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Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Notes from after presentation (before designated questions)

Comment: Mentions that in the downtown, many people are Spanish speaking. They use to be able to use computers and resources at the library, but now they cannot access them. Can we take the computers out and bring them somewhere else so they can have access to these resources to participate.

David: City staff is working hard to figure out how to get a more diverse participation in the process. Lots of City staff are also able to speak other languages and have the ability to engage with population who may have lower participation.

Comment: The committee members, why are there still 2 vacancies? What is the process to get full membership?

David: The committee is formed by the Council, and they are down 1 member, and a 3-vote majority needs to happen, and unfortunately there is not consensus on who to vote onto the committee.

Comment: What does PlaceWorks do and what is the General Plan for?

Comment: Does the General Plan have any mandate or enforcement requirements to be followed?

Comment: Is there a specific decision to get the City and County to work with one another? It would be nice if there was a degree of cooperation.

Carey: There is a task to start the coordination process, and the County and City have already started contact. This is definitely an important component and is on the work task list.

G1-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

- Valerie: There are community values that need to come forward. Under the BLM circumstances, and concerns about equity in the community, to promote a healthy environment for all. We need to focus on achieving that through our parks, health and human resources, and by reevaluating our policing so that it is equitable in all communities.
 - Carey: In terms of a value word- inclusivity and equity
- Diana: Along those lines (equity), some of that relates to the types of housing being built. There is a ton of single family development which is not very pedestrian friendly. We need more diversity in housing, would be great to have more diversity of housing to accommodate more populations. Need to make sure vulnerable populations are able to be housed. Need to focus on regional housing goals to ensure we are meeting needs of the community. To enhance health, we need to also look at other development like grocery stores. Having only housing with nothing in between is not as inclusive if there was more diverse development nearby. Also poor transportation which would help to improve accessibility.
 - Carey: Accessibility and diversity
- Susan: Looking at “what values drive future decisions.” Open space and agriculture. People come here for open space, and there are great local farms. How do we get them more business? Downtown is great, how do we support local businesses? How do we make it easier for people to walk around? The library will be redeveloped at some point. How do we make these accessible and open for all? The library can be a downtown anchor to facilitate growth.
- Robin: Would like to ensure we do something about Park Hill. At the very least, in the plan have a request to make a plan for it. It’s in the downtown, it’s a big asset, and it can help boost the downtown:
 - David: what are the things you want to see happen?

- Robin: ideally, parkland, focus on parkland. We hit 2.2 acres per 1,000 people in town. We need to boost our open space. Having Park Hill be an anchor of open space to the downtown.
- Maureen: Would like to see a great community center. Disappointed that there is only a little one at Dunne Park. It is unsafe and not kept up. Really think that we need a community center. Grew up in a small town with ranges and Hollister doesn't have that.

Morphing together Q's 1 + 2: Vision and also key issues

- Robin: More green space
- David: wondering if we want to talk about downtown, transportation, development, jobs
- Tom: Maybe we can speak on development (growth, limited growth) vs economic growth. Do these conflict? Is there a way around that conflict?
 - David: It can at times mean there is conflict and we need to think about how we address it. If our goal is to limit development, we need to also think about how to boost the economy. Find a solution which can simultaneously address both.
- Kevin: (addressing previous) The airport has enormous potential. Something out there (it's currently a figurative graveyard) would be a great opportunity. Keep it up for local hobbyists? It can be an economic center for companies that could build distribution centers, research centers. It can create jobs for us here, close to silicon valley and central valley. Hollister is unique because of this proximity, there could be development related to distribution centers around the airport that can provide many jobs. Around the triangle of highways, it's an artery for commerce. Hollister should take advantage of that to become a distribution artery. Airport additionally could accommodate freight. Invest money in taking out some buildings around the airport (but address asbestos and hazardous materials) and work to enhance the economy in that area.

- David: Yes, economic development, this area has appropriate land that could help enhance the economy through development.
 - Kevin: Yes, local jobs, diversity in use.
- Valerie: Unless there is a robust type of inclusive housing to have a diversity of housing to accommodate future generations, as well as accepting the incoming groups of people who want to live/work in the area. Housing and business goes hand in hand. The economic development needs to progress at a similar rate as development. We can accommodate a lot of people in the area. In terms of the triangle (re: Kevin) is a great resource and Hollister is a crossroad that can be used for economic development. Trucking is key here- federal commerce routes are around. There is not an area that accommodates these truckers, they usually pull over to rest. As we look at the counties around (santa clara, monterey), looking at what they are doing. We can pick up where they have overcrowding, and we can pull their development around our airport area (industry).
- Diana: Echoes Valerie's comments. Along with Kevin- Watsonville is a good example. They have an airport, they created a distribution center. We can look to them to see how we can make this shift too. They are also a bedroom community too. Helpful to understand who are the major commercial businesses/economic drivers in San Benito County that we can work to bring into Hollister. Address what their plans are for growth and expansion. When looking for a job in high school, had to go to the outlets, hard to find a job. Important to consider lack of jobs while we move forward.
- Anne: Along with Diana and Valerie. We are a bedroom community, we need to focus on getting more companies and jobs here. Attracting businesses need to be a higher priority so that if there is an economic downturn, we want them to stay here do they don't go live where their work is. Job diversity/ economic growth needs to be a huge focus moving forward.

