



# REGULAR MEETING

**JEFF GORELL**  
Supervisor, 2<sup>nd</sup> District

**ISRAEL RODRIGUEZ**  
Field Representative  
Supervisor Jeff Gorell

## MEMBERS OF THE COUNCIL

- ROSEMARY ALLISON,  
CHAIR
- AMY ELLIOT, VICE  
CHAIR
- MARK BURLEY
- KEVIN CANNON
- MICHAEL ADAMS

## Minutes

**OCTOBER 12, 2023**

**6:00 PM**

Municipal Advisory Council  
Santa Rosa Valley, California

Santa Rosa Technology Magnet School  
13282 Santa Rosa Road  
Santa Rosa Valley, CA 93012

### WEB ACCESS

At: [ventura.org/santarosavalley/mac](http://ventura.org/santarosavalley/mac)  
MAC Calendar, Agenda, and Minutes

Welcome to the meeting of the Santa Rosa Valley Municipal Advisory Council (MAC) an advisory council for the unincorporated area of Santa Rosa Valley to Ventura County Supervisor Jeff Gorell.

## OPENING

1. Call to Order
  - Time: 6:07 - **Rosemary Allison** calls the meeting to order
2. Roll Call
  - Present: **Chair Rosemary Allison, Amy Elliot, Mark Burley, Kevin Cannon**
  - Quorum present – Meeting proceeds
3. Pledge of Allegiance to the Flag of the United States of America
4. Approval of the Minutes of the meeting of the Santa Rosa Valley Municipal Advisory Council held on Thursday July 20, 2023
  - Corrections: Item 9B Change from “Dry Glass” to “Dry Grass”
  - Motion made by **Mark Burley** and Seconded by **Amy Elliot**
  - Motion Passes
5. Agenda Review
  - No changes made by the MAC members.
6. Consent Agenda Items 10 through 13
  - **Mark Burley** requests to pull item 13 to the Regular Agenda
  - Motion made by **Mark Burley** to approve Consent Agenda Minus Item13 and Seconded by **Amy Elliot**
  - Motion Passes
7. Office of Ventura County Supervisor Jeff Gorell’s Comments – **Supervisor Gorell** concedes his time and report until after public comments. The Supervisor requests that in the future, Public Comments be given priority and precede his report. Public comments were conducted first, followed by this report.
  - Great to be at the new location and the recently purchased audio visual equipment. The new facility and equipment will help accompany more members of the public, stream meetings live, and better engage with the community.
  - I had a meeting with Mark Burley, along with key stake holders from Public Works, Bridlewood HOA, Santa Rosa Trails to create a plan and path forward to re-open Bridlewood Trails. Meeting went well and looks promising.
  - Recently passed a measure to provide money to Conejo Diaper Bank. The cost of diapers which is currently \$30.00 a box and rising and is impacting families throughout Ventura County. The new grant will help provide thousands of diapers to families in need.
  - Our office is conducting several community open houses at fire stations and conducting sidewalk hours at public locations to interact with constituents and residents on a regular basis. We have an open house this weekend in Malibu at a fire station and the public is welcome to join.

**Amy Elliot** asked a question about what it takes to have two-way communication? Staffing required to moderate zoom meetings is extensive.

8. Public Comments

- Speaker: **Bob Winston**: Concerned about a property being sold on Santa Rosa Road for development of houses. Property is 25 acres in size. Amy Elliot made a reference that the property has a wedding venue and RVs on the property. Recently had a police presence, due to a car in a ditch. More RVs seem to be appearing. Constituent has not seen any field production or activity. **Chair Rosemary Allison** looked up the property online and saw that there is no change in title, still zoned for excluding a large development.

9. Council Comments –

- **Mark Burley**: Thanked **Supervisor Gorell** for holding with all the key stakeholders to discuss the re-opening of Bridlewood Trails. **Mr. Burley** gave a shoutout to Stepping Stones riding program and the meeting they had with the County Parks Department. Currently they are awaiting a contract that will move the program into Santa Rosa Valley Park.
- **Michael Adams**: Happy to report that he has been working with PWA on the re-surfacing of every road in Santa Rosa Valley. The work is being done by American Asphalt to lay down gravel asphalt and seal. Residents will be happy to know that construction has already started. Mark Burley also provided a report on Dark Sky Committees. He reviewed cities that are applying dark sky ordinances and referenced the work that Malibu has done in creating a comprehensive program.
- **Amy Elliot**: Received a list of all the pesticides from the county and met with a woman who is an expert on the issue of pesticides. Looking into more about the topic and learning about spraying patterns and times and how it affects residents and even people who are getting sprayed as they ride their bike along Santa Rosa Valley Road.
- **Kevin Cannon**: Mentioned that since first responders give their report as part of the consent agenda and it frees up more time for the regular meetings, it might be worth exploring moving the meetings to a later time.

