

Glen Ellen Forum Board of Directors Meeting  
Mayflower Hall, 10/18/18 at 6:30 pm  
Respectfully submitted 10/27/18 at 10 am

Present: Melissa Dowling (chair BoD), Tracy Salcedo (member BoD, SDC Committee), Margie Foster (treasurer Steering Committee), Alice Horowitz (co-chair SDC/Eldridge Transition), Nancy Padian (chair Steering Committee), BJ Blanchard (chair Projects Committee), Janie Soto (member BoD), Rob Barnum (member BoD), Poppy Darby (non-voting member BoD, secretary/vice chair Steering Committee), Stacey Vilas (co-chair Traffic & Safety Committee), Leslie Vaughn (non-voting member BoD, communications/vice chair Steering Committee), Graham Hommel (member BoD), George Merrick (member BoD), Vicki Hill (co-chair SDC/Eldridge Transition), Nick Brown (co-chair Traffic & Safety Committee), Angela Morgan (vice chair BoD), and Jim Shere (secretary BoD).

Each person present introduced themselves briefly, stating their role in the Glen Ellen Forum.

Approval of the minutes of the previous meeting was tabled, pending clarification of who are eligible as voting members of the Board.

Margie Foster presented our financial statements. She reported that we have renewed our liability insurance policy, excluding Directors and Officers liability insurance which is being negotiated at this time. It was clarified that there is insurance coverage for all committee activities (*see attached "Treasurer's Report"*).

Steering Committee report and discussion (Poppy and Leslie):

The need to sort out leadership roles of the Steering Committee and the Board of Directors was discussed regarding certain priorities: setting a calendar for the next year, reviewing the five year strategic plan with a look one year ahead, setting a budget for the next year, developing a fundraising committee, establishing a working relationship with the MAC, having a library of concepts for future grants, and the creation of a flow map to describe how these priorities would be met each year (*see attached "Poppy's Report"*).

Poppy also spoke about a \$12,500 to \$30,000 United Way grant that has been applied for, to help rebuilding the community following the wildfires of last year.

There was further discussion regarding the officers of the corporation that had signed the original articles of incorporation. These were members off the Steering Committee before the creation of an independent Board of Directors. A need to clarify an effective organizational structure going forward was recognized.

A review of speakers that had appeared at town hall meetings, how they were selected and received, ensued. Committee chairs are now attending Steering Committee meetings to help set the agenda of the town hall meetings. A more formal structure of the town hall meetings was generally recommended, with time set aside for feedback and community input.

Accomplishments of the Steering Committee over the past year were also discussed, including public dinners and social gatherings.

Traffic & Safety Committee report and discussion (Nick and Stacey):

A questionnaire was distributed at the outset, which reported community concerns regarding speeding and pedestrian and bicycle safety as significant issues. The popular and very effective slowdown signs and bumper stickers were created. The Glen Ellen Plaza concept, creating a pedestrian friendly zone from Warm Springs Road to Chauvet Road, is being explored.

The committee has met with the California Highway Patrol and the Sonoma County Sheriff's Department to discuss approaches to these problems, as well as with Sonoma County engineers to discuss protection of the O'Donnell Bridge and a redesign of the main crosswalk downtown.

All this activity was interrupted by the October wildfires, which changed their priorities and focus to developing a community emergency response. Ongoing consultations with local fire departments launched the "Ready Glen Ellen" program, including neighborhood preparedness. A Glen Ellen "Firewise Community" has been suggested by others. The committee will pass this information on to the Forum for a potential project by the community.

SDC/Eldridge Transition Committee report and discussion (Alice, Vicki and Tracy):

The original task of this committee was to gather information for the community about what was happening regarding closure of the Sonoma Developmental Center, and the potential future of the 900 acres there.

The focus soon shifted to a more proactive one. Tracy and

Vicki joined the SDC Coalition Leadership Team, and have been working closely with the Sonoma Land Trust, The Sonoma Ecology Center, The Glen Ellen Historical Society, and Supervisor Susan Gorin, launching a robust campaign to keep local representation involved. The committee put together a well-attended community workshop in April, where community feedback provided guiding principles for the committee.

On October 30th the County Supervisors will discuss the State's offer to turn the property over to the County, with what is generally considered insufficient funding. If the County does not accept the offer, the State will surplus the property; for this reason the committee is mounting a campaign to encourage the County to continue negotiations. In their report it was emphasized that a land use plan must be developed and funded quickly, specific to the concerns and interests of the community.

Board members are encouraged to attend the meeting of the Board of Supervisors October 30th. [This meeting has since been postponed.]

Engagement Committee report and discussion (Leslie): Past and future events, budgeting (funding and costs), and methods of sending out invitations to members of the Forum were also discussed, along with procedures for seeking appropriate permits and management of attendance. Potential locations for future events include The Moon House.

Engaging the community by reaching out to unrepresented members of the community was also discussed. Publication of a regular column titled "From the Forum" in local newspapers was recommended, rather than occasional articles, to establish

a consistent presence of the Forum within the community.

Projects Committee report and discussion (BJ):

Projects include painting the post office, updating the community bulletin board, establishing bus benches, creation of a free library where books may be exchanged, having the potholes on the bridge filled, and creek cleanups. A creek cleanup Saturday October 20th was announced.

Significant funding is being made available for town beautification and solutions for homelessness, and is being pursued by this committee.

