



DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting, May 18, 2022, 9am  
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Suite 110

Members of the public are able to join via Zoom or phone:  
Zoom Meeting ID: 806 654 7370  
Passcode: Downtown  
Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

## AGENDA

- 1.0 **CALL TO ORDER** Hugh Futrell
- 2.0 **PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**  
Comments from the public will be allowed on all agenda items at the time each item is called.
- 3.0 **CONFLICTS OF INTEREST OR ABSTENTIONS** Hugh Futrell
- 4.0 **ACTION: CONSENT ITEM (ATTACHMENT 1)** Hugh Futrell  
4.1 April 20, 2022 Meeting Minutes
- 5.0 **ACTION: APPROVAL OF MONTHLY FINANCIAL STATEMENTS (ATTACHMENT 2)** Joe Dietzen  
Review and approval of DAO financial statements ending April 30, 2022
- 6.0 **DISCUSSION: BOARD MEMBER UPDATES (two minutes each)** All  
Board members will answer: What are you hearing from your customers about Downtown?
- 7.0 **REPORT & DISCUSSION: EXECUTIVE COMMITTEE** Hugh Futrell  
Chair and members of Executive Committee will report on activities
- 8.0 **REPORT & DISCUSSION: COMMITTEES** All  
Chairs and members of standing or ad hoc committees will report on activities
- 9.0 **REPORT & DISCUSSION: EXECUTIVE DIRECTOR (ATTACHMENTS 3 & 4)** Cadance Hinkle Allinson  
Presentation and status update of DAO Work Plan, marketing and events plan, street level services, activation of Courthouse Square, garage incentive policy, parklet policy, business and development changes within the District, as well as follow up on outstanding items
- 10.0 **DAO BOARD RETREAT** All  
Board to discuss dates and potential locations for summer retreat
- 11.0 **ADJOURNMENT** Hugh Futrell

**DOWNTOWN ACTION ORGANIZATION (DAO)**  
**Hybrid Board Meeting – Members of the public invited to join via Zoom**  
**April 20, 2022, 9am**  
**Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404**  
**Zoom Meeting ID: 806 654 7370, Password: Downtown**  
**Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Pauline Block, Natalie Balfour, Zach Berkowitz, Raissa de la Rosa, Joe Dietzen, Chris Denny, Hugh Futrell, Caitlin Kurasek, Bernie Schwartz, Steven Stankovich, Don Tomasi

Absent: Charles Evans, Doug Van Dyke

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

**MINUTES**

**1.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 9:02 am.

**2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**

There were no public comments at this time.

**3.0 CONFLICTS OF INTEREST OR ABSTENTIONS**

There were no conflicts of interest or abstentions.

**4.0 ACTION: CONSENT ITEM (ATTACHMENT 1)**

**4.1** Motion to approve consent item, March 16, 2022 Board Meeting Minutes was unanimously passed.

**5.0 ACTION: APPROVAL OF MONTHLY FINANCIAL STATEMENTS (ATTACHMENT 2)**

Joe Dietzen provided an overview of the financial statements ending March 31, 2022. Financials are on track and reflect reduced StreetPlus staffing as well as expenses hitting later in the year.

Motion to approve the financial report as presented was unanimously passed.

**6.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)**

Board members provided updates on the status of their business and current involvement with Downtown initiatives.

Bernie Schwartz provided an update on the California Luggage façade.

Raissa de la Rosa shared that the Parklet item is going to City Council on June 7.

Stevan Stankovich shared that Santa Rosa Plaza will be redoing the B Street entrance between 3<sup>rd</sup> and 5<sup>th</sup> to make it more synergistic with 4<sup>th</sup> Street. The project will break ground this year. It will add about 15 parking spaces as well as national restaurant brands.

**7.0 REPORT & DISCUSSION: EXECUTIVE COMMITTEE**

Hugh Futrell shared that one of the major items the Executive Committee has been working on is the memo to staff and the special meeting of the Downtown Subcommittee, mentioned at the last meeting, that focuses on the establishment of the EIFD, making the current Downtown parks policy permanent and creating a policy to support new business and office

leasing. There will be meetings with City staff prior to the special meeting with the Subcommittee.

Hugh reiterated that board members are always welcome to attend meetings of the Executive Committee.

