



**COMMUNITY ADVISORY BOARD (CAB)**  
**City Hall Annex – Room 7A & B, 90 Santa Rosa Avenue, Santa Rosa, CA 95404**  
**Wednesday, January 27, 2010**  
**5:30 – 7:30 P.M.**  
**AGENDA**

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PUBLIC COMMENTS:** Except for public hearing agenda items, the public may comment on all agenda items and on items not on the agenda but within the jurisdiction of the Board of Community Services at this time. Comments will be heard on specific agenda items at the time the item is called. The public may comment on public hearing agenda items when the hearing is opened. Each speaker is allowed three minutes.
4. **APPROVAL OF MINUTES – December, 2009**
5. **APPROVAL OF AGENDA**
6. **CHAIRPERSON'S AND BOARDMEMBERS' REPORTS**
  - 6.1 Attendance Record (12 months)
7. **SCHEDULED ITEMS**
  - 7.1 **COPE – Fire Station Involvement**

A report will be given on discussions with the Fire Department regarding private citizen access to fire stations when Fire Department personnel are not present and the potential impact on the COPE program. Recommended action: information only.
  - 7.2 **List of Neighborhood Groups**

Jo Anne Cohn and Rev. Curtis Byrd will distribute the list of Neighborhood Associations with the request that CAB members review, verify and add groups from the areas they represent. A request will be made to City departments to provide additional lists that could be incorporated into the List of Neighborhood Associations. Recommended action: information and data collection.
  - 7.3 **Review of Board Goals and Assignments**

CAB Goals 2.3--Community Capacity Building, 2.4—leveraging information technology (CAB Facebook), and 3.1—Community Investment Grants process will be reviewed. Recommended action: review and possible ad hoc committees formed.
  - 7.4 **Public Works Delighting Schedule**

A discussion to determine how CAB can participate in notifying neighborhoods of the Public

Works Departments delighting schedule. Recommended action: discussion and assignments.

#### 7.5 Budget

The question “Is there a budget for CAB?” will be discussed. Recommended action: discussion only at this time.

#### 7.6 Committee Reports

A. Area Update Reports--CAB Goal 1.2—Provide monthly written report on issues affecting CAB’s area to CAB Chair. Board members will be asked to identify emerging issues and trends in neighborhoods from their written reports.

B. Board of Community Services and CAB Ad Hoc Committee Update  
Both the Board of Community Services and CAB have appointed members to serve on an ad hoc committee to explore options regarding their future organization. This process is driven both by budget concerns and the opportunity to benefit from potential future collaborations. The committee will begin meeting in February. The initial meeting will outline a proposed process to engage the six members in identifying issues and opportunities and work toward a series of recommendations.

### 8. Written Communication

8.1 Letter from Sussman & Ziskin re Neighborhood Revitalization Program – Program Elimination

### 9. Future Agenda Items

9.1 Neighborhood Submit - April 10, 2010  
Could include Best Practices and panel discussion

### 10. ADJOURNMENT

The next regular meeting of the CAB is scheduled for Wednesday, February 24, 2010, at 5:30 p.m. at the City Hall Annex, 90 Santa Rosa Avenue, Santa Rosa, California.

#### **GROUND RULES:**

**Honor person talking (no side conversations, answering cell phones, etc.  
If you have to leave early, announce it to the group at the beginning of the meeting.  
Be prepared to participate in the discussion.**



**The City of Santa Rosa does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting Meredith Strom at (707) 543-3292 one week prior to the meeting.**

This information can also be accessed via the internet at: <http://srcity.org/default.aspx?PageID=650>  
Any writing or documents provided to a majority of the Board of Community services regarding any item on this agenda will be made available for public inspection in the Recreation and Parks Department’s Administrative Offices at 415 Steele Lane, Santa Rosa, CA. during normal business hours.

**SEATTLE** [seattle.gov/neighborhoods/nmf/smallsparks.htm](http://seattle.gov/neighborhoods/nmf/smallsparks.htm)

The Small Sparks Fund provides awards up to \$1,000 to support community members in becoming civically engaged. Projects can include neighborhood organizing, membership expansion or numerous other types of activities. All projects must demonstrate its capacity to build a stronger and healthier community, and must: Provide a public benefit and be free and open to all members of the public.

