

Please click on your group/breakout room number below, and then click “Bookmark,” to jump to your group’s discussion notes:

Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Spokesperson: Jon

Group 2: [LINK HERE](#)

Facilitator: Torina Wilson

Notetaker: Bryan Swanson (alternate: Abraham Prado)

Spokesperson: Rafael

Group 3: [LINK HERE](#)

Facilitator: Ambur Cameron

Notetaker: Areli Perez

Spokesperson:

During-presentation questions:

- Nancy: You made a quick mention that there are 2 positions open on the GPAC, what does “soon” mean? Considered that it continues to move forward without a citizen.
 - Hopefully next few months. The City Council will be voting soon to appoint 2 people to fill the slots. Unfortunately, due to a 2-2 split on the Council, it may be difficult to get someone appointed.
 - Nancy: Want to voice my concern that there is no community representation
- Mia: I attended the 1st GPAC and we discussed the idea of community representation, but the Mayor and the other Councilmember said they would not bring that to a vote to bring community members until after the election in November.
- Mia: How many people have participated?
 - David: Around 50.
- Jan: A trustee on the Hollister School Board and they are the largest employer and the elementary school district from the City of Hollister. Someone from the school district should serve on the GPAC

- David: We will get that comment to the Council. The Council can appoint a school board member if they choose.
- Jon: Surprised by how much staff is on the call and appreciates the participation. Because they have their finger on the bolts of the project, how is the City staff involved in the project?
 - David: All staff are extremely engaged and educated and you can be proud and happy that they are your staff. We meet with them weekly by phone to give them a run-down and they guide the process and review everything before it gets made public.
- Shawn: With the water resources association and work with a lot of the City staff, they are excellent people and are really on top of things. Wanted to mention that without water, nothing would happen in the City so I hope that the Council would choose someone from the water board to the GPAC.
- Robin: Regarding Park Hill, would it fall under the category of hazardous mitigation because of the fuel tanks, asbestos, etc., or would it be environmental justice?
 - The first issues fall under the hazard mitigation plan and those include discussion of these items. Our hazard mitigation team will be looking into this. It is an environmental justice issue if there is a sensitive population nearby such as people of color or low-income people.
 - Robin: It would be an environmental injustice because the Feds and the City dumped this on the residents and it is an injustice

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)

Robin: Was here at a previous meeting, suggested **truth** as a value. David asked for an example, but she now suggests the new shopping center of Hwy 25. It is called Hollister Farms, but that is not necessarily representing the shopping.

Diane: This community has been very diverse; generationally diverse. Continuing to embrace diversity and a sense of belonging for the residents of the county and the city is not only embracing **diversity, cultural and economic diversity**. There is value in investing in future generations, and young people to create a vibrant, healthy, well, **inclusive** and prosperous - economically and in its sense of belonging and **commitment to equity**. Being visionary and thoughtful as we move forward with infrastructure investments. Be mindful of equity and access as a priority for the 21st century and beyond - technology included. **Infrastructure investments**

Blanca: Build on Diane. Safety -physical and emotional - for our residents. Has lived here for ~1 year, has noticed that Hollister has a sense of family and friendliness. One of the values should be keeping the **small town community values**; whether the town grows it should still exist. We should have green spaces around the developments and improvements moving forward. There are amazing views of hills/environment is integrated with Hollister. Beyond just agriculture, Hollister exemplifies everything to do with nature.

Daniel: **Sustainability** is one of the most important aspects of any plans. You have to be a good steward of the land in the planning process. Prepare for the future a long time before it happens. It is not always the case in planning for vistas/open space, corridors, industrial development - often seen in planning that is not executed well. The new college for example, is designed as a 1980s college for 2032. COVID hit and everyone is online. There should be **forward thinking** in the planning process.

Carey: Visionary

Jon: Build strength. There is a core center that should be established before moving outward and sprawling. Not a fan of sprawl. Commuting is difficult. We should be stewards of what we have and build a plan that grows toward areas that balance resources and today's needs, but also looking to the future. Resources should be understood in the document.

Carey: Sustainability and Conservation, stewardship

Jon: We need to be good stewards of the land, don't want to see 18 million houses, but need to see more commercial/industrial growth. There is work to do internally before moving outward.