## **8.0 REPORT & DISCUSSION: COMMITTEES**

Don Tomasi shared that the Design & Improvement Committee reviewed the Design and Improvement workplan for Downtown and made no major changes, but has chosen to focus on wayfinding and planting, which they will discuss in more detail at their next meeting.

There were also discussions about wattage in City light poles, the possible removal of a few benches in Courthouse Square, and potential changes to Jeju Way. The Committee agreed to purchase tables and umbrellas to replace the ones that have broken over the last two years.

The committee also discussed Fremont Park and the potential for supporting the work done by the Parks Planners, and the need to move forward, though not on a specific design option. This appears to be on hold as the City determines the feedback of the Cultural Heritage Board and other council members.

## **9.0 REPORT & DISCUSSION: EXECUTIVE DIRECTOR**

Cadance provided the following updates, which were addressed in the workplan.

La Fondita finally opened on 3<sup>rd</sup> Street and there are two new restaurants in the works at La Vera and The Jade Room.

The Annual Statement of Activities was sent to property owners last month and the Annual Report has been posted to the District's website.

A special meeting of the Downtown Subcommittee has been requested in collaboration with Railroad Square to discuss the items Hugh previously mentioned. Hugh has drafted a preliminary memo which will be sent to City Staff, with the intention of meeting with them, prior to the meeting.

Cadance met with Chad Hedge, the new parking manager, and Alan Alton. She has requested that the first hour free incentive remain in place after it expires and that there become a policy making free parking permanent on weekends from Thanksgiving to New Years Day. She will keep everyone updated as those discussions move forward.

Items 3 through 6 in the Homelessness and Public Safety Category have been put on hold as the need is not strong enough to push forward at this point.

There remain ongoing challenges with StreetPlus management, and the team currently have two staff members working, though are expecting another to return to work next week. Bright View is starting to weed all the sidewalks in the District.

Twice weekly meetings with Catholic Charities continue with the intention of targeting specific individuals that have been Downtown for lengthy periods or created issues for property owners. This group of people tend to be very service resistant.

The new inResponse team has been a good new asset and it will be very helpful once their hours are expanded later this year. Cadance will send details out to the business owners letting them know how to contact. Looking forward to seeing their expanded hours later this year.

The Chamber has hired an Event Coordinator to support all the activity on Courthouse Square. There are events being organized practically every weekend that the Chamber is

involved in supporting. The Chamber is also coordinating a big Summer on the Square series, as well as some Family Friday activations and preparing for Fall Fun Fest and Winter Lights.

Cadance shared that a question arose in relation to the potential expansion of the district and the City and District's potential liability when entering into these contracts with properties like museum, who would not technically be assesses. Cadance has reached out to try and get feedback from the City and will update everyone when she learns more.

Hugh shared that this new type of relationship gives rise to potential for contract liabilities and torts. There may or may not be an enhanced liability and it is prudent for the city attorney to provide an opinion.

**10.0 ACTION: POTENTIAL NEW STREET LEVEL SERVICES PROVIDER (ATTACHMENT 4)**

Cadance shared that after years of ongoing challenges with StreetPlus, she has been looking for a new vendor to support street level services within the District. She has been meeting with NexStreet as a potential vendor and shared their bid. They are a local start-up to the Bay Area with experience running CBDs and street level programs.

She's reviewed the bid with Joe and with the Executive Committee. She feels that the service and quality they will deliver will exceed that of StreetPlus, even though there would be one less FTE.

Discussion ensued about the potential impacts, financial implications and different type of service.

A motion was made to allow Cadance to negotiate a final contract with NexStreet consistent with their proposal and terminate the Streetplus contract according to terms. The motion passed unanimously.

**11.0 ACTION: ROLE OF DAO COMMITTEES**

Cadance provided the following recommendation for the DAO committee structure moving forward:

1) establish ad hoc business development committee with focus on generation of materials promoting Downtown as a viable location for new business; 2) maintain ad hoc committee with focus on EIFD; 3) maintain Design & Improvement Committee; 4) move duties of Parking Committee to DAO Board; and 5) shift the Community Engagement Committee to a twice yearly open meeting related to events in Downtown.

A motion was made to approve the recommendation and was unanimously passed.

**12.0 ADJOURNMENT**

Hugh Futrell adjourned the meeting at 9:54am.

