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Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Spokesperson: Tristan

Group 2: [LINK HERE](#)

Facilitator: Ambur Cameron/Areli Perez alternate

Notetaker: Torina Wilson

Spokesperson: Rebecca and Kristopher

Group 4: SPANISH [LINK HERE](#), ENGLISH [LINK HERE](#)

Facilitator: Ricky Pozos

Notetaker: Maria Mendez

Spokesperson: Dawn

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)

Roxanne: Include **strong partnerships** as a value. Talking about San Benito County should be included, cross over between the County's jurisdiction and the City should be included in the General Plan. There is a strong relationship **between the City and the County**.

Tristan: How can we more adequately update our infrastructure for large housing developments before the construction begins. We are going to see a lot more development in the future.

Carey: assessing the housing infrastructure for the future is part of the CEQA document and GP process

Broader implications for planning

Sal: We have a diverse group of people living in the County. Hopes that we all have a voice in how the City grows. Knows that **diversity** is important. One of the reasons that he loves Hollister is that even though it is small, it is quite diverse.

Talking about not just race and ethnicity, but also religious groups, gender identity, religious groups, economic diversity. Not gentrifying areas of the city.

Greg: Wavering between community and relationships. There is a cross between better understanding. **Equity**, there should be a place for everyone to fit in and be a part of Hollister and the community.

Decisions should be equitable, consider all people in decisions. Providing access to all, not just certain income levels or certain neighborhoods/areas. Jobs, technology etc. Public resources - library.

Diego: Equity should be a critical value that should guide our plan.

Anita: **Sustainability**. There are too many people on the highways and commuting. There should be sustainability between job growth and housing.

Roxanne: **Health and safety** are very important. Re: Anita, commuting impacts people's health, they cannot spend time thinking about staying healthy because they are on the road. Having safe neighborhoods to walk.

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

What challenges face our community? (5 Minutes)

Health, Safety, Long Commutes

Greg: Sustainability. Specifically from an **environmental and conservation** standpoint, as well as transportation and commutes. Would advocate for a degree of **ag preservation**, water efficiency

Anita: **Historical Preservation**, historic neighborhoods are not all covered by the current preservation guidelines.

Tristan: How should we set up communities in the future? Do we want big neighborhoods, or should we have **walkable neighborhoods**. What land do we have say over? Is all of the land in the GP under the jurisdiction of Hollister? What

Carey: Hollister has control over land in our city limits. SOI indicates areas that the City anticipates growth. The planning area defines the area where the City should have policy or influence over. While the County ultimately has the jurisdiction, the City will be able to provide comment.

Tristan: it is important to note what is in the area and outside of the City, so that we can plan for what is in our planning area. Cooperation with the County.

Roxanne: we need to have **economic growth**, opportunities for other jobs, revenue. There are services that families do not have access to in town, so they have to go outside of town. Re: Tristan, walkable neighborhoods - we need to make our streets more walkable and self-sustaining has to do with our zoning ordinance.

Sal: **Advocate for the arts**. This town is growing fast and the schools are growing. There are diverse students. There should be more art incorporated into the city, art education in the schools, equal opportunities in schools for music and theatre, don't want to go out of town for art opportunity. Wants to see the town grow with art available for students, and to have more art throughout the town. Art in the city makes a town complete.

Anita: San Benito river cannot be ignored. The County **River Parkway** that has been proposed is slowly being implemented. The City should keep its "eyes on that prize". It is an educational and **recreational** opportunity.

Develop the parkway, but also connectivity. Complete Streets.
Shaded walkways.

Diego: Wants to note that there is currently a big issue involving school issues in Hollister. The high school district put out a bond that did not pass in November. Understands that there is a new facilities master plan for 163M high school bond. Hollister school district is ~10 months from finishing Rancho Santa. Concerned with having to go out for a bond for new facilities. Need to consider a process for levying high fees on development projects in the city to prevent aging schools that we don't have money to fix.