- Emphasize self-help, with project ideas initiated, planned and implemented by the neighbors and community members who will themselves be impacted by the project.
- Demonstrate [community match](#).
- Occur within the Seattle city limits.
- Who Should Apply

The Small Sparks Fund is open to formal and informal neighborhood and grassroots community groups with annual organizational budgets of less than \$25,000. (If a group does not have a tax identification number, it must use a fiscal sponsor for funding requests more than \$600.)

**What is the Community Match?** Core to NMF is the contribution of community match – volunteer labor, donated materials, professional services and/or cash from community members – that awardees must raise to match the City’s award. The amount and type of match must fit the needs of the project. Because these contributions show the level of community commitment to and investment in a project, a significant portion should come from the neighborhood or community itself.

Requirements:

- Physical improvement projects (where something tangible and lasting, such as a playground or public art, is being created) require a 1:1 match (the community match must equal the funding request).
- Non-physical projects (such as design, planning, events, etc.) require a ½:1 match (the community match must equal at least half of the funding request).
- Funds and resources from other City of Seattle sources, including Parks Levy funding, Bridging the Gap funding and City staff services, cannot be counted as match.

**Vancouver WA** <http://www.cityofvancouver.us/upload/images/Neighborhoods/>

Distribution of grant funds: Grant awards will be made up to 50 percent of the total project cost.

2. Maximum grant amount is typically \$1,000 per project.

3. In-kind dollar value of donated labor, materials and equipment will be accepted. The estimated value of a volunteer hour is \$19.51. *Additional information is available from the Independent Sector at their web site, [www.IndependentSector.org](http://www.IndependentSector.org).*

4. Neighborhood associations wishing to apply for grant funds must meet the following criteria:

- Applicants must be an officially recognized City neighborhood association in active status.
- A signed agreement with the City will be required to initiate the awarded project. The agreement shall include a provision that the City shall be held harmless from any activities of the association.

**Eugene OR** <http://www.eugene-or.gov/portal/server>.

The purpose of the Neighborhood Matching Grant Program is to encourage City residents to collaboratively identify and actively participate in making improvements in their neighborhoods.

Community involvement is a key component of the program and is encouraged by requiring a 50/50 match, coordination with your neighborhood association and documentation of neighborhood support.

The process of bringing people together and building relationships is a key component of any project proposal that you submit.

Who is eligible to apply?

Proposals will only be accepted from groups of people living, working, or owning property within the neighborhood boundary in which the project is located. A neighborhood group may be an existing group whose membership is from a commonly recognized geographic area (e.g., neighborhood association, business association, or school site council) or an ad hoc group formed to work together on a specific project. Although individual persons, businesses or community-based organizations (public, private, or nonprofit) are not eligible to apply on their own, they may do so in active partnership with a neighborhood group.

**Oakland CA** <http://keepoaklandbeautiful.org/AssetFactory.aspx?did=2952>

Awards range from \$200 to \$500 to fund materials and/or supplies for cleanup and beautification. KOB Small Grants do not fund salaries or stipends, existing obligations or deficits, office equipment, furniture, uniforms, sports equipment, food or entertainment.

**Missoula MT** traffic calming program

<http://www.ci.missoula.mt.us/DocumentView.aspx?DID=542>

The purpose of the City's Traffic Calming Program is to implement traffic calming techniques, when appropriate, in response to neighborhood requests for assistance with residential traffic concerns. Techniques are, typically, installation of one or more devices in the street that make it inconvenient for drivers to drive fast or to use the street as a throughway.

The first step is for the neighborhood to clearly identify the conditions that are of concern, using Part 1 of the Traffic Calming Application, titled "IDENTIFICATION OF CONCERNS." This, with the Cover Sheet, should be submitted to the City. After reviewing it, the City's Traffic Calming Steering Committee will suggest to the neighborhood (a) what the boundaries of the area of concern should be, and (b) some strategies to address the concerns. The Cover Sheet and the "IDENTIFICATION OF CONCERNS" will be returned to the applicant, to be included when the remainder of the application is submitted.

#### Neighborhood Project Funds

Each year, the Missoula City Council allocates funding for Neighborhood Project Funds. The past few years, the allocation has been \$20,000. The Neighborhood Project Funds are broken down into two categories, funds for large grants and funds for small grants.

The process and amounts of grants differ depending on the category.