Advisory Council Exploration report and discussion (Shannon)  
A committee report will be presented at the next town hall (see *attached "ACE Report"*); it details how a Municipal Advisory Council (MAC) represents the community to the Sonoma County Board of Supervisors in a different manner than the Forum. The boundaries of the proposed MAC include Rancho Madrone and Kenwood, and this committee has consulted extensively with the Valley of the Moon Association (VOTMA). Supervisor Susan Gorin has been part of the discussion, and the county is now reviewing the bylaws for the MAC that have been submitted.

It was emphasized that the MAC has an advisory role which does not advocate for the community, that is the work of the Forum and VOTMA. A MAC makes formal reports to the county that the county is required to respond to, which is not the case with the Forum and VOTMA. It was also pointed out that the entire Board of Supervisors is reported to by the MAC, not just to Supervisor Gorin.

Issues and Challenges discussion (Melissa and attendees): Whether members of the Board of Directors should be required to make a financial donation was discussed and voted against by consensus.

Serving as a non-voting member on the Board of Directors as well as a member of the Steering Committee and issues of conflict of interest was discussed at length. A 2015 California law prohibiting non-voting members on boards of nonprofits was cited; the need was discussed to clarify a separation of powers, in order to avoid conflicts of interest and to delineate an appropriate distribution of authority and responsibilities.

It was clarified in the discussion that the potential alone for a conflict of interest was sufficient to request that Poppy and Leslie agree to serve as members of the Steering Committee, and not on the Board of Directors. Tracy moved that we take this action, which was seconded by George, and a majority voted in favor. Poppy and Leslie agreed to this decision, with further discussion regarding the difference between potential and actual conflicts of interest.

It was also clarified that members of the Steering Committee and chairs of the other committees are to attend meetings of the Board of Directors, in order to make reports and take part in the discussion, but they will not have voting privileges.

The need was discussed for establishing a Communications Committee to facilitate publication via various media, which will be brought to the Town Hall meeting by the Steering Committee to encourage volunteers.

The existing bylaws are generic and need to be reconstructed;

community input will be encouraged at the next town hall meeting. A committee will then be formed to review and revise the bylaws so that they define and specify lines of authority and responsibility within the organization, and best procedures for serving the community. The revised bylaws will be presented at the January meeting of the Board of Directors for final discussion and ratification.

Poppy asked that these minutes show that she is co-treasurer, working with Margie. Ensuing discussion demonstrated the need for a special meeting in the near future to address and resolve several issues, including certain conflicts within the Steering Committee referred to by Nancy (*see attached "Organizational Chart"*).

Items on the agenda that were deferred to a later meeting include the following:

- f. Should board members write bios to be included on the GE Forum website? Steering committee members? Committee Chairs?
- g. Should we move board elections to September 2019 (elections are currently scheduled for July 2019)?

The meeting was adjourned at 8:45 pm.

Glen Ellen Forum  
**Balance Sheet**  
As of October 16, 2018

|                                       | <u>Oct 16, 18</u>      |
|---------------------------------------|------------------------|
| <b>ASSETS</b>                         |                        |
| Current Assets                        |                        |
| Checking/Savings                      |                        |
| BANK CHECKING-WESTAMERICA #1725       | 3,281.34               |
| PETTY CASH                            | 165.38                 |
| Total Checking/Savings                | <u>3,446.72</u>        |
| Total Current Assets                  | <u>3,446.72</u>        |
| <b>TOTAL ASSETS</b>                   | <b><u>3,446.72</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                        |
| Equity                                |                        |
| Prior Years Profits/Losses            | 3,244.76               |
| Net Income                            | 201.96                 |
| Total Equity                          | <u>3,446.72</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b><u>3,446.72</u></b> |