Carey: When was the new bond.

Diego: Believes it was at the last High School board meeting. It is a different district. The two districts can run together in regard to bonds.

Adequate funding for schools.

Roxanne: Technology should be improved. Improve **technological infrastructure and other infrastructure**. How can we utilize technology better. Expand tech to our families in our communities, not just broadband, but in general.

Carey: tied to economic development, family life?

Roxanne: Re: Sal, how are our cultural groups affected by technology. Is there a need that is not being met with technology? If there is new economic growth, do our schools and children have access to technology. Should always be considering technology in any updates or projects.

Anita: **Youth activities**, bowling alley or other activities for the kids to do in town.

Expanding on Arts conversation:

Roxanne: Aside from sports, there are not a lot of other opportunities for youth to be involved in activities in town.

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)

Education, Infrastructure (technology, sewer, water), Community, Sustainability, Land Use Planning, Neighborhood Planning, Walkability

Tristan: One thing that hasn't been talked about is how do we value our community? What is short-term vs. long-term value of the land and resources that we have? How can we use those estimations of value to tie it together. Thinks that we have some of the most valuable land in the world. In Silicon valley and Morgan Hill and Gilroy will be filled in 20 years and growth will only be able to happen in the Hollister area. In 20 years, we will be a really important hub for development beyond Hollister. We should set ourselves up for future developments. There are automobile research facilities in the planning process. How can we incorporate those industries into the future.

Carey: Hollister will become a hub for innovation and technology.

Tristan: utilize our heritage and small town feel to influence this hub. Do we want to be the next silicon valley. Use food technology? Not sell ourselves cheap, make development pay top dollar because our land is valuable.

G2-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)

- Amanda: at the arts council we highly value innovation, the spaces we live in are beautiful and are for all people to enjoy, there is a process people go through to beautify the city and also ties to **equity** and **inclusivity**. Collectively all our own. Sustainability is a huge priority to the arts council, and related a lot to the economy when people are able to work and live in the city and have a good life.
- Rebecca: Amanda. One thing I would like to see in the city is **more cohesiveness**, our city is sometimes divided, our city **working together for the common good**
 - Torina: smaller more close knit and you can know your neighbors
- Louise: People have seen the benefit to see arts in the classroom; reason for students to be at school is to have arts in the classroom. Wonderful way to get the community together and inviting all people of the community to take classes and learn about the arts. I see that when people get exposed to it they start to see the beauty, the kids start to draw nature and get to see the community; it's enriching.
- Kristopher: For me, it's about balance. Great points brought up before. For me, its economic development, when i look at downtown and businesses, I see businesses come and go. I've been here for 20 years, how can we balance. How do we keep the small town feel and allow small businesses to prosper.
- Torina: **Strong desire to preserve the small town feel of Hollister**, and that is many different ways, and you all touched different ways the community can foster, watching economic development, trying to pursue different types. Connections to downtown, a lot of **public art** was mentioned and this connects with **building a sense of community**. **Build a place where people want to go**.

Summary: Concerns around uncontrolled growth, and the impacts traffic creates around the town. We'd like to see Hollister be more of a tourist destination, a vibrant place that brings the community. A place where everyone is welcome. That brings people together from different backgrounds, different walks of life. Hollister is a beautiful place that we want to share with people. Do it in a balanced way to help the community grow economically; helps small businesses thrive. Make housing affordable for all. Arts and culture is essential to the community; many would like to see a center or zone for this.

