

Geyserville Planning Committee Meeting Minutes

**Location: Community Room, Northern Sonoma County Fire Station
20975 Geyserville Avenue, Geyserville, CA 95441**

MONDAY, February 23, 2026, 6:00 p.m.

1. CALL TO ORDER: 6:02 p.m.

Committee members present: Benny Allen, Steve Sachs, Stefanie Freele, Jennifer Kettman, and Bryce Jones (via cellphone).

2. APPROVAL OF PRIOR MEETING MINUTES

Prior Meeting Minutes were not submitted for approval.

3. APPROVAL OF AGENDA: Approved.

4. PUBLIC COMMENT

Benny announced the annual GPC Town Hall will be on Wednesday, April 22, at Geyserville New Tech Academy at 7 pm, following the high school Exhibition Night that starts at 6 p.m. Benny encouraged community members to offer suggestions for this event.

5. NEW BUSINESS

a. Cloverdale Esmeralda Town Hall Meeting.

Benny attended the meeting on February 5, 2026, where the CEO and Developer gave a presentation on Project Esmeralda, a planned development located at the City of Cloverdale's southern border. The proposal includes 605 residences and 150 room hotel.

Benny delivered a public comment that was misquoted in the Press Democrat. Benny clarified that his public comment included his surprise that, with all the discussion of the project's connection and positive impact on Healdsburg, no one, including the Developer, has reached out to Geyserville since it lies at the town's borders. Benny stated that working with the community does not end at the city limits, and the project should not be planned in isolation, but with consideration of all the developments occurring in Alexander Valley. This includes the 100-room Caesar's Republic resort that already broke ground and the proposed housing development at the north end of Geyserville that will likely be approved shortly due to recent housing laws. Benny offered to work with the CEO and Developer and provided his contact information.

Several community members expressed concern that if these projects are developed, community residents will have higher utility bills to pay for the required infrastructure and the strain on existing resources.

b. Geyserville Streetscape + Plaza Projects Community Workshop.

Steve Sachs said consultants and County representatives provided an overview of studies regarding the two projects and sought input from attendees. The streetscape project focuses on traffic safety, sidewalks, and lighting. Community members discussed views on injuries due to uneven sidewalks and the proposed distances of new sidewalks.

The Plaza project focused primarily on issues regarding the proposed bathroom and playground equipment. Future presentations will be provided to the community, and the public will be notified. Community members discussed park drainage, walking paths, landscaping, and playground features.

6. OLD BUSINESS

a. Well Application UPE24-0027.

Benny Allen said Cal Am Water is still exploring other alternatives.

b. Housing Application PLP25-0006.

Benny stated California law prevents GAVMAC from discussing this housing application at its meetings without being deemed as a public hearing, which is limited to 5 total. However, no such laws apply to the GPC, so it will continue to provide status updates, discuss the application at all its meetings, and encourage residents to engage in the process.

Benny verified that City Ventures has not submitted an updated application to Permit Sonoma.

c. Día de los Muertos.

Laura Equitz said all receipts and budgets for DDM 2025 will be reconciled, closed, and included on a shared drive that will be shared with GPC. DDM 2026 planning will start in the late summer.

7. ADJOURNMENT: 6:55 p.m.