## CONSENT AGENDA

### California Highway Patrol

10. CHP participated in this year's Public Safety Weekend at Underwood Farm's Fall Festival. Officers conducted child seat safety checks and informed people on best practices for ensuring child safety. CHP Moorpark will be in Somis on

October 21<sup>st</sup>, at Sonny's Ranch for the Sonny Horses 4 kids event benefiting several non-profit organizations in Ventura County. Children will have a chance to check out a patrol car. The CHP is continuing to hire 1,000 officers to make California's roadways safer.

### **RECOMMENDATION TO RECEIVE AND FILE**

#### **Ventura County Sheriff**

11. Residents in the Camarillo, Somis, and Santa Rosa Valley areas should be alert for organized theft crews during their trips to stores and banks. Several thefts of wallets/purses have occurred while the victims are shopping at their local retail business. Shoppers have become victims of pickpockets and theft of wallets from shopping carts. Citizens are advised to remain alert to who bumps into you at the store or attempts to distract you with questions. Please check your belongings whenever you feel somebody has bumped into you (even accidentally), evaded your space at the store or being too persistent with talking to you. Don't leave your purse in the shopping cart. When going to a bank or ATM machine remain alert for anyone near you or following you. If you withdraw a large amount of money, please be extra alert of someone who watching you or was in the bank while you withdrew the money. Do not leave your money unattended in the vehicle. Please report any suspicious vehicles or persons to the police immediately.

### **RECOMMENDATION TO RECEIVE AND FILE**

#### **Ventura County Fire Department**

12. Ventura County enters fall with a much better fire risk profile compared to the last decade of drought. Vegetation (fuel) moisture levels are about 80 percent and hillsides are green limiting the risk of large fires. The Ventura County Fire Department supports the Firewise USA program, a community-based effort to reduce wildfire risk and lower homeowners' insurance costs. Fire Prevention Week is October 8-14. This year's focus is on reducing fires relating to cooking. Chef's Gordon Ramsey and Aaron Sanchez joined VCFD in producing a safety video. You can watch the video on VCFD's YouTube channel: <https://youtu.be/-cnfV-okA80> in English. And <https://youtu.be/owQzdnc4IBk> in Spanish.

### **RECOMMENDATION TO RECEIVE AND FILE**

#### **Update From Public Works Agency on Yielding Yellow Turn Signal Request**

13. Supervisor Gorell and his staff have been in discussions with Public Works Agency regarding SRV MAC's request to conduct a feasibility study on flashing

yellow turn signals along Santa Rosa Road. As part of these discussions, we have learned more about planned upgrades, system enhancements, and capabilities. The following is a synopsis of our discussions.

- The 8-signal synchronized signal system (Hill Canyon Rd is not part of the synchronization) along the County portion of Santa Rosa Rd. is delicate in its operation and any changes need to be carefully considered. The synchronized system during certain hours of the day allows someone traveling at a set speed (45mph) to navigate the length of the road with limited interruptions.
- It also allows sufficient gaps so that drivers entering Santa Rosa Rd from a non-signalized side street do not have an unreasonable wait. The “no right turn” onto Santa Rosa Rd from Moorpark Rd at certain hours is part of the synchronization that assists in allowing these gaps.
- There were two detailed studies done in 2018 and 2019 that analyzed the efficiency of the signal system and optimized the system at that time.
- Currently PWA has a countywide signalized intersection improvements project under design, that includes Santa Rosa Road. This project will install new traffic controllers, new yellow retroreflective signal back plates, new advance dilemma zone detection, and other hardware/software upgrades (central system, signal timing, etc.). This project will be completed next year, and the upgrades can accommodate flashing yellow arrow phasing.
- In addition, PWA has budgeted this fiscal year to conduct an adaptive signal control corridor study along four road segments, including Santa Rosa Rd. An adaptive corridor can provide real-time signal timing management and adjust signal timing automatically in the field to maximize traffic flow. The scope can include a flashing yellow arrow analysis. The adaptive corridor study will begin early next year. Once these are completed, we will have the information needed to determine the appropriateness and ability of adding flashing yellow left turn signals.

As a result of what we have learned about future system enhancements, upgrades, and the ability to add left turn flashing turn signals, it does not make sense to incur unnecessary expenditures for another feasibility study.

**MAC Members** discussed the that they are happy to see that there is something in place for addressing the flashing left turn signals and that they don't have to incur additional cost of a new feasibility study. However, there is concern that Hill Canyon which was originally promised to be a part of the synchronization is not listed in the plan. Also, concerned about the language that states; “*An adaptive corridor can provide real-time signal timing management and adjust signal timing automatically in the field to maximize*

*traffic flow.*” **Kevin Cannon** suggested the language should state “will” and not “can.” **Chair Rosemary Allison** requested a motion to solidify their request.