G2-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

- Louise: The community has been **growing too fast**. Seeing houses going up too fast, houses look the same, have no backyards. Hoping to slow that down. Traffic has increased, **have more businesses that are local to sustain the community**. To stop the growth, more and more ag land is being lost to development. Came to this area to be in a small town.
- Amanda: **Easily access downtown and easily access the parks**. Creating ownership and value. Totally agree with Kris about the balance, we see downtown and during the pandemic we wonder what is going to happen to the small businesses. How can we have more tourism coming through the town, not just for the biker rallies
 - Torina: Economic development and tourism
- Rebecca: Add to what Amanda and everyone else is saying. Activities for families, family oriented, **things in the town that attract people to get out of their houses**. With Covid we're seeing a lot of people getting on bicycles, i'm seeing neighbors in town i haven't met before. People have become **more of a community** and I want to see that grow with recreational activities. Our **downtown needs to be more of a tourism** center, we need to be a town that people want to come and visit, a destination and not just a bedroom community to San Jose. Traffic is huge.
 - Torina: We are reaching a consensus on the ideas

G2-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)

- Torina: examples such as bike lanes, supporting bicycle and pedestrian, supporting small town feel
- Salvador: We need to help revitalize downtown, have more businesses within the entertainment. Need to be more businesses that need to attract more people downtown, example bowling alley. Should be the responsibility of the City staff and officials to bring in businesses. A variety of businesses are needed, specifically mentioned activities for adults, **things for all ages**.
- Kristopher: How do we make it where people want to come here? How do we get people from Monterey, from Gilroy, from Morgan Hill? There were outdoor concerts where the parking garage is, there needs to be more places to **bring the community together**.
- Louise: My dream is that we can have theater and music, and we can all have one place downtown. Maybe in 2040 that is possible, but it would be wonderful for the community to have something like that. Where young and adults could go to one place. The high school theater could hold events. I remember dancing on top of the Briggs Building, it was tons of fun. I remember you could meet your neighbors, bring a picnic basket, a nice way to bring the community together.

G4-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)

Karminder: good behavior... if our representatives/ elected officials could get along and work together. Get along.

Tami: Long term sustainability.

Dawn: collaborate... if everyone could get along and work together. Incentives for businesses to be able to attract more people rather than traffic.

Karminder: City should not keep sprawling - ok that agriculture land is near residential. How do we preserve this land? Focus on small multifamily housing rather than big housing. Increase the quality/ options/ investment of the education system.

Sandy: Homeless situation. Focus on more infill and increase density, mixed use to get more population and businesses. For the City to grow we need more people and be self sustaining. Emphasis on education to attract higher value/ businesses that pay more.

Tami: Education parks, enhance our services and infrastructure.

Preserving Agricultural lands and parks is a main priority for majority of group, expand smart, through infill development, mixed-use. Leading to economic growth.

Attracting business through tax incentives, that have higher wages to keep jobs and residents living here and expanding the population to have a denser city.

Place an emphasis on education in the schools like in the Silicon Valley to be able to attract higher value businesses with higher paying wages.

Hollister is a supportive town for special needs, but there is very little emphasis on science education and hands-on learning.

There needs to be a change in mindset re: schools.

Magnet schools provide a more holistic curriculum.

Preservation

Education

Inclusivity

Economic Empowerment

Sustainability

G4-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Traffic - Measure G will take a while to be implemented.

Biking needs to be safer

Impact fees need to be properly priced - need to take a look at pricing structure

Circulation: should be all modes of travel like walking , biking, and riding transit. In need of a bike lane and pedestrian facilities because people are on the road and it is very dangerous

Majority of our schools don't have safe routes to schools

Schools are getting very impacted due to population rising - we need a new high school

City roads and ambulances (emergency response) are insufficient

Motor homes with people living in there parked on the street (homeless issue) - also homeless people living in parks

Agricultural issues - cultural preservation

G4-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)

Traffic - no roundabout, need more local jobs that pay a living wage and benefits to help alleviate traffic to avoid commuters, traffic is congested at the large shopping centers esp on the weekends, need more local shopping centers dispersed throughout Hollister, congestion also from school traffic

Bicycle and pedestrian safety - more and safe infrastructure can help reduce school traffic congestion, Safe Routes to Schools program would help provide these types of improvements and help mitigate traffic