2016 + 17

**Glen Ellen Forum**  
**Profit & Loss by Class**  
**January 1 through October 18, 2018**

|  | General Forum   | SDC Committee | Traffic and Safety | Unclassified | TOTAL           |
|--|-----------------|---------------|--------------------|--------------|-----------------|
| <b>Ordinary Income/Expense</b>             |                 |               |                    |              |                 |
| <b>Income</b>                              |                 |               |                    |              |                 |
| <b>Direct Public Support</b>               |                 |               |                    |              |                 |
| Community Meal Reimbursements              | 2,111.87        | 0.00          | 0.00               | 0.00         | 2,111.87        |
| Donations                                  | 846.00          | 0.00          | 0.00               | 0.00         | 846.00          |
| Gifts in Kind - Goods                      | 1,187.60        | 0.00          | 156.00             | 0.00         | 1,343.60        |
| GoFundMe                                   | 660.00          | 0.00          | 0.00               | 0.00         | 660.00          |
| <b>Total Direct Public Support</b>         | <b>4,805.47</b> | <b>0.00</b>   | <b>156.00</b>      | <b>0.00</b>  | <b>4,961.47</b> |
| Interest Income                            | 0.18            | 0.00          | 0.00               | 0.00         | 0.18            |
| <b>SPECIFIC COMMITTEE DONATIONS</b>        |                 |               |                    |              |                 |
| SDC Committee                              | 0.00            | 200.00        | 0.00               | 0.00         | 200.00          |
| Traffic and Safety Committee               | 0.00            | 0.00          | 1,428.00           | 0.00         | 1,428.00        |
| <b>Total SPECIFIC COMMITTEE DONATIONS</b>  | <b>0.00</b>     | <b>200.00</b> | <b>1,428.00</b>    | <b>0.00</b>  | <b>1,628.00</b> |
| <b>Total Income</b>                        | <b>4,805.65</b> | <b>200.00</b> | <b>1,584.00</b>    | <b>0.00</b>  | <b>6,589.65</b> |
| <b>Expense</b>                             |                 |               |                    |              |                 |
| <b>Board of Director Expenses</b>          |                 |               |                    |              |                 |
| Board of Director Meals                    | 950.00          | 0.00          | 0.00               | 0.00         | 950.00          |
| <b>Total Board of Director Expenses</b>    | <b>950.00</b>   | <b>0.00</b>   | <b>0.00</b>        | <b>0.00</b>  | <b>950.00</b>   |
| <b>Community Meals/Gatherings</b>          |                 |               |                    |              |                 |
| Donations                                  | 2,681.61        | 0.00          | 25.00              | 0.00         | 2,706.61        |
| GoFundMe Processing Fees                   | 100.00          | 0.00          | 0.00               | 0.00         | 100.00          |
| Non-Profit Applic Fees                     | 37.36           | 0.00          | 0.00               | 0.00         | 37.36           |
| Non-Profit Applic Fees                     | 275.00          | 0.00          | 0.00               | 0.00         | 275.00          |
| <b>OPERATING EXPENSES</b>                  |                 |               |                    |              |                 |
| Advertising and Promotion                  | 36.00           | 12.50         | 25.00              | 0.00         | 73.50           |
| Bank Charges                               | 0.00            | 0.00          | 0.00               | 0.00         | 0.00            |
| Insurance - Liability                      | 691.00          | 0.00          | 0.00               | 0.00         | 691.00          |
| Office Supplies                            | 94.84           | 0.00          | 0.00               | 0.00         | 94.84           |
| Rent, Parking, Utilities                   | 118.50          | 0.00          | 0.00               | 0.00         | 118.50          |
| Website Costs                              | 101.88          | 0.00          | 0.00               | 0.00         | 101.88          |
| <b>Total OPERATING EXPENSES</b>            | <b>1,042.22</b> | <b>12.50</b>  | <b>25.00</b>       | <b>0.00</b>  | <b>1,079.72</b> |
| <b>Z-SPECIFIC COMMITTEE EXPENSES</b>       |                 |               |                    |              |                 |
| Traffic and Safety Committee               | 0.00            | 0.00          | 1,239.00           | 0.00         | 1,239.00        |
| <b>Total Z-SPECIFIC COMMITTEE EXPENSES</b> | <b>0.00</b>     | <b>0.00</b>   | <b>1,239.00</b>    | <b>0.00</b>  | <b>1,239.00</b> |
| <b>Total Expense</b>                       | <b>5,086.19</b> | <b>12.50</b>  | <b>1,289.00</b>    | <b>0.00</b>  | <b>6,387.69</b> |
| <b>Net Ordinary Income</b>                 | <b>-280.54</b>  | <b>187.50</b> | <b>295.00</b>      | <b>0.00</b>  | <b>201.96</b>   |
| <b>Net Income</b>                          | <b>-280.54</b>  | <b>187.50</b> | <b>295.00</b>      | <b>0.00</b>  | <b>201.96</b>   |

*offset by Michael Donation*

*Note Michael Furlong paid for the Bd. of Directors dinner and received a donation confirmation*

