



The Voice of the Vineyards

The Weekly Electronic Bulletin of the Rotary Club of Healdsburg

“The mission of a bulletin is inform the membership,
comfort the afflicted and afflict the comfortable”

Author: **Graham Freeman**

Photographer: **Rick Tang**

Editor/Publisher: **George Heath**

September 27, 2021

WELCOME & PLEDGE OF ALLEGIANCE



✓ President Barbara Rosen and asked Bob Pedroncelli to lead the Pledge of Allegiance

VISITING ROTARIANS

✓ None for this week

GUESTS OF THE CLUB

✓ None for this week

ANNOUNCEMENTS

- District Conference now virtual on 10/23
- Landpaths Riddell Preserve workday will be Thursday, 9/30
- Cloverdale Kiwanis virtual race. Check with Fred for details.

BIRTHDAYS:

- Tom Colbert 9/22

HAPPY DOLLARS RECOGNITION:

✚ **Nita Parker** joined in from Hawaii – John pledged \$50 to General Fund

✚ **Fred Roberts** is back from his trip to Croatia. Lavender soap and painted rocks gift for **Pres Barbara**. Three-week trip travelling 30,000 or so miles. Donated \$230 to the general fund.



✚ **Paul Frechette** took a trip to Carmel to celebrate anniversary. Bottle opener for Barbara.

RAFFLE

- **Bob Pedroncelli's** ticket was drawn but he failed to pull the magic white marble for the win



TODAYS PRESENTATION:

Andrew Sturfels,
Administrative Services Director,
City of Healdsburg was
introduced by **Kevin Burke**

Took the job 6 months ago. Had a lot to learn in a short time.

Stats on the City:

- ❖ 140 full time staff plus another 60-part time
- ❖ Annual budget of around \$82m, but \$14m lost last year due to Covid
- ❖ Population 12,100
- ❖ 47 miles of city-maintained streets, 60 miles of water mains and 54v miles of wastewater mains
- ❖ 74,000 MWh in electricity sold
- ❖ 328 acres of open space together with 11 parks
- ❖ City owned Airport, Gold Course and Event Center



Services:

- ❖ City Fire
- ❖ Police
- ❖ Water, sewer and electricity
- ❖ Land use planning
- ❖ Trails and Streets
- ❖ Parks and Community Services

Revenue and expenses:

- ❖ Primary sources of Revenue are Property Taxes, Rates,
- ❖ Most of the spending happens outside of the General Fund

- ❖ General Fund revenue – bulk of the revenue comes from Property Tax, Transient Occupancy Tax, Sales Tax, Service Charges and Franchise fees.

- ❖ Breakdown of Property Tax: School 48%, Sonoma County 27%, Redevelopment Dissolution 8%, City of Healdsburg and Special Districts 8%

- ❖ The city does not get the bulk of any sales tax revenue. Over half of the 9% goes to the State.

- ❖ Of the Transient Occupancy Tax of 16%, 10% goes to Community Services, 2% to the General Fund and 2% to the Affordable Housing Fund.

- ❖ Police and Fire get around 75% of the General Fund Expenses.

- ❖ Long Range Financial Forecast under development – presentation to City Council on Nov 1.

- ❖ Two-year budget development cycle starting in January for fiscal year 2022-23 and 2023-24.

Richard Norgrove asked about pension funding and it was reported that all pension obligations are very well funded.

Rick Tang asked about the funding for the recycled water project for the city. Original estimate was that about 100 residents would take it up...but it now stands at around 1050. \$450,000 spent in first few months just on water delivery! Ironically the water fund generates income from water usage, but now that usage is low...the income has dropped substantially...but the expenses have gone up substantially.

Montage income has generated solid TOT revenues and the fact that their room price is so high has allowed other hotels to raise their prices...thus generating more TOT.

President Barbara asked about the Fire Sub-Station to be built near Montage. The original budget was around \$3m, but now that cost has gone much higher. Not sure where to get funding for this Sub-Station to be built.

CLOSING

President Barbara closed the meeting at 1:20pm.

UPCOMING PROGRAMS

10/4 Craft talks: **Tim Regan & Courtney Cochran**
10/11