

ACTION MINUTES

Sonoma County Board of Supervisors Strategic Planning Session

Human Services Department
Employment and Training Division
Santa Rosa Room,
2227 Capricorn Way
Santa Rosa, California

September 22, 2011

The Board of Supervisors of the County of Sonoma met this date in adjourned session at 1:00 p.m. with the following members present:
Supervisors Brown, Rabbitt, Zane, McGuire, Carrillo

Chairman Carrillo presiding

Present: Veronica A. Ferguson, County Administrator
Bruce Goldstein, County Counsel
Chris Thornburg, Consultant, Beacon Economics
Daniel Iacofano, Consultant, MIG, Inc.
Sonoma County Agency and Department Heads

1:06 p.m. Call to order

Public Comment: None

1:07 p.m. Chairman Carrillo made opening remarks.

County Administrator Ferguson provided an overview and target outcomes for the meeting:

1. Define where we want to go
2. Create an organizational culture
3. Create ground work for change
4. Manage the gaps
5. Inspire and own our vision
6. Be consistent with the message
7. Communicate and empower employees

1:40 p.m. Board recessed

1:46 p.m. Board reconvened

Chris Thornburg made a presentation on Sonoma County Challenges and Opportunities. The presentation focused on understanding the Sonoma County economic landscape, trends and opportunities.

2:38 p.m. Board recessed

2:48 p.m. Board reconvened

Daniel Iacofano led a discussion concerning the Sonoma County Strategic Plan with focus on the following items:

1. Active Environmental Community/Economic Environment Initiative
2. Revenue sharing among jurisdictions (unincorporated vs. incorporated)
3. Regional shared services
4. Economic Development Initiative
5. Partner with South Bay/Information Technology
6. Sustainable Energy/Water Policy
7. Balanced Budget

Board members and Department Heads discussed mechanisms that would help facilitate how Departments prioritize and respond to Board member requests.

The Board requested that the County Administrator schedule another Strategic Planning Session at the beginning of next year.

4:05 p.m. Board adjourned to September 27, 2011 at 8:30 a.m.

Respectfully submitted,

Michelle Arellano, Chief Deputy Clerk