**Glen Ellen Forum**  
**Profit & Loss by Class**  
**January 1, 2016 through October 18, 2018**

|  | General Forum | SDC Committee | Traffic and Safety | FORUM<br>Unclassified | TOTAL     |
|--|---------------|---------------|--------------------|-----------------------|-----------|
| <b>Ordinary Income/Expense</b>             |               |               |                    |                       |           |
| <b>Income</b>                              |               |               |                    |                       |           |
| <b>Direct Public Support</b>               |               |               |                    |                       |           |
| Community Meal Reimbursements              | 2,111.87      | 0.00          | 0.00               | 1,556.00              | 3,667.87  |
| Donations                                  | 846.00        | 0.00          | 0.00               | 4,038.50              | 4,884.50  |
| Gifts in Kind - Goods                      | 1,187.60      | 0.00          | 156.00             | 1,028.83              | 2,372.43  |
| GoFundMe                                   | 660.00        | 0.00          | 0.00               | 2,290.00              | 2,950.00  |
| <b>Total Direct Public Support</b>         | 4,805.47      | 0.00          | 156.00             | 8,913.33              | 13,874.80 |
| Interest Income                            | 0.18          | 0.00          | 0.00               | 0.17                  | 0.35      |
| <b>SPECIFIC COMMITTEE DONATIONS</b>        |               |               |                    |                       |           |
| SDC Committee                              | 0.00          | 200.00        | 0.00               | 0.00                  | 200.00    |
| Traffic and Safety Committee               | 0.00          | 0.00          | 1,428.00           | 0.00                  | 1,428.00  |
| <b>Total SPECIFIC COMMITTEE DONATIONS</b>  | 0.00          | 200.00        | 1,428.00           | 0.00                  | 1,628.00  |
| <b>Total Income</b>                        | 4,805.65      | 200.00        | 1,584.00           | 8,913.50              | 15,503.15 |
| <b>Expense</b>                             |               |               |                    |                       |           |
| <b>Board of Director Expenses</b>          |               |               |                    |                       |           |
| Board of Director Meals                    | 950.00        | 0.00          | 0.00               | 0.00                  | 950.00    |
| <b>Total Board of Director Expenses</b>    | 950.00        | 0.00          | 0.00               | 0.00                  | 950.00    |
| Community Improvements                     | 0.00          | 0.00          | 0.00               | 125.24                | 125.24    |
| Community Meals/Gatherings                 | 2,681.61      | 0.00          | 25.00              | 1,806.95              | 4,513.56  |
| Donations                                  | 100.00        | 0.00          | 0.00               | 0.00                  | 100.00    |
| GoFundMe Processing Fees                   | 37.36         | 0.00          | 0.00               | 186.62                | 223.98    |
| Non-Profit Applic Fees                     | 275.00        | 0.00          | 0.00               | 1,500.00              | 1,775.00  |
| <b>OPERATING EXPENSES</b>                  |               |               |                    |                       |           |
| Advertising and Promotion                  | 36.00         | 12.50         | 25.00              | 442.77                | 516.27    |
| Bank Charges                               | 0.00          | 0.00          | 0.00               | 0.00                  | 0.00      |
| Insurance - Liability                      | 691.00        | 0.00          | 0.00               | 691.00                | 1,382.00  |
| Misc Expenses/Supplies                     | 0.00          | 0.00          | 0.00               | 167.66                | 167.66    |
| Office Supplies                            | 94.84         | 0.00          | 0.00               | 9.56                  | 104.40    |
| Rent, Parking, Utilities                   | 118.50        | 0.00          | 0.00               | 422.30                | 540.80    |
| Website Costs                              | 101.88        | 0.00          | 0.00               | 52.00                 | 153.88    |
| <b>Total OPERATING EXPENSES</b>            | 1,042.22      | 12.50         | 25.00              | 1,785.29              | 2,865.01  |
| Printing and Copying                       | 0.00          | 0.00          | 0.00               | 264.64                | 264.64    |
| <b>Z-SPECIFIC COMMITTEE EXPENSES</b>       |               |               |                    |                       |           |
| Traffic and Safety Committee               | 0.00          | 0.00          | 1,239.00           | 0.00                  | 1,239.00  |
| <b>Total Z-SPECIFIC COMMITTEE EXPENSES</b> | 0.00          | 0.00          | 1,239.00           | 0.00                  | 1,239.00  |
| <b>Total Expense</b>                       | 5,086.19      | 12.50         | 1,289.00           | 5,668.74              | 12,056.43 |
| <b>Net Ordinary Income</b>                 | -280.54       | 187.50        | 295.00             | 3,244.76              | 3,446.72  |
| <b>Net Income</b>                          | -280.54       | 187.50        | 295.00             | 3,244.76              | 3,446.72  |

## GLEN ELLEN FORUM

### COMMUNITY MEALS BREAKDOWN

Prepared by Margie Foster, Treasurer @ 10/18/18

| <u>Date/Event Location</u> | <u>Meal Costs</u> | <u>Meal Income*</u> | <u>Meal Profit/Loss</u> |
|----------------------------|-------------------|---------------------|-------------------------|
| Nov 2017 @ Garden Court    | \$ 690.28         | \$1,176.00          | \$ 485.72               |
| Dec 2017 @ VOM Winery      | 1,116.67          | 1,380.00            | 263.33                  |
| Jun 2018 @ La Luz          | 2,681.61          | 1,111.87            | (1,569.74)              |

Includes generous donations from Atwood Events and Rotary Club of Glen Ellen/Kenwood as well as community members.

Submitted by Poppy

Possible list of Priorities to be assigned to appropriate committees / the board with timeline

- 1) Set the 2019 Calendar and definition/guideline for what will be included
- 2) Review the 5 year strategic plan, update if needed and create 1 year look ahead
- 3) Set the Budget of Expenses for 2019 possible with priority called out
- 4) Develop a fundraising committee and relationship with MAC , library of concepts
- 5) Create the flow map that describes exactly how we repeat this every year with timeline

Submitted  
by POPPY

Glen Ellen Forum  
Sample Budget of Expenses  
2019 - Draft 1

**Overhead/Operations**

|                 |                   |
|-----------------|-------------------|
| Office Supplies | \$300.00          |
| Web Hosting     | \$750.00          |
| Web Support     | \$1,000.00        |
| Rent            | \$200.00          |
| Utilities       | \$100.00          |
| Insurance       | \$700.00          |
|                 | <u>\$3,050.00</u> |

**Community Resilience**

|             |                   |
|-------------|-------------------|
| Permit      | \$1,200.00        |
| Socials x 3 | \$150.00          |
| Meals x 3   | \$3,600.00        |
|             | <u>\$4,950.00</u> |

**Development**

|                        |                    |
|------------------------|--------------------|
| Projects by Committees | \$2,000.00         |
| Community Needs        | \$5,000.00         |
| Long Term Goals        | \$5,000.00         |
|                        | <u>\$12,000.00</u> |

\$20,000.00

**Fundraising Ideas**

|                   |                   |
|-------------------|-------------------|
| Annual Fund Drive | \$5,000.00        |
| Pass the Bucket   | \$500.00          |
| Community Sale    | \$1,000.00        |
| Spaghetti Feed    | \$1,000.00        |
| Grants            | \$5,000.00        |
| County            | <u>\$7,500.00</u> |

\$20,000.00

## Committee REPORT - Final version - 10/16/18

This document is a report to the General meeting of The Glen Ellen Forum (hereafter referred to as The Forum), as prepared by the Advisory Council Exploratory (ACE) committee (a sub-committee of The Forum.)