Small projects must be within city limits or benefit city residents. They may include plantings and park benches, the expenses of neighborhood meetings such as supplies, newsletters, advertising, flyers, sandwich boards, rooms, refreshments, etc. Also eligible for funding are neighborhood ice cream socials not associated with a meeting. The deadline is on a monthly basis until all funds are awarded. The limit is \$200.00 and can be used for individual projects or combined with other matching funds.

**Charlotte NC** <http://www.charmeck.org/Departments/Neighborhood>

The Neighborhood Matching Grants Program has been helping Charlotte citizens improve their neighborhoods since 1993. The program awards funds to eligible neighborhood-based organizations for projects that will make neighborhoods better places to live, work, play, and shop. The program helps to strengthen neighborhood organizations, while encouraging increased neighborhood participation and partnerships with the city and others. Neighborhoods in neighborhood statistical areas with median household income not more than \$64,219 may be eligible to apply.

A neighborhood organization is eligible to apply for a Neighborhood Matching Grant when all of the following apply to the organization:

- Is established and has been active for at least six months
- Is created and managed by residents within the neighborhood
- Is open for membership to everyone in the neighborhood
- Ninety-five percent of association members live in the neighborhood
- Has duly elected board officers and established by-laws or governing documents
- Holds regular meetings and maintains records and board minutes
- Expands and/or promotes existing neighborhood goals and objectives

**Tulsa OK** <http://www.cityoftulsa.org/community-programs/neighborhoods/neighborhood-beautification-grant>

#### HOW DOES THE MATCH WORK?

TBF will match dollar for dollar (\$1:\$1) the funds raised by a grantee organization. As a part of the matching requirement, volunteer hours, valued at \$16.19/hr, may account for up to 35% of the match by the applicant organization. In addition, donated materials to complete the project may also be used in calculating the applicant match.

#### WHAT TYPE OF PROJECTS CAN BE FUNDED AND WHAT ARE THE BASIC REQUIREMENTS?

The program helps pay for physical improvements that provide tangible benefits to the community outside of just aesthetic improvements. The program will not pay for on-going operation or maintenance, such as upkeep of landscaping or repairs to monument signs. The applicant organization must identify how the organization will fund and maintain the project in the future. In addition, work conducted by a professional contractor is discouraged unless otherwise necessary. However, if a professional contractor is used, three (3) bids for services must be included with this application.

**Salt Lake City UT** <http://www.ci.slc.ut.us/ced/hand/neighborhoodmatchgrant/nbrmatch.htm>

All Neighborhood Matching Grants must have a one hundred percent (100%) match for the amount requested. For example: A neighborhood, requesting \$2,000 from the City, must match with \$2,000 of cash and/or donated services, materials etc., collected from the homeowners in the neighborhood, for a total of \$4,000 for the project. (All volunteer labor is valued at \$10.00 per hour).

#### REMEMBER:

- X The amount and type of match must be appropriate to the needs of the proposed project
- X The applicants must be prepared to document each element of the match that is presented
- X Future maintenance of the project can not be counted as match
- X Time spent in preparing the application can not be included as match

#### **Clark Co Nevada (Las Vegas)**

[http://www.accessclarkcounty.com/depts/administrative\\_services/town\\_services/pages/neighborhoodgrants1.aspx#purpose](http://www.accessclarkcounty.com/depts/administrative_services/town_services/pages/neighborhoodgrants1.aspx#purpose)

[Neighborhood Pride Zone Projects](#) (up to \$1,000 per project) \*100% Match Required

[Small Projects](#) (up to \$500) \*No Match Required

**Croydon UK (greater London- specific population proposal recruitment )**

<http://www.ageconcerncroydon.org.uk/index.cfm?id=4803>

Match Funding (Your Organization's/Own Contribution)

Please note - this needs to be of equal value to the grant you are asking for.  
What type of skills and materials do you think you and others in your area can provide which you don't need money for? (for example organising the event, producing a video, volunteer time or free room hire)  
(Volunteer time = £10 per hour) L 1=US\$1.63

**Sacramento CA (specific population proposal recruitment )**

<http://www.neighborhoodlink.com/sacramento/bpna-sac/genpage/829801909.html>

Community grants up to \$5000 are available through the First 5 Sacramento Commission. With these grants, it's all about the kids and getting to know each other. To apply for these grants, all it takes is three people (in Sacramento County) coming together and creating an idea for a project that:

- 1) benefits kids five and under and
- 2) helps build relationships in the community

**Dayton OH (example of specific neighborhood proposal emphasis)**

<http://www.phoenixprojectdayton.org/misc/2008%20Phoenix%20Neighborhood%20Project%20Fund%20Form.doc>

PROGRAM: The Phoenix Investment Committee has established a small grant program to support activities that improve the quality of life in the Fairview neighborhood. We are especially interested in projects which promote neighborhood pride and build relationships between civic groups, businesses and neighborhood institutions.