Mike: The campus - gabilan - how can the college weave in the culture of Hollister and San Benito County and have that reflected in the campus. They have prepared a masterplan type document that has some of this visioning in it, but the next goal for education should be having a community college in Hollister. Currently located in the Briggs Building. It does not reflect Hollister or its own campus and its natural beauty. One of the reasons for being at the meeting is to hear from the community and be able to integrate that into the college's planning

Blanca: Prior to moving to Hollister, was considering Santa Fe, NM, noticed while she was there that it was easy to distinguish who was wealthy and who was not. Would like to maintain that this is not here in Hollister. The beauty should be spread out throughout the community, not focus where there is wealth.

Carey: Equity, in both community design and access to Open space.

Mike: Benitoite is the stone of the county, and it is like the county in the it is unique and should be respected and embraced. At Gavilan, in serving Santa Clara and San Benito Counties, San Benito is endearing and unique.

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

What challenges face our community? (5 Minutes)

Carey: Access to resources, well planned city, maintain small town character

Blanca: Parks and Recreation - recreational opportunities, bike lanes and trails; circulation for all modes of travel

Robin: Support a library, even though the county runs the library, it is mostly used by city residents

Blanca: Alternative transportation - how will it be addressed in the future? It will become an issue as we grow

Diversity of transit options

Diane: Youth wanted walkability and running paths. Include bike lanes and safe places to play and gather. Especially for young people. Prioritizing neighborhood safe places so that people can go out, connect, and build community.

Jon: Infrastructure challenges, and homelessness. One thing that he hears about a lot is the park on the west side, there is a lot of homeless living there. If we don't give them opportunities for places to live, they are going to continue to grow. Doesn't want to see tent cities.

Daniel: Infrastructure is directly related to housing. One person (shawn) had mentioned water in the previous comments. All of the infrastructure challenges are directly related to housing.

Carey: making sure we have adequate water to meet future needs, or distribution?

Daniel: primarily distribution. There are old infrastructure systems that need to be improved.

Robin: There needs to be more diverse housing types - apartments, condos. Housing for younger people who want to move out of parent's homes, but also older people who are looking for smaller homes.

Daniel: Diverse housing the downtown core can create a community village. The downtown has a long way to go before it can maintain the village status

Diane: commitment to **transitional housing** and making sure that all of our citizens are able to be housed. Including migrant farmworkers, others with unstable housing.

Blanca: preserve cultural history of Hollister instead of assuming that buildings that are older should be torn down and replaced, they should be preserved.

Carey: small town character and **preserving resources/history**

Daniel: The **County/City relationship** affects the development of houses. There is a habit of the County developing houses with the expectation of the City providing support. These are outside of the SOI, and there are limited access to city services, but there is an expectation that the City will come to the rescue on subdivisions outside of the boundaries

Blanca: Build on Daniel's comment: There is not a strong partnership between the **City of Hollister and the State and Federal Agencies** in the area. Strengthening those partnerships can benefit all.

Mike: The Gavilan campus in San Benito is interested in providing affordable housing for students. Believe that this would help to eliminate the need to commute from Gilroy and can help to address the affordable housing needs.

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)

Answered above.

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)

Shawn - A sense of **community**.

Gerry - We need to develop more jobs to be able to work and live here. We need to focus on Economic Development so that they do not need to commute out. Many people are unable to attend community events.

Nancy - Seconds Gerry's comments, and that jobs are critical. We tend to talk about jobs in Hollister and people convert that into more housing. We need a better way to communicate to this community. **More communication is needed to support businesses to come here which rely on housing.** We could also use more emphasis on **infrastructure improvements.**

Wendy - Noticed that many families that live in subdivisions or housing but there is nothing for the kids to do. Instead of just housing, we need to include more parks, like baseball parks and such. **The kids need things to do.**

Denise - We do have an active baseball team in town, Hollister shouldn't be an event center but would be open to it. We need to bring more jobs here and development of passenger trains into Hollister. Denise feels bad for commuters that spend 2-4 hours a day to commute into San Jose.

Rafael - Whether we talk about live and work in Hollister, what type of housing and what type of jobs are we looking to have in the City? What types of jobs express Hollister? **A sense of community is independent of a small town.** What can we do in regardless of the population to make sure that this sense of community stays in Hollister? Making sure our sense of community stays in place is very important.