### I. Introduction

This report summarizes research done by the Advisory Council Exploratory (ACE) committee of The Forum. The ACE was charged by The Forum as a whole to research and answer a list of questions regarding the establishment of a Municipal Advisory Council for the Glen Ellen area which is an unincorporated area of Sonoma County. We begin with two core questions as part of our report introduction:

1. What is a MAC? how is it created, by whom, under what legal authority, and for whom?
2. What is the relation of a MAC to its community, the county government and other Organizations?

#### **What is a MAC? how is it created, by whom, under what legal authority, and for whom?**

In California a Municipal Advisory Council or “MAC” is a state authorized, legally constituted advisory council for an unincorporated land area or “community.” The State empowers county governments to form and fund MACs as a hybrid type local community governance able to discuss and engage in resolving the types of community issues typically addressed by town councils and city governments. As such, MACs serve several traditional governmental functions and several different political constituencies. As examples, representing the views and interests of a local population and/or its major stakeholders, advising county and state governments and other organizations and institutions regarding issues or proposed actions, and advocating for policy changes or new initiatives.

A general overview of MACs is provided by a current Wikipedia citation: (parsed here)

“A **municipal advisory council** in the United States is an organization composed of elected or appointed members whose purpose is to advise a city or county government about the activities and problems of the area represented.

In California state government, for example, the councils serve unincorporated communities as links to county boards of supervisors under authorization of a 1971 legislative statute. Such a council is an advisory body of local citizens elected by the community or appointed by the board of supervisors with the purpose of representing the community to the board. Although

a municipal advisory council is a governing body, it has no fiscal authority or administrative organization. Because it lacks authority to implement its position directly, it seeks to accomplish its goals through county government.

These councils face two ways: toward the county, offering the views of the community; and toward the community, supplying information about county proposals and a place where individuals can air opinions on community problems and perhaps receive help. The councils hold public meetings, survey community opinion and speak for the community to the board of supervisors. The most common subject of activity is land-use planning. The county often uses the group as a planning advisory council to draft or revise the community's portion of the county general plan.”

### **What is the relation of a MAC to its community, the county government and other organizations?**

In addition to what was described and indicated above, MACs are formed by county boards of supervisors in accordance with the state’s criteria stated in California Code 31010. Specifically :

“The board of supervisors of any county may by resolution establish and provide funds for the operation of a Municipal Advisory Council for any unincorporated area in the county... The resolution establishing any such municipal advisory council shall provide for the following:

- (a) The name of the municipal advisory council.
- (b) The qualifications, number, and method of selection of its members, whether by election or appointment.
- (c) Its designated powers and duties.
- (d) The unincorporated area or areas for which the municipal advisory council is established.
- (e) Whether the establishment of the council should be submitted to the voters and the method for such submission; provided that if an election is required pursuant to subdivision (b), such election shall be held at the same time as an election held pursuant to this subdivision. Such other rules, regulations and procedures as may be necessary in connection with the establishment and operation of the municipal advisory council.”

These general state guidelines for a county resolution provide enormous latitude in how the county actually forms and relates to local MACs. Much of this comes into play during the by-law drafting process- which is done by the community served and then approved by the county during the MAC formation process.

## **Some History of California MACs:**

The first MAC in California was formed in 1967 “as an experiment in community participation” authorized by the California State Legislature for the unincorporated area of East Palo Alto in San Mateo County. By 1977 twenty-five MACs had been created in eight counties. As of 2010 there were 114 MACs in 15 counties and an additional 67 community or town council type of local advisory boards or councils which serve some of the same functions as MACs.

As the number of MACs has grown so has the diversity of purposes they have been used for and the scope and diversity of activities and policies they have initiated and advocated. As counted by Ellen Conlan about half of the MACs are managed by a board of locally elected leaders and half are managed by people appointed to a local board by county supervisors. As can be gathered from browsing MAC websites, by-laws, and policy documents the range and depth of engagement of MACs in local community issues is roughly commensurate with the range and depth of issues dealt with by a small state chartered community such as Sonoma. The primary difference is that a MAC is an advisory governmental agency without the power to tax or police.

Nonetheless, MACs throughout the state are demonstrating that their engagement with local community participants is an effective means of generating community consensus and political persuasion regarding community interests and policies. In this regard MACs serve county government and local citizens very much like Citizen Advisory Boards created by large city governments such as Los Angeles to engage local citizens in public policy formation and Implementation.

## **Conclusion of Introduction**

A brief review of the history and diversity of MACs in California suggests that the purposes and scope of concerns and activities of MACs has been and continues to change in response to the needs and interests of local community citizens and their political situations. If a MAC sees itself as being a first step toward exploring incorporation it may choose to take a different path than a MAC which is motivated primarily to improve services from its existing county government. If a MAC sees itself as being primarily a means of representing the views of local community interests on all subjects to any relevant organization then its bylaws need to explicitly insure that such expressions are authorized by the county resolution calling for the formation of the MAC.

