



## **DOWNTOWN ACTION ORGANIZATION**

**Board Meeting**  
**Wednesday, February 20, 2019**  
**9:00 – 10:30 am**  
**Santa Rosa Metro Chamber**

### **AGENDA**

- |            |   |                 |
|------------|---|-----------------|
| <b>1.0</b> | <b>CALL TO ORDER</b>  | Natalie Balfour |
| <b>2.0</b> | <b>PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)</b><br>Comments from the public will be allowed on all agenda items at the time each item is called.   |                 |
| <b>3.0</b> | <b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>   | Natalie Balfour |
| <b>4.0</b> | <b>CONSENT ITEMS</b>  | Natalie Balfour |
|            | <b>4.1</b> January 16, 2019 Meeting Minutes   |                 |
|            | <b>4.2</b> Financials Update  |                 |
| <b>5.0</b> | <b>Streetplus Contract Update</b>   | Natalie Balfour |
|            | An update will be given on the progress with Streetplus the company contracted with the Downtown Action Organization to provide Service and Safety Officers in the Downtown.  |                 |
| <b>6.0</b> | <b>DAO COMMITTEES</b>   |                 |
|            | <b>6.1</b> Marketing/Communications Update  | Sonu Chandi     |
|            | <b>6.2</b> Design and Improvement Recommendation  | Hugh Futrell    |
|            | The Board will discuss and consider approving the proposal described in the attached recommendation from the Design and Review Committee of the Board. The Executive Committee of the Board also recommends approval. |                 |

**7.0 Parking Rate Changes**

Natalie Balfour

The Board will discuss and consider approving a recommendation from the Executive Committee to communicate to the City the organization's concern about the proposal from the parking department to increase so-called "premium" rates.

**8.0 Future Agenda Items**

**9.0 ADJOURNMENT**

Natalie Balfour

**DOWNTOWN ACTION ORGANIZATION (DAO) Board Member Meeting Minutes**  
**Santa Rosa Metro Chamber Board Room**  
**January 16, 2019**

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Raissa de la Rosa, Sonu Chandi, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Doug Van Dyke

Absent: Joe Dietzen, Bernie Schwartz, Sara Woodfield

Santa Rosa Metro Chamber Staff, Janet Rogers, Peter Rumble

**1. Call to Order**

Chair Natalie Balfour called the meeting to order at 9:05 am.

**2. Public Comments**

Josh Windmiller representing the nonprofit, The Lost Church shared with the Board that he is working to bring a new music venue for local and touring artists to the downtown. The space is located on Ross St. in the Press Democrat building and will be opening soon.

**3. Conflicts of Interest or Abstentions**

There were no conflicts of interest or abstentions.

**4. Additions to the Agenda**

Gerard Nebesky of Gerard's Paella has requested parking be added to next month's agenda.

**5. Approval of Minutes**

On a motion duly made and seconded, the Minutes of December 5, 2018 were unanimously approved.

**6. Approval of Bylaws**

Natalie Balfour stated that there has been confusion over the approval of the bylaws. She reminded everyone that the approval of the bylaws took place at the September 19, 2018 Board meeting. No changes will be made to the bylaws at this time.

**7. Board Selection**

Natalie thanked everyone that expressed interest in joining the Board. The Board has 15 open seats, four of which are Executive positions. She reminded everyone that there are other ways to participate as committees are formed and will be looking for committee members.

The following list has been nominated by the Nomination Committee to represent the Board. New nominations to the Board are recommended for a 1-year term. The interim Board that has served over the past year as an Advisory Board Member are being nominated for 2 to 3-year terms. A reminder that the Board is made up of 2/3 property owners and the balance business owners. The recommended slate of officers is:

1-year term Andrea Ballus, Sift Dessert Bar & Jade Room, Business Owner  
1-year term Sue Kade, La Vera Pizza, Property + Business Owner  
1-year term Joe Dietzen, Business Owner  
1-year term Sara Woodfield, Architect, Property Owner  
1-year term Raissa de la Rosa, City of Santa Rosa, Property Owner  
2-year term Bernie Schwartz, California Luggage, Business Owner  
2-year term Doug Van Dyke, E.R. Sawyer, Property + Business Owner  
2-year term Michael Hyman, Property Owner  
2-year term Rick Mossi, Exchange Bank, Property Owner + Business Owner  
2-year term Zack Berkowitz, Co., Property Owner  
3-year term Charles Evans, Property Owner

On a motion duly made and seconded, the nominations for the 2019 Board Officers positions were unanimously approved.