Block Parties: The Neighborhood Fund will sponsor up to 10 block parties in 2008. A grant of

\$100 is being made available per block for this purpose.

Neighborhood Schools: Projects that support the Fairview Neighborhood School Center

and the community school concept are strongly encouraged.

Projects that result in residents contributing to their neighborhood in meaningful ways; projects with a deliberate strategy to include new and previously uninvolved residents; projects that match the dollars they request.

Applicants must live or work in the Phoenix target area and represent a Block Club,

: Neighborhood Association, or other community-oriented group or institution in the neighborhood. Outside groups must partner with a local organization to be considered.

Phoenix will only fund applications from local community groups working with the FROC Priority Board and Community Organizers from Family Service Association. We will seek their input and counsel on EVERY application we receive.

EDIE SUSSMAN  
DONALD A. ZISKIN  
TONY WILDE

LAW OFFICES OF  
**SUSSMAN & ZISKIN**  
719 ORCHARD STREET  
SANTA ROSA, CALIFORNIA 95404

AREA CODE 707  
TELEPHONE 523-0733  
FACSIMILE 573-1094

January 14, 2010

*Via Facsimile, Mail and E-Mail*

Hon. Susan Gorin and Members of the Santa Rosa City Council  
Santa Rosa City Hall  
100 Santa Rosa Avenue, Room 10  
Santa Rosa, CA 95404  
Fax: 707-543-3030

E-Mail: sgorin@srcity.org,  
mvasdupre@srcity.org,  
gwysocky@srcity.org,  
vjacobi@srcity.org,  
jbender@srcity.org,  
eolivares@srcity.org,  
jsawyer@srcity.org

**Re: Neighborhood Revitalization Program - Proposed Elimination**

Dear Mayor Gorin and Members of the City Council:

We, the undersigned, are attorneys and advocates who assist lower income tenants in Santa Rosa who are injured and harmed by unscrupulous landlords who rent substandard housing. We read that the City Council is considering eliminating the City's Neighborhood Revitalization Program (NRP) as part of its budget reduction efforts. This program, which is one of the few in Northern California, serves a vital function -- keeping the City's affordable rental housing stock safe and habitable. We would strongly urge that the program be continued.

NRP does about 1000 inspections on a yearly basis as part of their program. About 800 are in the South Park and Roseland neighborhoods and about 200 are in the Apple Valley/Papago neighborhoods. This is in addition to responding to individual calls of complaints in those neighborhoods. It is the only program that has a community outreach worker who can deal with language and other issues specific to low income and primarily Spanish-speaking neighborhoods.

The health and safety risks to those neighborhoods will be significantly increased if this program is discontinued. Because of the severe shortage of housing in the city for very low and low income families, some landlords ignore requests to repair even serious electrical, plumbing and heating problems because they know that their tenants will not be able to move elsewhere. Some landlords threaten tenants who complain with eviction. The NRP program -- by targeting neighborhoods for random housing inspections -- performs an invaluable service. The program also helps identify possible criminal activity, and situations of extreme overcrowding. In sum, it helps keep our neighborhoods safe and prevents substandard housing from developing into neighborhood blight.

Re: NRP  
January 14, 2010  
Page 2

The NRP outreach worker, Mali Lopez, has developed unique expertise through her work with this program. She is the City's eyes and ears into areas and housing situations where regular law enforcement does not or cannot go. She has developed a reputation of trust among tenants in these impacted areas. She has occasionally been called on to assist Sonoma County PRMD in its efforts to deal with substandard housing health and safety conditions in housing units located outside Santa Rosa. In addition to Ms. Lopez, the NRP task force also currently includes building inspector Mark Maysetrovitch-who has been there for nine years; fire inspector Dave Ricci; Assistant Ciity Attorney Mike Casey. Mike Reynolds is the supervisor of both the NRP and non-NRP building inspectors. This program was based in part on the understanding and experience of larger cities that without a task force approach to the neighborhood blight is nearly impossible to remedy the problems. Despite their tremendous work load it has been remarkably successful.