## **II. Answers to questions posed by The Forum Steering Committee members in late 2017/early 2018**

Herein are simple answers to the questions. Please recognize that more detailed answers to most of these questions can only be determined by the future choices of people and the county supervisor who participate in the formation of a MAC.

These questions have been reordered from the original list and organized into several topic blocks for flow and ease on the reader.

### **Basic structural questions regarding MACs in general and a proposed GE-included MAC specifically.**

**Ideal number of members?** Most MACs use five to seven members (always an odd number to avoid tie votes). Based on the size of our represented area, we recommend 7, with 5 as a quorum.

**How would the boundaries of the Council be set? (e.g. zipcode(s), fire district, school district. Self-identified? Include Eldridge?)** By community choice and bylaws. As a committee we have created a potential map to show the represented area. We have also come to feel that needs, precedent, and population encourage us to combine with the Kenwood area and establish a North Valley MAC that would encompass Glen-noma (pocket community just south of Madrone), Eldridge (former SDC campus), Glen Ellen, and Kenwood. This is our working proposal and recommendation at this point (See Map 1, attached to the end of this document).

**Would applicants have to apply individually or could the Forum pick or recommend Council members?** The Forum and other area non-profits would help to put forth possible board members and encourage participation. The Sonoma County template for MAC bylaws suggests appointment by the supervisor informed by community recommendations and via applications. Ultimately, the by-laws will dictate whether the members are elected by the community or appointed.

### **What mix of demographic/interest groups would best represent the community of Glen Ellen? (e.g. residents, agriculture, business owners, ethnic background, age etc.)**

Whatever is outlined in bylaws. Examples of organizing representation include: geographically, by professions, residents as well as business owners... etc... Our initial recommendation is that the governing language allow for balance and diversity of representation while avoiding overly restrictive language that could make it difficult to fill a seat if no interested party can 'check off the appropriate criteria boxes' for that seat.

**How would the Council get information to, and feedback from, Glen Ellen's approximately 4000 residents and avoid small groups being railroaded?** Democratically by open,

scheduled and noticed meetings, a free press, and public surveys. MACs typically are required to hold monthly meetings that include public comment in their structure. A North Valley MAC would be informed well by the non-profit structures already in place- Valley of the Moon Alliance, Glen Ellen Forum, Glen Ellen/Kenwood Rotary, etc.... Any person or group can request the placement of an agenda item at one of the meetings- according to the rules of the by-laws.

**What would be the process for removal of a Council member? Would there be public recourse if our Supervisor is proposing removal to the rest of the Board of Supervisors (who must approve by majority)?** The removal process would be established in the MAC bylaws. Any non-profit or citizen will continue to have voice at the county and could lodge complaints that would feed into the removal process outlined in the MAC by-laws.

**Questions regarding a relationship and distinction between the existing Glen Ellen Forum and a proposed GE-included MAC.**

**Is there a difference in the constituencies of the Council and the Forum, in the people they are serving?** That depends on who is served how by whom. "Constituency" implies a district in which voters are represented by elected officials at governmental legislative bodies. The Forum can and should advocate and lobby government for its member's interests. In some instances a MAC may serve as another way for the community to express the interests of its participating members. It would not be appropriate for the MAC to only represent interests of forum participants. The "constituency" of the MAC is defined by the boundaries set forth in its bylaws.

**Does the Forum already serve the purpose of a Council?** No. One example is that the Forum does not have a mechanism to review proposed development applications within the Glen Ellen area whereas it is likely that the MAC would have this review ability.

**What is the separation between the roles of the Council and the Forum?** It depends on how each chooses to participate and advocate. Can any citizen, group, or organization bring forward issues with the County that the Council does not take up? Yes. Would they be recognized differently, by the County, than the Council? Probably. Again, the council is a government entity and The Forum is a non-profit organization. The Forum can bring issues to the MAC or directly to the county or both depending on the topic, scope, and considerations of timing/impact.

**As a non-profit, how much involvement/influence is the Forum allowed with the Council, which is a type of political body?** The same as with any government agency. A MAC is an officially recognized governmental entity.

**How would the Council make official requests for services from the County? Is this different than one coming from a private citizen or The Forum?** It is different in that the MAC has legal recognition as a representative advisory agency and has to abide by public meeting rules such as the Brown Act. Issues would be put on a meeting agenda, discussed, and then recommendations or requests would be forwarded to the county. Councils are required to have public comment at each meeting and produce minutes to go to the county.

**Could the Forum recommend removal of a Council member?** Yes, as could other area groups, organizations or individuals. Suggestions for removal would be made to the District Supervisor.

**What unit would work best with the County bureaucracy?** It is not an either/or choice between The Forum or the MAC. Each mode of community participation in public policy has its merits and limitations. Having both is better than having only one. The MAC would be an officially recognized county body, tasked with making recommendations to the County decision makers on specific topics and planning decisions.

**What structure will remain relevant well into the future? How would the roles and responsibility of the Council change if the Forum were no longer in place?** The MAC is a government entity. The Forum is an NPO. The GE Forum and a MAC have different yet potentially collaborative community roles and responsibilities. The Forum is an NPO without legally binding obligations to represent any particular community interests or provide advice or advocacy to any governmental or other organization. A MAC is more narrowly prescribed as an advisory and advocacy governmentally authorized community council.