#### **8. Service and Safety Officer RFP**

Hugh Futrell reported that an RFP was sent out to request services for Safety and Service Officers. Hugh reminded the Board that 2/3 of the budget is allocated for safety and service. Only one company that applied, Streetplus provides both services. Streetplus has contracts in San Francisco, Berkeley and Reno, along with many other locations throughout the states. Services include cleaning, safety, and hospitality. Cleaning includes pressure washing, trash can clean cleaning, graffiti and more. The company hires locally and provides extensive training to its staff along with detailed reporting. The Executive Committee and several stakeholders met with Streetplus to discuss details and review services. Chair Balfour asked the Board for authorization for the Executive Committee to execute the contract once the details are worked out. On a motion duly made and seconded, and unanimously approved the Board authorized the Executive Committee to go into contract with Streetplus. Gerard of Gerard's Paella offered to host a meet and greet for the new service and safety officers once they begin service.

#### **9. Committee Update**

##### **Marketing & Communications**

Sonu reported that the Marketing & Communications Committee met and is very excited to work with the DAO on the branding guide and to finalize the logo. They also plan to work on a communication strategy to work with the businesses to let them know what the district is doing and how to communicate this out. The committee is aware that there is not a lot of funding for marketing and plans as part of its goal to fundraise. Goal is to move very quickly. Sonu asked for a motion to authorize the Marketing & Communications Committee to have the authority to make a recommendation on the selection of the logo which will then go to Executive Committee for final approval. On a motion duly made and seconded, the motion was unanimously approved.

#### **10. Establish Design and Improvement Committee**

Hugh spoke about the importance that the physical environment continually be updated and maintained. It is important the DAO take the lead and that people coming downtown feel safe, and the environment is clean and beautiful. Hugh stressed that a baseline service must be established and the city needs to help as we go forward. Hugh suggested that a committee be formed to support this effort. A motion was duly made and seconded, and unanimously approved that a Design and Improvement Committee be formed. Chair Balfour appointed Hugh Futrell Hugh Futrell as the chair of the committee. If anyone is interested on serving on the committee

contact Hugh.

**11. Interim Upgrades - Follow Up**

Hugh stated that there are some funds from the Sesquicentennial we may have access to use for some instant upgrades. A motion was made to authorize the Design and Improvement Committee and or the Executive Committee to review the upgrades needed and bring back to the Board for approval. The motion was seconded, and unanimously approved.

**12. Adjournment**

Meeting adjourned at 10:15am.



**Downtown Action Organization Incorporated**  
**Profit & Loss Budget Performance**  
 January 2019

9:27 AM  
 02/13/19  
 Accrual Basis

	Jan 19	Budget	\$ Over Budget	Jan 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100000 - Assessments	328,808.59	328,808.59	0.00	328,808.59	328,808.59	0.00	533,645.00
Total Income	328,808.59	328,808.59	0.00	328,808.59	328,808.59	0.00	533,645.00
Expense							
5100000 - CIVIL SIDEWALKS							
5100001 - Civil Sidewalks - Contract Svcs	0.00	29,166.67	-29,166.67	0.00	29,166.67	-29,166.67	350,000.00
Total 5100000 - CIVIL SIDEWALKS	0.00	29,166.67	-29,166.67	0.00	29,166.67	-29,166.67	350,000.00
5200000 - DISTRICT IDENTITY							
5200001 - Dist Idnty - Contract Svcs	0.00	4,166.67	-4,166.67	0.00	4,166.67	-4,166.67	50,000.00
Total 5200000 - DISTRICT IDENTITY	0.00	4,166.67	-4,166.67	0.00	4,166.67	-4,166.67	50,000.00
5300000 - PARKING AND MOBILITY							
5300001 - Prkng & Mblity - Contract Svcs	0.00	3,333.33	-3,333.33	0.00	3,333.33	-3,333.33	40,000.00
Total 5300000 - PARKING AND MOBILITY	0.00	3,333.33	-3,333.33	0.00	3,333.33	-3,333.33	40,000.00
5400000 - ADMINISTRATION							
5400001 - Administration - Contract Svcs	27,008.30	6,250.00	20,758.30	27,008.30	6,250.00	20,758.30	75,000.00
Total 5400000 - ADMINISTRATION	27,008.30	6,250.00	20,758.30	27,008.30	6,250.00	20,758.30	75,000.00
5500000 - CONTINGENCY							
5500001 - Contingency - Misc Expense	0.00	1,553.75	-1,553.75	0.00	1,553.75	-1,553.75	18,645.00
Total 5500000 - CONTINGENCY	0.00	1,553.75	-1,553.75	0.00	1,553.75	-1,553.75	18,645.00
Total Expense	27,008.30	44,470.42	-17,462.12	27,008.30	44,470.42	-17,462.12	533,645.00
Net Ordinary Income	301,800.29	284,338.17	17,462.12	301,800.29	284,338.17	17,462.12	0.00
Net Income	<b>301,800.29</b>	<b>284,338.17</b>	<b>17,462.12</b>	<b>301,800.29</b>	<b>284,338.17</b>	<b>17,462.12</b>	<b>0.00</b>