11:37 AM

05/06/22

Accrual Basis

## Downtown Action Organization Incorporated

## Balance Sheet

As of April 30, 2022

	<u>Apr 30, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	132,544.33
1001000 · District Funds Savings-Poppy	339,518.10
1010000 · DAO Operating-Poppy	<u>3,638.20</u>
<b>Total 1000000 · DAO OPERATING FUNDS</b>	<u>475,700.63</u>
<b>Total Checking/Savings</b>	475,700.63
<b>Accounts Receivable</b>	
11000 · Accounts Receivable	<u>500.00</u>
<b>Total Accounts Receivable</b>	500.00
<b>Other Current Assets</b>	
1100000 · District Revenue Receivables	<u>533,025.26</u>
<b>Total Other Current Assets</b>	<u>533,025.26</u>
<b>Total Current Assets</b>	<u>1,009,225.89</u>
<b>TOTAL ASSETS</b>	<b><u>1,009,225.89</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 · Accounts Payable	<u>29,328.11</u>
<b>Total Accounts Payable</b>	29,328.11
<b>Other Current Liabilities</b>	
2300000 · Deferred Revenue - District Rev	<u>355,350.18</u>
<b>Total Other Current Liabilities</b>	<u>355,350.18</u>
<b>Total Current Liabilities</b>	<u>384,678.29</u>
<b>Total Liabilities</b>	384,678.29
<b>Equity</b>	
32000 · Unrestricted Net Assets	578,237.76
Net Income	<u>46,309.84</u>
<b>Total Equity</b>	<u>624,547.60</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>1,009,225.89</u></b>

2022 DAO Budget and Cash Flow Projection																	
Income	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total	YE Projection	\$ From Budget		
Starting cash at 1/1/22	89,967.32																
District Assessments	\$353,460	\$0	\$0	\$0	\$181,968	\$0	\$0	\$7,582	\$0	\$0	\$0	\$0	\$543,009	\$543,009	\$0		
Events/Programming	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$10,000	\$0	\$0	\$0	\$0	\$12,000				
Interest Income	\$0	\$0	\$402	\$0	\$0	\$450	\$0	\$0	\$400	\$0	\$0	\$300	\$1,552	\$1,552	\$0		
Sub Total	\$443,427	\$0	\$2,402	\$0	\$181,968	\$450	\$0	\$17,582	\$400	\$0	\$0	\$300	\$556,562	\$556,562	\$0		
Cash at Beginning of Month	\$443,427	\$407,921	\$379,279	\$347,174	\$494,030	\$439,214	\$383,948	\$346,265	\$291,398	\$231,131	\$170,864	\$110,898					
Expense																	
Street Level Services	\$22,172	\$17,407	\$16,772	\$15,995	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$325,000	\$289,012	\$35,988		
Landscape Contract	\$0	\$0	\$0	\$2,700	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$64,800	\$45,900	\$18,900		
Santa Rosa Metro	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$160,000	\$160,000	\$0		
Insurance/Taxes	\$0	\$0	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000	\$5,000	\$10,000	\$10,200	-\$200		
Annual Priorities	\$0	\$0	\$0	\$0	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$50,000	\$50,000	\$0		
Project Maintenance	\$0	\$0	\$1,800	\$800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$2,800	\$25,000	\$25,000	\$0		
Website/Marketing	\$0	\$0	\$0	\$40	\$166	\$166	\$166	\$167	\$167	\$167	\$167	\$167	\$1,500	\$1,373	\$127		
Events/Programming	\$0	\$0	\$0	\$1,862	\$0	\$0	\$0	\$5,000	\$5,000	\$5,000	\$0	\$0	\$12,000	\$11,862	\$138		
Misc. Direct Expense	\$0	\$305	\$0	\$382	\$233	\$233	\$233	\$233	\$233	\$233	\$233	\$232	\$2,400	\$2,549	-\$149		
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$32,000	\$0	\$32,000		
Sub Total	\$35,506	\$31,045	\$32,105	\$35,112	\$55,266	\$55,266	\$55,266	\$55,267	\$60,267	\$60,267	\$60,267	\$60,266	\$682,700	\$595,897	\$86,803		
Account Balance	\$407,921	\$376,876	\$347,174	\$312,062	\$438,764	\$383,948	\$328,683	\$290,998	\$231,131	\$170,864	\$110,598	\$50,632					

