

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Design & Improvement Committee Meeting  
August 11, 2022, 1pm**

**Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404  
Zoom Meeting ID: 806 654 7370, Password: Downtown**

**Phone: 669-900-9128**

**A G E N D A**

- 1.0 CALL TO ORDER** Don Tomasi, Chair
- 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 CONSENT ITEMS (ATTACHMENT 1)**  
3.1 June 9, 2022 Committee Meeting Minutes
- 4.0 REPORT: UPDATES TO 2022 WORKPLAN AND ACTION ITEMS (ATTACHMENT 2)**  
Cadance to provide updates on Design & Improvement Workplan and public art installations.
- 5.0 DISCUSSION: DOWNTOWN PRIORITIES**  
Committee to review and prioritize potential items for inclusion on list of beautification and improvements to be Downtown made once funding becomes available.
- 6.0 ADJOURNMENT**

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**DOWNTOWN ACTION ORGANIZATION (DAO)  
Design & Improvement Committee Meeting  
July 14, 2022, 1pm**

**Zoom Meeting ID: 806 654 7370, Password: Downtown**

**Phone: 669-900-9128**

**MINUTES**

Present: Don Tomasi, Charles Evans, Kristin Kiefer, Stevan Stankovich

Absent: Curt Nichols, Ken LaFranchi

Staff: Cadance Hinkle Allinson

**1.0 CALL TO ORDER**

Chair Don Tomasi called the meeting to order at 1:07pm.

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

There were no public comments at this time.

**3.0 CONSENT ITEMS**

**3.1** June 9, 2022 Committee Meeting Minutes were approved.

**4.0 REPORT: UPDATES TO 2022 WORKPLAN AND ACTION ITEMS**

Cadance reviewed the Design & Improvement section of the workplan and shared a proposed planting plan for Jeju Way, which the committee will vote on at the next meeting before presenting to the City.

She shared that there has been little progress with getting the broken benches replaced. The media box inventory was completed and she's working with the City to get the abandoned media boxes removed and to hopefully limit future installation.

**5.0 DISCUSSION: COURTHOUSE SQUARE PLANTING PROGRAM**

The committee reviewed the bids that have been received for the planting and fence installation in Courthouse Square planters, which are significantly outside the scope of the DAO budget though could be funded via future in lieu fees.

Cadance will work on getting additional bids for planting and at the next meeting the committee will begin putting together a comprehensive list of Downtown beautification projects that can be implemented when funding becomes available.

**6.0 ACTION: WAYFINDING PROGRAM**

The committee reviewed the wayfinding proposal and a motion was approved to present the proposal to the board at the next meeting after removing photos 1,2 and 3 as options from section 1.

**7.0 ACTION: ARTSURROUND OPPORTUNITY**

The committee discussed a potential ground mural and bench installation in Jeju Way and

Cadance shared that there would be an opportunity to weigh in on artist concepts if additional funding was provided. It will be discussed in more detail at the next meeting.

**8.0 ADJOURNMENT**

The meeting was adjourned at 1:52pm.

Attachment 2							
2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
Design & Improvements							
1. Establish Regular landscape maintenance contract and tree pruning throughout full District	ED	High	within street level services budget	Complete	2021	March	Ongoing review - seeing improvements, but potential to reduce contract to planters only
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 mid summer, then fountain engineering can begin
3. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	October	Installation pushed back to November
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 installed. Jason Nutt reported remaining benches will not be purchased. Discussing with Downtown Subcommittee and members of council.
5. Planting within Courthouse Square	ED / Design & Improvement	Low	needed	In Process	May	December	Estimates received. Original Planting Plan (\$81,424.61) and Protective Fencing (\$182,740.67 not inclusive of install)
6. Implement wayfinding program throughout District	ED / Design & Improvement	Medium	needed	In Process	April	December	Board approved of general plan. Waiting on estimates from designer (map) and sign company. Need to figure out vendor for virtual component.
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	In Process	June	August	All media boxes have been surveyed (71). Working with Bob Oller on getting abandoned ones removed ASAP and remaining boxes up to code. Requested that there be limitations on the number of boxes available in the Downtown area moving forward.
9. Manage installation of additional public art in Downtown area	ED / Design & Improvement	Low	needed	In Process	February	September	Supported Raizes Collective install on 3rd Street Aleworks building; ArtSurround program has identified artist to work through ground mural/bench concept in Jeju to tie together existing murals; chalkboard panels to be installed on fencing next to Hotel E
10. Replacement and addition of movable furniture and entertainment in Square	ED / Design & Improvement	Low	\$3,500	Complete	April	June	13 tables ordered, 8 of 12 umbrellas available, extra umbrella weights