To: DAO Board  
From: Design and Improvements Committee  
Re: Recommended Course of Action Regarding Square Improvements  
Date: 2-13-18

The Design and Improvements Committee of the DAO recommends that the DAO make the following comprehensive proposal to the City. How to submit, advocate for, and obtain City support to achieve, this recommendation will be discussed at the DAO meeting.

1. Complete Improvements. Three important parts of the Courthouse Square Master Plan have not been installed and should be expedited so that the Square functionally and aesthetically functions as intended.

- 1.1 Install the **four crepe myrtle trees**. These four trees, designed for placement at each corner of the cruciform green, were intended to provide, together with the illuminated columns, a visual anchor to the center of the Square and to provide additional shade for users. Without this anchorage it was foreseen that the Square would have a bland and less attractive presence. The Council deferred a decision on installing these trees for further evaluation, in part because of the City Manager's concern that the trees might interrupt sight lines during performances.

The proposal to City would explain why these trees are needed, and why the sight line concern should not be an obstacle. The DAO would pay for these acquisition and installation costs, estimated at \$25,000. (Underground irrigation lines to serve these tree wells was installed with Square improvements.)

- 1.2 Expedite **northern art work**. A major art work, not yet designed, is intended for the north part of the Square as a terminus at Mendocino Avenue. The Art and Public Places Committee of the City has budgeted funds for this art work and authorized hiring a consultant to assist Tara Thompson in expediting design and selection beginning 3Q19.

Our proposal would request that Art in Public Places expedite engaging consultant, work with DAO for outreach and selection, and aim at art installation in 4Q19. At that time the northern bollards would be removed. The DAO would participate in an advisory committee and, subsequently, a selection committee, making an artist and design recommendation to the APP.

- 1.3 Install **Asawa fountain** in September 2019. The fountain is a critical piece of Square design. It is intended to be placed at the south side of the Square at the Santa Rosa Avenue view terminus. Infrastructure for the fountain was installed as part o Square improvements. The Asawa panels, intended to be affixed to the new fountain, are currently in storage. The City has budgeted for storage as well as for transporting the panels and attaching them. It has not, however budgeted funds for the fountain itself but instead has encouraged the idea that private fundraising can bear most of the project cost, a cost estimated initially at \$500,000 or more.

It is the view of the committee that fundraising is not a viable road to raising adequate funds, and that relying on that approach will mean that the fountain may never be constructed.

Our proposal would be to assist the City as follows:

- (a) DAO will provide funds for Carlile Macy to manage a design-build RFP process to seek qualified firms to complete construction drawings for the fountain. (A preliminary plan was completed with Square design.)
  - (b) The selected design-build firm will (i) rely on Square Master Plan, (ii) propose reasonable value engineering for budget control, for review by City and DAO, (iii) design against a budget goal of \$300,000 including contingency. Scope of design-build firm would include physical structure, mechanical, design, permitting and all features except transport and attachment of panels (latter is budgeted by Art and Public Places). Including RFP costs, budget goal would be \$324,000. (This sum seems reasonable to some on the committee but can only be confirmed through the RFP bid process.) South bollards would be removed at project completion.
  - (c) Budget would be financed as follows: (i) \$35,000 from DAO, including RFP and project oversight costs. (ii) \$289,000 from eligible non-general fund City sources, some of which may be advanced by a member of the committee in order to expedite work.
2. Clarify Baseline Maintenance by City. Under the law the City is obligated to maintenance of effort through the District. DAO and City should reach an understanding about certain activities that may parallel District activities so that duplication of effort does not occur. In addition there are other maintenance elements that would reasonably fall on to the City and this should be confirmed, including:
- 2.1 Pressure washing of Square by City vendor.
  - 2.2 Painting of Square benches by City vendor.
- In addition, painting of power poles throughout the district by the City needs to be discussed.
3. Square Upgrades. There are certain Square upgrades which are consistent with Square design and will improve its attractiveness to visitors and community members. Upgrades to be managed and paid for by DAO, provided adequate one-time 2018-19 budget surpluses exist:
- 3.1 Additional planting (light pole flower baskets).
  - 3.2 Wayfinding signage. (This would be evaluated by the Marketing Committee of the DAO.)
  - 3.3 Moveable large planters and related planting.

The objective is that this work would be completed in 2019.