



Downtown Action Organization
Executive Committee Meeting Minutes
June 12, 2019
12:00pm - 1:30pm
Santa Rosa Metro Chamber
50 Old Courthouse Square, Suite 110

Present: Natalie Balfour, Hugh Futrell, Sonu Chandi

Absent: Tom Robertson

Staff: Cadance Hinkle

The meeting was called to order at 12:15pm.

1. Executive Director Report

Cadance reported on the work she's been doing and that she'll be sending weekly reports to the DAO. She gave an update on StreetPlus, sharing that William had been let go and a new employee, Steve Elmore had been hired. In the future, StreetPlus will not keep employees on who have regular negative feedback from members of the District. She will also be trying to connect with hosts of events at Courthouse Square to help those events better connect with downtown businesses.

Communication to District members will begin shortly in the form of a Monthly Newsletter, which will highlight work of StreetPlus and DAO. Data is poor so will likely be hand delivered as contact information is collected. The Marketing committee is forming again on an ad hoc basis to focus on an upcoming event for the square. Cadance is meeting with Kim again to discuss the roll back and the validation program and how each can benefit local businesses. The logistics around the pressure washer are moving forward but are not yet finalized.

Support from DAO members will be critical at July 16 City Council meeting regarding the Downtown Stationary Specific Plan. The next Downtown Subcommittee meeting has been rescheduled for July 10 at 8:30am.

2. District Finance Report

Cadance explained that the second assessment check was on the way and future checks should be on target for May and December. The Chamber credited the DAO for the gap in time between the Executive Directors. It's anticipated that both the Chamber and StreetPlus contracts will be under budget for the year.

3. Courthouse Square Updates

Hugh shared that the city attorney has not yet responded regarding the license to do work in Courthouse Square, and that at this point we'll aim to get an encroachment permit that encompasses all the work needed to be done in the square: crepe myrtle trees, flower baskets, urns and seat dividers. The DAO will send out the scope of the project to vendors, which will match the initial specs provided by Carlile Macy. StreetPlus will maintain anything outside the previously approved master plan.

Cadance will connect with the city to coordinate getting the encroachment permit underway.

Sonu suggested we also start to think about lights for the trees in winter.

Hugh suggested that the Asawa fountain get put on the July Downtown Subcommittee agenda. Cadance will provide the Councilmembers with the previously submitted proposal along with a letter from the DAO.

The DAO will propose to the city that they take over management of the process for installing public art in the square. At the next board meeting, Natalie will call for volunteers to serve on the Advisory committee.

4. Portland Loo Discussion

Hugh reminded everyone of the importance of attending the July subcommittee meeting when the Portland Loo proposal will be discussed. To encourage support, Cadance will begin circulating a petition and encouraging business owners to attend. The memo previously drafted will be sent to council and shared with those within the DAO district. It is critical to highlight how serious the issue is to those in the Downtown District.

5. Coordinating Downtown Events

DAO will work on a proposal for council to suggest taking over management of events within Courthouse Square. The idea was initially presented by the city.

6. Parking Updates

The parking committee will be able to reform, with volunteers being requested at the next Board meeting. The Executive Committee will determine the specific, concrete and achievable goal of the committee.

7. General Updates

There were no general updates.

The meeting adjourned at 1:17pm.