project, near FAHA.

Public comment, Zoom, None

13. Consideration of Future Agenda Items (1:44:45)

Council to review ongoing list and propose additional agenda topics

Chair Reyes, continued update from Nancy Brown; Ad hoc/s

Vice Chair Lombard, delineators, Public Infrastructure, Cal trans? Update? **Reyes**, who is responsible for delineators? County bought lights. Verano/12 is city & county & Cal trans. Overlapping jurisdictions.

Public Comment, Zoom, None

14. Adjourned: 8:17pm

Next meeting 09/10/2025

Formal closing of meeting

Contact: Betzy Chavez, First District Bilingual Field Representative, County of Sonoma
Betzy.Chavez@sonoma-county.org

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Materials related to an item on this Agenda submitted to the Springs Municipal Advisory Council after distribution of the agenda packet are available for public inspection in the Board of Supervisors' Office located at 575 Administration Drive, Room 100-AI, Santa Rosa, CA, during normal business hours. You may also find them on the Springs MAC website at <https://sonomacounty.ca.gov/springs-mac>

Note: Consideration of items will proceed as follows:

Presentation by proponent 2. Questions by Commissioners 3. Questions and comments from the public 4. Response by proponent, if required 5. Comments by Commissioners 6. Resolution, if indicated

Web Links: County of Sonoma: <https://sonomacounty.ca.gov/> select Boards and Commission

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