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

April 2022

Accrual Basis

	Apr 22	Budget	\$ Over Budget	% of Budget	Jan - Apr 22	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4100000 · District Assessments	44,418.77	44,418.77	0.00	100.0%	177,675.08	177,675.10	-0.02	100.0%	533,025.26
4100002 · Interest Income	0.00	0.00	0.00	0.0%	402.37	250.00	152.37	160.9%	1,000.00
4200000 · DAO Activities									
4200002 · Events/Programming	0.00				2,000.00				
<b>Total 4200000 · DAO Activities</b>	<b>0.00</b>				<b>2,000.00</b>				
<b>Total Income</b>	<b>44,418.77</b>	<b>44,418.77</b>	<b>0.00</b>	<b>100.0%</b>	<b>180,077.45</b>	<b>177,925.10</b>	<b>2,152.35</b>	<b>101.2%</b>	<b>534,025.26</b>
<b>Gross Profit</b>	<b>44,418.77</b>	<b>44,418.77</b>	<b>0.00</b>	<b>100.0%</b>	<b>180,077.45</b>	<b>177,925.10</b>	<b>2,152.35</b>	<b>101.2%</b>	<b>534,025.26</b>
<b>Expense</b>									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Level Services	15,994.78	20,603.33	-4,608.55	77.6%	72,345.79	95,373.36	-23,027.57	75.9%	260,200.00
5100002 · Landscape Services	2,700.00	6,480.00	-3,780.00	41.7%	2,700.00	12,960.00	-10,260.00	20.8%	64,800.00
<b>Total 5100000 · PRIMARY DISTRICT SERVICES</b>	<b>18,694.78</b>	<b>27,083.33</b>	<b>-8,388.55</b>	<b>69.0%</b>	<b>75,045.79</b>	<b>108,333.36</b>	<b>-33,287.57</b>	<b>69.3%</b>	<b>325,000.00</b>
5200000 · DISTRICT IMPROVEMENTS									
5200001 · Annual Priorities	0.00	4,166.67	-4,166.67	0.0%	0.00	16,666.64	-16,666.64	0.0%	50,000.00
5200002 · Project Maintenance	800.00	2,083.33	-1,283.33	38.4%	2,600.00	8,333.36	-5,733.36	31.2%	25,000.00
5200003 · Website/Social Media	40.00	125.00	-85.00	32.0%	40.00	500.00	-460.00	8.0%	1,500.00
<b>Total 5200000 · DISTRICT IMPROVEMENTS</b>	<b>840.00</b>	<b>6,375.00</b>	<b>-5,535.00</b>	<b>13.2%</b>	<b>2,640.00</b>	<b>25,500.00</b>	<b>-22,860.00</b>	<b>10.4%</b>	<b>76,500.00</b>
5300000 · MARKETING									
5300001 · Events/Programming	1,862.26				1,862.26				
<b>Total 5300000 · MARKETING</b>	<b>1,862.26</b>				<b>1,862.26</b>				
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	53,333.32	53,333.36	-0.04	100.0%	160,000.00
5400003 · Insurance/Taxes	0.00	0.00	0.00	0.0%	200.00	0.00	200.00	100.0%	10,000.00
5400004 · Misc Direct Expenses	381.60	200.00	181.60	190.8%	686.24	800.00	-113.76	85.8%	2,400.00
<b>Total 5400000 · DISTRICT MANAGEMENT</b>	<b>13,714.93</b>	<b>13,533.33</b>	<b>181.60</b>	<b>101.3%</b>	<b>54,219.56</b>	<b>54,133.36</b>	<b>86.20</b>	<b>100.2%</b>	<b>172,400.00</b>
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	2,666.67	-2,666.67	0.0%	0.00	10,666.64	-10,666.64	0.0%	32,000.00
<b>Total 5500000 · CONTINGENCY</b>	<b>0.00</b>	<b>2,666.67</b>	<b>-2,666.67</b>	<b>0.0%</b>	<b>0.00</b>	<b>10,666.64</b>	<b>-10,666.64</b>	<b>0.0%</b>	<b>32,000.00</b>
<b>Total Expense</b>	<b>35,111.97</b>	<b>49,658.33</b>	<b>-14,546.36</b>	<b>70.7%</b>	<b>133,767.61</b>	<b>198,633.36</b>	<b>-64,865.75</b>	<b>67.3%</b>	<b>605,900.00</b>
<b>Net Ordinary Income</b>	<b>9,306.80</b>	<b>-5,239.56</b>	<b>14,546.36</b>	<b>-177.6%</b>	<b>46,309.84</b>	<b>-20,708.26</b>	<b>67,018.10</b>	<b>-223.6%</b>	<b>-71,874.74</b>
<b>Net Income</b>	<b>9,306.80</b>	<b>-5,239.56</b>	<b>14,546.36</b>	<b>-177.6%</b>	<b>46,309.84</b>	<b>-20,708.26</b>	<b>67,018.10</b>	<b>-223.6%</b>	<b>-71,874.74</b>