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

What challenges face our community? (5 Minutes)

Shawn - I advocate for water, even as a private citizen. Water is critical and the ability to protect our natural resources is the most critical function of the general plan. San Benito County Arts Council is picking up steam to fill the void.

Wendy - Arts is an important aspect of the General Plan, such as visual and audio arts. Something that the City can maintain. Maybe utilizing grants to promote arts and music. Mr. O's music academy is closing at the end of the month.

Gerry - A community center is very much needed to include performing arts and a library. Economic Development is very important. People in Hollister buy goods and services outside of Hollister. The ability to buy those products in Hollister is important.

Wendy - Something similar to the Loudon Nelson Center? in Santa Cruz. :-)

Denise - A community center would be very nice and our existing centers should be expanded? How did we outbuild our roads? We should build out the infrastructure first and is very essential. If a traffic study was done, why are we here? It is frustrating to have traffic issues and points to our quality of life.

Nancy - Agrees with Denise about traffic and believes it has occurred due to residential buildouts. If you get a permit, and do not build right a way, the traffic comes after and causes issues. Is also a board member for the Library and believes the library is too small for the County but building another library at this time is difficult. We have many children that come to the library and have limited space.

Denise - Where do we want cannabis to be in our community? Should it be by residences? This includes cultivation and selling? We need to look at other communities to learn lessons on what went right and what went wrong.

Rafael - We should analyze Greenfield to see how cannabis was handled and mitigated. It would be very constructive to look at what you like and do not like in Greenfield.

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)

Wendy - Keep open spaces and have them inviting. The entrance of Hollister at Graf Road, should be a plaza “like” area. Similar to Watsonville and something that will keep the culture of Hollister and the identity of the Westside. We want something pretty and preserve the open space. Open spaces are gorgeous and is an asset of Hollister. Does not want them filled in.

Denise - We need to retain open space, maintain the cultural diversity. We need to have the diversity continue. We need to maintain a multi-generational community. We should allow more granny units to be constructed and to keep our family close to us.

Rafael - Multi-Generational speaks to values and a sense of community. Grandparents, parents and kids; everything we talk about relates to multi-generational and building community. As long as everyone has the basic needs, we should focus on other details, but everyone should have housing, nutrition and education. From there, we will secure multigenerational in Hollister.

Shawn - Believes that Hollister is the premiere area in the world that has organic fruits and vegetables but also needs to preserve the **organic farms** on the fringes of the City. Agrotourism is an opportunity for Hollister to focus on in the General Plan.

G3-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)

Mia: **Sustainability** definitely is a top value for me. We take into account as we grow what our resources are, that our community is taken care of service wise, and that we are not taking away from our AG resources.

Jan: **Equity** is huge. We need to make sure that we have transportation for everyone, that it is easy to get to. Equity in parks and in rec areas for everyone to have equal access, especially small children, that they have equal access to parks. When new development comes in, the city and county makes sure that the schools are brought in, in regards to fees. Equity in how much money is getting back to the school district for the building of new schools.

Marc: **Prosperity and balance**. Balance has to do with land use, and making sure that there are enough planned areas for retail and job generation. All these things we are talking about there needs to be a way to pay for it, this comes from sales tax from retail.

Jan: Utilizing parks in regards to equity, sustainability, tourism, science, I can see a lot of different avenues that I can see the national park can bring to Hollister that we are not focusing on.

Jenn: I think there are certainly pinnacles as the hub of our tourism network in the county. Working together with the City of Hollister and with the things the chamber is doing, there is great potential to **increase tourism to the county, and brings substantial income**. On a personal note, I think that looking at **justice, equity, diversity and inclusion (JEDI)**; Incorporating all aspects of JEDI in our life.

G3-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Ambur: Values we have been discussing, from **infrastructure to traffic**, that need immediate improvement.

Jenn: **Connectivity and making our city more walkable and bikeable**. I know there are plans for Nash Road complete streets. Our roads are deteriorating and having safe streets for all users is important.

Jenn: I live in between the high school and cannery, and we get certain pot holes filled but the updates to Monterey can be what our streets can look like.

Cathy: I think it is very important that we be **pro-business**. And do everything we can to **retain the current businesses** we do have. They have gone through some rough patches, and with the virus doing everything we can...

