

# Sonoma County Lodging Association

October 2017

## County spearheads "Housing For All" efforts

By  
[Margaret Van Vliet](#), Executive Director  
Sonoma County Community Development Commission

Sonoma County has a severe shortage of housing for our residents. We've been under-building since the great recession took hold a decade ago, and we need more housing now, particularly for our local workforce and families struggling to make ends meet. The majority of Californian renters — more than 3 million households — pay more than 30 percent of their income toward rent, and nearly one-third — more than 1.5 million households — pay more than 50% of their income toward rent. With the median home price in Sonoma County leaping beyond \$600,000, we know our community is in even greater need.

Sonoma County — or any local government for that matter — will never have enough money to solve the housing crisis by itself. The private sector is the driver of housing production, and must have a supportive partner in local government. That's why our the Sonoma County Board of Supervisors adopted "Housing for All" as one of its strategic priorities earlier this year. As a start, we want to help create 3,375 new homes by 2022, speed the pace of development by reducing the entitlements process, and improving flexibility of local funding sources, and reduce incidence of housing instability and homelessness. We are taking action in all of these areas already by streamlining development regulations, trimming fees, easing housing investment policies, adopting a new "granny unit" program, and selling county land for housing development. More action will come as we work with our local partners and development community to create a more resilient and healthy community for all.

On November 7, the Sonoma County Board of Supervisors and the Santa Rosa City Council will hold a joint meeting to discuss how the two jurisdictions can work together to ensure a coordinated response to the housing shortage. We invite the public to attend and be a part of the solution. Location and time of the meeting will be forthcoming.

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## SCT seeks photos of hospitality in action

Last year, Sonoma County Tourism thanked hospitality partners in a full-page ad in the [Press Democrat](#). They will be running the ad again and, this time around, want to show you or your staff doing your amazing work. SCT is seeking photos of hospitality workers in a variety of fields including lodging, restaurants (front and/or back of house), tasting rooms and wine production, tour guides, visitors centers, museums, art galleries and outdoor activities. *Please note: A limited number of submissions will be in the printed ad and everyone will be featured online.* Submissions must include company name, your name (or whomever you wish to see featured), contact information (email, phone number), occupation (plus years at current position), years in hospitality, high-resolution photo of you in your work environment. (If needed, we will arrange for someone to retake the photo before publication.)

Submit the information and photo to [tluster@sonomacounty.com](mailto:tluster@sonomacounty.com) by 5 p.m. Friday, Oct. 6.

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## Let's Get Social!



Like us on [FACEBOOK](#) to catch a glimpse of our September Schmooze and Booze. Thank you to Vintners Inn for hosting the event in their newly opened River Vine Cafe! We enjoyed great small bites prepared by Chef Thomas Schmidt and wines by Ferrari Carano and Chateau St. Jean.

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## Photography for Social Media Success

October 5, 2017, Noon—2 pm  
SCT Office, 400 Aviation Blvd, Suite 500

**\$30 SCLA members, \$35 non-members**  
*Lunch Provided*

Social media is a powerful tool in your marketing toolbox but words alone won't attract attention or book business. Images can speak for themselves. What are your images telling your future customers? Marketing guru **Shana Bull** and our expert panel, including **Dawn Heumann** of Dawn Heumann Photography and **Coca Tafoya** of Deluxe Modern Design, will explore the use of photography in your marketing efforts. We will discuss the differences in professional vs amateur photos, how and when to hire a professional, staging a shot and how to use "social influencer" images to your advantage. **Sonoma County Tourism** digital marketing pro, **Ariane Hildebrandt** and **Mariah Harkey**, will share how you can partner with and participate in their story telling efforts and use their resources. RSVP online at [SonomaCountyLodging.org](http://SonomaCountyLodging.org).