<i>Attachment 3</i>							
2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
<b>Policy Initiatives</b>							
1. Expedite launching of EIFD	ED / Board	High	n/a	In Process	January	May	First meeting to take place on May 9
2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 22	ED / Board	High	n/a	Not Started	March	May	Item to be included in special meeting of Downtown Subcommittee
3. Complete a long-term downtown surface and garage parking plan (including no development on designated lots or garages) in the course of 2022	Board	High	n/a	In Process	January	April	Next steps need to be determined
4. Continue to advocate that the County Center move forward downtown	Ad Hoc Committee	High	n/a	Complete	2021	n/a	No path forward is clear. Committee to stop working on issue.
5. Make Parks policy (park fees collected downtown spent downtown) permanent by mid-2022	ED / Executive Committee	Medium	n/a	In Process	April	May	Item to be included in special meeting of Downtown Subcommittee
6. Finalize permanent garage parking incentives by July 1	ED / Parking Committee	High	n/a	In Process	April	June	Request for free holiday weekend parking and free first hour has been made to Alan Alton and Chad Hedge. Requested information about impact of free Sunday parking. Discussed need for clarity, consistency and outreach. Going to council in June.
7. Strongly encourage the Downtown Subcommittee of the Council, with three dedicated councilmembers, to actively engage in the issues impacting Downtown property and business owners and to help move our proposals on to the Council	ED / Executive Committee	High	n/a	Complete	March	April	Mayor Rogers has joined. Special meeting of DTSC scheduled for May 24 at 8:30am to push policy items to council.
8. Work with City to finalize parklet policy that encourages and makes it easy for businesses to establish parklets	ED	High	n/a	In Process	January	October	Ongoing discussions with City staff and parklet holders - waiting for item to go to council on June 7 with ideally no additional fees imposed upon businesses
<b>Homelessness &amp; Public Safety</b>							
1. Push for installation of city-wide CCTV system in Downtown Core	ED / Downtown Subcommittee	High	tbd	In Process	2021	Q4	Discussed at March 1 DTSC. DTSC to push forward with review
2. Working with Catholic Charities and City, improve intervention with homeless in the downtown and improve access to caseworkers	ED / Street Level Service Team	High	n/a	In Process	Ongoing		Currently have twice weekly meetings - on site and via phone
3. Consider whether DAO should, compete for City funds and develop and manage caseworker intervention in the core	Board	Medium	n/a	On Hold	May	May	DAO will not push this item forward, but will continue monitoring in case of potential change.
4. Study and potentially propose to City an ordinance creating sleeping exclusion zones in the core	Board	Low	tbd	On Hold	July	August	DAO will not push this item forward, but will continue monitoring in case of potential change.
5. Working with other stakeholders, advocate for public safety steps (including advocating for revisions to no-bail policies) that reduce crime in the core	Board	Medium	tbd	On Hold	June	December	DAO will not push this item forward, but will continue monitoring in case of potential change.
6. Advocate strongly for police early intervention to prevent growth of encampments within the core area	Board	High	n/a	In Process	January	December	Ongoing discussions with DET, DTSC
<b>Event Management &amp; Marketing</b>							
1. Develop annual plan for DAO Management of events, social media, website	ED / Committee	High	tbd	In Process	January	December	Proposed plan to be discussed at May meeting
2. Examine and report to board on feasibility of a BIA focused on marketing	ED	Medium	tbd	Complete	May	June	Not moving forward in 2022, potentially revisit in future years
3. Secure additional City and VSR funds to be earmarked for marketing and events	ED	High	n/a	In Process	January	December	Funding in process of being secured from City for staffing/events and VSR for new events
4. Potential Business Outreach	ED / Committee	Medium	tbd	Not Started	May	October	Committee will convene and start to move items forward