Jan: When walgreens was built and the tire place they had to put in beautiful landscapes which cost them a lot of money. While safeway has dirt, and I don't understand why they don't have to put any new landscaping in. We force new businesses to put in landscape, and not older businesses. When new businesses come in we should have the older businesses be a model. It doesn't seem fair. The cement medians, like on Sunnyslope, such as the weeds, why can't we get those cleaned up. Why can't our city focus on the weeds, those places mean a lot to our city. **Make our city attractive** to make people want to buy homes and bring businesses.

Ambur: Some sort of programming to help maintain green spaces within the city?

Jan: We as the city should do some of the maintenance, and that they should also be a part of large stores like Safeway has some greenery coming in. When we talk about equity, you know that the new small

businesses will have to bring greenery in and doesn't seem fair to me when older businesses don't do their part.

Mia: I think it is very important to focus on our **economic** side. We have a lot of focus on residential growth but not economic. I would like to see us **grow from just being a bedroom community**. We need to do more than just shoot down projects. When you go into our downtown area, you see a business with a broken window, I think that landlords should be held accountable to maintain the buildings.

Jan: A part of attracting new businesses is the way we look. The curb appeal. **Take pride in our community**. Hollister school district we spend a lot of money trying to make our schools look nice. So the children feel proud when they come to school. It is a big part of our budget, and it is what the City should have. People should be proud to work here.

Veronica: Starting off the kick off process for the Regional Transportation Plan which is our regional plan on how we address what our needs are, the general overview of some of the issues impacting the community. Addressing some of the challenges of **walkability** and bikeability, we have a technical advisory committee, we operate the local bus. Some had mentioned that **transportation** is important in the community. We are bolstering ahead with what the community voted on in the measures. This is to look into the next 20 years and hope to have the community involved in that process as well.

Marc: I would just agree or emphasize some of the other comments. Such as pride in our community, it is so important, and the idea of **curb appeal for new business**. The general plan should look at **policies to make the city look more attractive, policies that encourage everyone to take pride in the community of Hollister**.

G3-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)

Jan: I would see Hollister, I would love to see one of these big places where tournament baseball and soccer can happen. Where people come in on the weekends and where the clubs can play. A **rec center for seniors and youth**. Great access with **Pinnacles**, with science. **Industrial parks** for the people who live here. When people are making development that we aren't asking for school bonds but that developers are paying, if we have to build them.

Heather: I would like to really see a **vibrant downtown with an eclectic mix of restaurants, and shops** where people can be involved downtown. I would like to see it be a little more welcoming. I hear people say we want to be more like Morgan Hill, but we aren't MH. I would like to see more activities where residents can go downtown.

Veronica: I feel like **we don't really have an identity**. We struggle with that, having this process be leveraged to that would be beneficial.

Jan: I started working here in 1990, and I moved here in 2002, I think if you want to give Hollister an identity, we are one of the friendliest towns. Students just gravitate, I am in a new development in Santana Ranch and everyone is welcoming. When I moved to Ridgemark everyone was friendly. If you want a moniker, I would think that we are really friendly people and welcoming

Veronica: Come up with a city slogan, Hollister the **friendliest place**.

Jan: It is an incredible community. I was born and raised in San Mateo, and here everyone is so **welcoming**, people smile at each other.

Jenn: I think our city already has a moniker, Hollister the original.

Marc: I really find this idea and what you're talking about the whole concept of welcoming, I think that should really be looked at for the GP. Welcoming businesses as well, this concept that we are, we might be a small town, but

we are welcoming to new people, new ideas, and new businesses. This concept of welcoming has my attention and something people should take a look at for the vision. Another word is balance. Balance between residential and jobs, for a number of reasons like traffic. I grew up in San Jose, and for many years the city of San Jose was a bedroom community, even big cities go through this process as well. I like this idea of welcoming, and we're going to do something.

Jenn: We do want to welcome tourists to this area. When Pinnacles was elevated to a national park, our city/county missed an opportunity to promote businesses to support the community. The park is known for rock climbing, and we missed the opportunity there.

Marc: I wanted to add that the concept of welcoming extends to tourism.

Mia: And the wineries could be developed more. They rival Napa.

Jenn: When you go to downtown Hollister, when you see storefront churches that are closed during the week, it isn't prime.