### **Questions related to financing/funding**

**What is the financial support mechanism for the Council? For the Forum?** The MAC may or may not receive clerical support and some expenses from county funds, depending on the decision of the Board of Supervisors. The County staff proposal for Sonoma County MACs includes an annual funding of about \$12,000 to pay for clerical support and training estimated at about 16 hours per month. The Forum is an NPO that fundraises, etc.... according to its charter.

**What is the Council's eligibility for grants and funding? How is this different than the Forum non-profit?** A MAC may receive clerical support from the County. Both a MAC and/or an NPO may receive grants.

**Would forming a MAC create an unnecessary extra layer of bureaucracy?** No. There may be some overlap in addressing local issues, however, a MAC is not a taxing, policing, or administrative agency. It is an advisory and advocacy governmentally authorized agency responsible for representation and advocacy. "Bureaucracy" refers to the administrative/executive function of governmental agencies.

## **Relationship of a GE-included MAC to other recognized governmental structures**

**How would the relationship between the Council and the Sonoma Valley Community Advisory Council (SVCAC) be structured? What role would the Glen Ellen representative on the SVCAC play? Could they serve on both?** These matters will have to be determined by the bodies involved and likely established in the MAC by-laws. Also the SVCAC by-laws would need to be consulted. It is possible that the proposal to form a North Valley MAC would trigger a restructuring of the SVCAC regarding representation on this end of the valley. For projects within the MAC representation area it is unlikely that any planning issue would be required to go through two councils.

**Could the SVCAC serve as a model?** No. The SVCAC was formed as a county/city planning advisory body. There are other MACs in the county and throughout the state that can serve as models. Also, there are county guidelines specifically regarding MACs.

**Could the Council potentially become a puppet of the Supervisor and/or the County?**

Only if the represented constituents are completely unengaged. A healthy democratic culture requires the active participation of its citizens.

**What happens when there is a change in Supervisor for our district?** If the MAC members are elected, then that process continues. If MAC members are appointed to terms, then when their term is over the new supervisor will appoint.

## **Next steps in this process**

**Present something as a test? Talk to other CACs?** The ACE committee has conducted significant research into California MACs and is in the process of bring its learning to the Forum and other interested “constituents” in the Glen Ellen/Kenwood unincorporated area of Sonoma Valley. We are also meeting with the current County Supervisor who represents our area to present to her a draft of by-laws so that we can test the waters and begin the conversation.

### **III. Summary of the ACE committee's recommendation regarding MAC formation for the GE area**

In early 2017 our Committee explored several alternatives for local governance, including incorporation, creating a home-owners' association, forming a Community Improvement District, forming a non-profit, and forming a MAC. For a variety of reasons, which were laid out at the April 2017 Forum general meeting, we recommended forming both a non-profit and a MAC. This recommendation was adopted by a majority vote of the Forum.

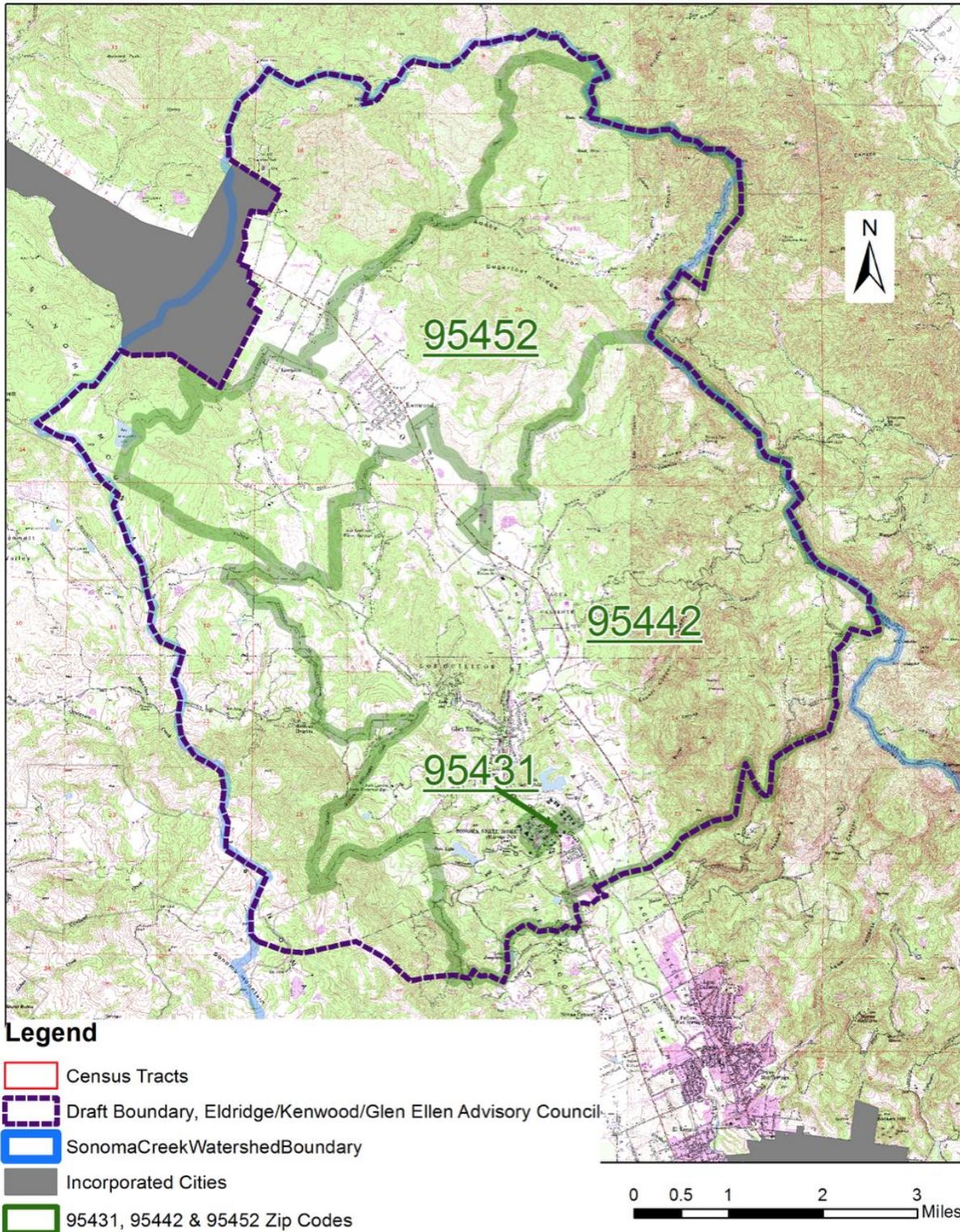
Later, some concerns arose about how forming a MAC might impact the function of the Forum. Our Committee re-convened to explore those concerns. This report is the result of that effort. If the community desires that its collective voice have influence and recognized standing within the official sphere of local government and that that voice be determined through a clear and transparent process, then we recommend formation of a MAC as the best way to fulfill those desires.