Some of the problems that NRP has been instrumental in correcting are:

-- Putting Sherman Campbell/Apple properties out of business-a longtime slumlord in Sonoma County, whose business involved over 1000units in lower income neighborhoods.

-- Intervention/rehabilitation of thousands of units in the targeted neighborhoods where tenants were subjected to mold, rats, lack of heat, inadequate plumbing, and other serious health and safety conditions.

Since the inception of the program, attorneys at Sussman & Ziskin have been involved with in excess of 1,000 clients who have been subjected to severe health and safety dangers in the targeted NRP areas. Many of those tenants would have been displaced without enforcement by NRP requiring the landlord to address problems such as non-working heaters and mold and vermin infested homes which caused ongoing health problems to those families. Many of these cases involve situations where the tenants are extremely fearful of voicing any complaints as a result of a landlord's threats of eviction. As a result of the involvement of Mali Lopez and the mandatory inspections, the tenants have become empowered enough to be working with the City to remedy these substandard conditions. Without NRP involvement, these tenants would continue to live in unhealthy and unsafe conditions. If they moved out, the landlord would have moved in others who would in turn be subjected to the same conditions. All of these families have children who attend public school and bring the illnesses and problems related to slum conditions into their schools.

In sum, we believe it would be a terrible loss to the City and to its most vulnerable residents if the Neighborhood Revitalization Program is reduced or eliminated. Every dollar spent on this program benefits the City's lower income areas. These are areas which do not receive the same level of parks, playgrounds, paved sidewalks and other services which the City provides to other neighborhoods.

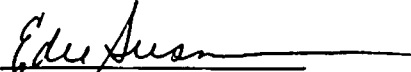
We know that dealing with your budget deficit is difficult and there are no easy choices. We do not believe the City will realize any savings by cutting the NRP. Reducing or eliminating the NRP will only trigger an increase in law-enforcement, fire protection and emergency services costs. It would also impact property values (and property taxes) in lower income areas. When one house is allowed to deteriorate by the landlord, or allowed to become a crack house, it affects and infects the entire surrounding area. Cutting

Re: NRP  
January 14, 2010  
Page 3

this program will not save the City any money.

We urge you not to cut the NRP. If you have questions, or would like further information, please feel free to call us.

Sincerely,  
SUSSMAN & ZISKIN

  
Edie Sussman

  
Donald Ziskin

  
Tony Wilde

LAW OFFICE OF JOSHUA KATZ

  
Joshua Katz

LAW OFFICE OF JOSHUA KATZ  
700 College Avenue  
Santa Rosa, CA 95404  
Tel.: 707-546-4510

LAW OFFICE OF DAVID GRABILL

  
David Grabill

LAW OFFICE OF DAVID GRABILL  
1930 Alderbrook Lane  
Santa Rosa, CA 95405  
Tel.: 707-528-6839

LAW OFFICE OF ALICIA ROMAN

  
Alicia Roman

Law Office of Alicia Roman  
719 Orchard Street  
Santa Rosa, CA 95401  
Tel.: 707-526-4100

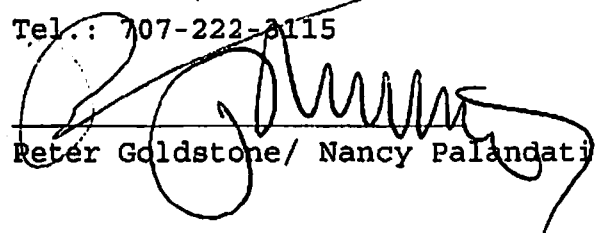
BOZMAN-MOSS & WATSON

  
Barbara Bozman-Moss

BOZMAN-MOSS & WATSON  
700 College Avenue  
Santa Rosa, CA 95404  
Tel.: 707-575-6000

Palandati - Goldstone LLP

703 2nd St. No 411  
Santa Rosa, CA 95404  
Tel.: 707-222-3115

  
Peter Goldstone/ Nancy Palandati

Law Offices of Christian Fierro  
111 Santa Rosa Ave, Ste. 405-c  
Santa Rosa, CA 95402  
Tel: 707-573-5900

  
Christian Fierro