- David: Lots of agreement on bolstering jobs/ economic development. There are different views on growth/development. We should consider and continuously talk about how to accommodate development, while also building the economy.

G1-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Answers discussed in Questions 1 and 3.

G1-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

- Michael: Economic development issue- the City does have some economic development personnel. It would be useful what is/is not in place and what has/has not worked in the past to put some context into what the vision is. This input would be useful to see if they have dealt with companies in the past and if they know that there are existing issues with these ideas of bringing industry.
 - David: This is part of the process. BAE is doing an economic report to amend the visions re: economic development. We are hearing part of the vision for Hollister is to have a more diverse economy, this will be addressed through the project.
 - Michael: Have worked for home builders in the past decade so has a different perspective.
- Diana: As my family ages in Hollister, I would like a more walkable community for them. My grandfather will need a place he can safely and comfortably walk around. As people age, their needs with transportation, accessibility, and services change over time. We should consider this type of aging when we consider the future.
- Tom: Would like to see a very vibrant downtown with infrastructure brought into today's standards. State of the art convention center/community center with a pool, vibrant parks. Have some concerns with a node of development on 101. There is a vocal anti-growth group in town and am unsure how to reach them. This can be

a stumbling block to economic development which is desperately needed.

- Valerie: Agree with Tom, Robin, Diana- that a walkable community with a plan for complete streets, good circulation for transport with county transit so that our elderly and our kids can get around via transit, good bike/ped accommodation. In planning these are highly recommended. California and national organizations are pushing for this type of accessibility. We need to take care of the health of our community. Need to encourage small businesses in congruence with tourism. This all contributes to the mental, physical, and economic health of our community.
- Susan: Agree with Valerie and everyone else. Our historic downtown is unique, how do we enhance it? Diverse and affordable (?) housing is a priority, ensuring we look at accessibility to ensure we can house our whole population. Transportation- train to Gilroy?
- Robin: The train would be ideal, to see the walkability would be great. Some places of town were not required to build sidewalks so there are gaps or just lacking infrastructure to accommodate walking. Would like to see sidewalk gaps filled in. Walkability and trash-free are priorities.
- Maureen: Would really love to see the downtown be like the old hometown it used to be. Would love to see the whole downtown area closed off, made easier for walkability, open air restaurants, lots of businesses. Like santana row strip- it's safe, fun, great place to gather.
- Sara: Agree with these points. Would love to see the General Plan focus on infill. Development of the airport takes into consideration the use of agricultural land of around it. The Leatherback space on McCray Street could be enhanced/infill development. Wonderful library community center that highlights Hollister would be better than reaching out into the county which is already a hub of the county. The trucks on the road are moving food. There is so much infrastructure required to support infrastructure. There should be communication and planning to ensure Hollister can grow as a vibrant economic area while maintaining a purposeful boundary (vibrant but contained urban

center). The State is mandating the building of homes, so that development will happen. The vision needs to address how this is going to happen. Needs to ensure how we build the type of housing the community can afford, and ensure we develop as infill.

- Kevin: Agrees here. Re: Diana’s comment about seniors- we need housing for seniors. Agree with the idea of controlling housing, but not the way it is currently planned. The housing needs to support the economic growth we need. We certainly need to infill the gaps we have, build up and use the space for apartments. Let’s use the space we have and not turn down anything that comes up. With the upcoming election, we need to know what is coming up in the measures (development). There is a growth initiative that we want to make sure that everyone understands what is happening- we don’t want to constrain ourselves in the next 20 years.
- Willis: Following this- a concern of mine is with the State housing development pressure, plus the relationship between the county and the city, and also the compatibility of various zoning categories with agriculture. Was a 3rd generation farmer in the county and currently lives on the farmland. Houses are poor neighbors from the view of the farmer. Industry and farming are generally compatible. Housing should be considered strongly, but what has happened historically and what will continue, is housing growth whack-a-mole where they (City and County) go back and forth with supporting/no supporting growth in different area. Anything in the vision statement that highlights maintaining consistency with the county and city is very important.
- Davids summary of what we have heard:
 - Jobs and economic growth- particularly at the airport and industrial park
 - Smart housing growth, knowing housing needs to happen, accommodate state while meeting local needs and diversity- focus on infill
 - Enhance downtown and ensure it is walkable and is also a destination

- Transportation system that has better bike/ped accommodation, transit, a train perhaps
- Community spaces and Park hill in the downtown focus on open space
- Look at land use compatibility, particularly with agriculture and other uses
- Coordination between the City and the County

David's concluding notes:

Jobs—at the airport and in industrial park; especially logistics taking advantage of location on 156 / 25 / near 152

Responsible housing growth, especially infill and affordable for current residents

Downtown as a center / focus

Complete streets, walking, biking
Possible future train

Community facilities: for example community center, pool, Park Hill

Ag preservation, including buffers

Contained footprint

Coordination with County