As part of our exploration regarding the history of MACs throughout California and the formation of MACs in the county of Sonoma we have come to the consensus that the most sustainable structure for a Glen Ellen-associated MAC is to have an expanded represented area that would include Kenwood, Glen Ellen, Eldridge, and Rancho Madrone (pocket community south of Madrone sometimes referred to as Glen-noma.). Our recommendation is that a north valley MAC should be explored.

The next steps will include (as a county/community partnership) holding several community informational meetings, formally establishing by-laws, presentation of the proposed MAC creation to all County Supervisors, and finally, full creation of the MAC which will include appointment of members and the kick-off of monthly meetings. We recently met with Susan Gorin, the current County Supervisor who represents our area, presented her with our draft bylaws and began a conversation about starting a MAC. County Counsel is currently reviewing these bylaws and will be responding shortly.

We expect that this process could take as little as 2-3 months OR as long as 6 months.

Attachment: Map 1



# Glen Ellen Forum Organizational Chart

## Board of Directors

Melissa Dowling (chair), Angela Morgan (vice chair), Jim Shere (secretary), Tracy Salcedo, Janie Soto, Rob Barnum, George Merrick, Graham Hommel  
*provides oversight of all operations*

## SDC/Eldridge Transition

Alice Horowitz (co-chair), Vicki Hill (co-chair), Tracy Salcedo, Mary Guerrazzi, Sandy Horowitz, Steve Lee, Michael McClure, Lisa Hoxie, Diana Sanson, Betty Brachman, Angela Morgan  
*ad hoc committee, collaborates with local stakeholders developing plans for SDC closure*

## Steering Committee

Nancy Padian (chair), Poppy Darby (secretary/co-treasurer/vice chair), Margie Foster (co-treasurer), Leslie Vaughn (communications/vice chair)  
*standing committee, prepares and directs monthly public town hall meetings*

## Advisory Council Exploration

Arthur Dawson (co-chair), Shannon Lee (co-chair), Kate Eagles, Larry Davis, Michael McClure, Vicki Hill  
*ad hoc committee, researches establishment of a Municipal Advisory Council (MAC) as liaison with the County of Sonoma*

## Engagement Committee

Leslie Vaughn (co-chair), Sheryee McCormick (co-chair)  
*standing committee, provides community meals & social events promoting the Forum*

## Traffic & Safety Committee

Nick Brown (co-chair), Stacey Vilas (co-chair), Bill Olson, Marge Everidge, Archie Horton  
*standing committee, identifies & addresses safety needs of the community*

## Projects Committee

BJ Blanchard (chair), Elisa Stancil, Jody Ketcham, Janie Soto, Mare Jo Dickerson, Leslie Vaughn  
*standing committee, selects projects to improve the look and functionality of the community*

## Commerce & Tourism

[there is no membership at this time]  
*standing committee, promotes sustainable solutions to the impact of tourism*

## Ready Glen Ellen

*A special project of Traffic & Safety*  
Nick Brown, Stacey Vilas, Bill Olson, Marge Everidge, Archie Horton, Ron and Judy Smalley, Bev Rondondi, Anna Bryant, Poppy Darby, Leslie Vaughn, Julie Atwood and Shilo Potter

## Small Business Group

*Not associated with the Forum*  
Michael Furlong (chair), Laura & Rob Schermeister (Schermeister Cellars), Bettina Sichel (Laurel Glen), Nick Brown (Jeep Tours), and Kristie Sheppard (Bright Idea)  
*promotes local businesses*

This chart is dated 10/21/18, and is subject to revision.