2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
<b>Design &amp; Improvements</b>							
1. Establish Regular landscape maintenance contract and tree pruning throughout full District	ED	High	within street level services budget	Complete	2021	March	Contract in effect - working through weeding of sidewalks, 12' pruning and debris removal
2. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED	High	dollars previously raised	In Process	2020	December	Engineering for panels should be complete by June, then fountain engineering can begin
3. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	October	Anticipated August installation
4. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020	December	First three benches purchased, City will be buying and replacing in phases
5. Planting within Courthouse Square	ED / Design & Improvement	Low	needed	In Process			Committee reviewed options proposed in 2019. Would like to find out potential cost, though not top priority for 2021. Would like to protect potential planting with fencing above seat wall.
6. Implement wayfinding program throughout District	ED / Design & Improvement	Medium	needed	Not Started	April	December	Priority for committee and will begin reviewing potential types of wayfinding signage that focus on wayfinding rather than advertising
7. Finalize additional festive lighting on 4 <sup>th</sup> Street	ED	High	\$1,250	In Process	2021	October	Estimated delivery mid September, aiming for install early October
8. Oversee removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	Not Started	June	August	need to conduct survey and solidify removal process - dates pushed back
9. Manage installation of additional public art in Downtown area	ED / Design & Improvement	Low	needed	In Process	February	September	participating in ArtSurround through Creative Sonoma and working to identify potential locations within District for installations
10. Replacement and addition of movable furniture and entertainment in Square	ED / Design & Improvement	Low	\$3,500	In Process	April	June	13 tables ordered, 8 of 12 umbrellas available, extra umbrella weights
<b>Board Culture/Governance</b>							
1. Formalize standing committees and their specific responsibilities	Executive Committee	High	n/a	Complete	March	April	1) establish ad hoc business development committee with focus on generation of materials promoting Downtown as a viable location for new business; 2) maintain ad hoc committee with focus on EIFD; 3) maintain Design & Improvement Committee; 4) move duties of Parking Committee to DAO Board; and 5) shift the Community Engagement Committee to a twice yearly open meeting related to events in Downtown.
2. Formalize relationship with Chamber and appropriate committees (advocacy, board etc)	Executive Committee	High	n/a	Not Started	March	March	
3. Review successes and challenges for DAO to date from inception, strengthen a shared understanding of objectives, conduct recruitment outreach, and ensure all board members have an important role	Board	High	n/a	Not Started	March	March	Ongoing effort throughout year to better engage board members at meetings and in between in work the work of the District, including the planning of a special meeting to discuss progress and the path forward

## **Downtown District Marketing & Events Plan**

### **Seasonal Event Management**

Chamber staff, under supervision of Downtown District Executive Director, will coordinate all logistics of seasonal events on Courthouse Square: Summer on the Square and Winter Lights. These programs serve to enhance the perception of Downtown, enliven the District and drive members of the community Downtown throughout the summer and holiday seasons. Street level services team will provide onsite and maintenance support as needed.

### **Business Traffic Events**

There will be two annual events focused on physically driving the community into Downtown businesses: The Egg-Cellent Adventure Easter Egg Hunt (spring) and Fall Fun Fest (Friday before Halloween). These events focus on pushing foot traffic into businesses, rather than specifically to events on the Square. These events will be managed by the Downtown District Executive Director, with support from Chamber staff.

Twice annual meetings will be held to seek feedback of business owners about these events and the involvement of the business community.

### **External Event Management**

Chamber staff, under supervision of Downtown District Executive Director, will support all events on Courthouse Square that 1.) drive members of the community Downtown with the potential for positive economic impact on the surrounding businesses and 2.) do not close any surrounding streets. Street level services team will be made aware of events and available to provide onsite support dealing with homeless population, setting up of barricades and accessing power.

### **Printed Materials**

There will be two printed guides during the calendar year, one focused on summer and the second on winter, promoting specials, discounts and incentives for visiting Downtown businesses. These will be coordinated by Downtown District Executive Director.

### **Social Media & Website**

The Downtown District Executive Director will implement a social media calendar based on activity in the Downtown area, which could include new business openings, events, holidays, sales, etc.

All businesses within the District that are open to members of the public, will be included on the District's website. The District's website will serve as the primary platform for information about events on Courthouse Square and within the surrounding businesses.

### **Funding**

The Chamber, with support from the Downtown District Executive Director, will secure funds from a variety of sources which could include sponsorships, City contracts and Visit Santa Rosa.