- **Chair Rosemary Allison** motioned that the Hill Canyon Traffic Signal be included in the plan for synchronization and for the wording to be changed from “can’ to “will” in Flashing Yellow Turn Lane Analysis. Seconded, **Kevin Cannon**.
- Motion Passed

## RECOMMENDATION TO RECEIVE AND FILE

### REGULAR AGENDA

**Regular Agenda items are heard at the Council’s discretion and may be heard at any time during the meeting.**

#### Updated Logo Design – Santa Rosa Valley

14. Supervisor Gorell’s office is currently implementing a comprehensive program to update District 2’s website, social media strategies, and delivery systems for MAC meetings. As part this comprehensive project, new logo designs are being created with the goal of creating a cohesive look and branding among MACS. Please see sample of new logo design in your agenda packet for review. MAC Members to vote to adopt or decline new logo design.

- Quite a bit of conversation took place about the new logo design. MAC members felt that it is important to include the elements that define Santa Rosa Valley which include items such as the equestrian and agricultural nature of Santa rosa Valley. Members felt more comfortable with the existing logo, but perhaps with an updated ring/circle around the existing image used in the current logo.
- **Chief of Staff, Mark Perryman** spoke about the importance of logo, branding, and the ability to be used on several websites, and social media platforms. We need your feedback so we can design something that you like.
- **Michael Adams and Mark Burley** spoke about the current logo being visually complicated when it is reduced. There are some advantages to the logo style being presented. **Mark Burley** said he would send a high resolution of the existing pic for a use to use.
- **Motion made by Chair Rosemary Allison**, table this item until our next meeting and have additional design choices based on the feedback from this meeting. Seconded, by **Kevin Cannon**.
- Motioned Passed

## Update for Public Works Requests – Santa Rosa Valley

15. For the month of September, a total of 3 requests were made using VCPWA Connect App, the Public Works online portal for reporting issues. Out of the 3 requests, a total of 3 have been closed out. Two of the requests involved illegal grading and one for road maintenance. The app can be used to report issues such graffiti removal, potholes, waste management issues, and illegal dumping. Please refer online: VCPublicWorks.org or your app store and search VCPWA Connect. It is an effective way to solve issues and help your community.
- **Chief of Staff Mark Perryman:** spoke about the app and how to use it to report on various items from graffiti, illegal dumping, water issues and more. As an example, he mentioned that the Somis community submitted 30 requests and 25 were closed out.
  - **Amy Elliot:** mentioned it would be great to have Public Works come and talk about all that is within their scope and capabilities. Mark Perryman spoke about all the areas that they cover.
  - **Michael Adams:** talked about the difficulty in using the website and app. Supervisor Gorell recently brought interns to review the app and to see how they can work with Public Works to improve the app.
  - It was suggested that we have someone from Public Works conduct a demo of the app ad website.

## The Future of Santa Rosa Valley, Phase I Macro Outlook

16. Field Representative, Israel Rodriguez will open the planning session by having members of the MAC and public complete a SWOT Analysis Worksheet. Followed up with a prioritization discussion to help identify to clarify the macro-outlook of SRV.
- i. SWOT Analysis Worksheet
  - ii. Prioritization Worksheet and discussion on the pertinent issues and opportunities facing SRV over the next to 3-10 years.
  - iii. Concluding comments and a look at the next planning session: Phase II, Foundational Elements of 3-5 Year Plan.
- **Field Representative Israel Rodriguez** introduced the SWOT Analysis and talked about being proactive versus being reactive. It was good that the Santa Rosa Valley MAC has already conducted a survey but a survey without a plan is not enough. MAC members and the public had lots of discussion on the various strengths, weaknesses, opportunities, and threats that face Santa Rosa Valley. Discussions included topics such as maintaining the rural nature of the valley, how to hedge against crime, sewer versus septic, traffic noise and safety, the lack of shopping or convenience stores, limited exit roads in case of evacuation, pesticides spraying, fire dangers, future droughts, and power outages. The need for more parks for children. The high cost of fire insurance and lack of insurance providers all were brought up during this time which indicated that there is much to discuss, and that Santa Rosa Valley MAC should look at developing a plan to address opportunities as well as threats and

weaknesses in the future. It was discussed that at the next meetings we need the public to participate in this process and look for ways to get this survey into more hands.

## **CLOSING**

17. Adjournment of the Santa Rosa Valley Municipal Advisory Council meeting to the next meeting, November 16, 2023, Santa Rosa Technology Magnet School  
13282 Santa Rosa Road, Santa Rosa Valley, CA 93012

- Meeting concluded at 8:00 PM
- **Chair Rosemary Allison** motioned to adjourn, seconded by **Amy Elliot**
- Motion to adjourn till November 16<sup>th</sup>, motion passed.