



DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
September 11, 2019  
12:00pm - 1:30 pm  
Santa Rosa Metro Chamber  
50 Old Courthouse Square, Suite 110  
Call In: (605) 313-5111, Access Code: 323171

### 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> August 19, 2019 Meeting Minutes  |                         |
| <b>5.0</b>  | <b>FINANCIAL REPORT</b>   | Cadance Hinkle Allinson |
| <b>6.0</b>  | <b>EXECUTIVE DIRECTOR REPORT</b>  | Cadance Hinkle Allinson |
| <b>7.0</b>  | <b>STREET LEVEL SERVICES DISCUSSION</b>   | All                     |
| <b>8.0</b>  | <b>PRELIMINARY 2020 BUDGET DISCUSSION</b>   | All                     |
| <b>9.0</b>  | <b>COURTHOUSE SQUARE UPDATES</b>  | Hugh Futrell            |
|             | <b>7.1</b> Encroachment Permit Work   |                         |
|             | <b>7.2</b> Asawa Fountain   |                         |
|             | <b>7.3</b> Public Art   | Cadance Hinkle Allinson |
| <b>10.0</b> | <b>SEPTEMBER BOARD MEETING AGENDA</b>   | All                     |
| <b>11.0</b> | <b>ADJOURNMENT</b>  | Natalie Balfour         |

# DOWNTOWN ACTION ORGANIZATION (DAO)

## Executive Committee Meeting

August 14, 2019

12:00pm - 1:30pm

Santa Rosa Metro Chamber

50 Old Courthouse Square, Suite 110

Call In: (605) 313-5111, Access Code: 323171

Committee Present: Hugh Futrell, Tom Robertson, Sonu Chandi

Remote: Natalie Balfour

Chamber Staff: Peter Rumble, Debbie Gesualdo, Cadance Hinkle Allinson

### MINUTES

#### **1.0 CALL TO ORDER**

Vice-Chair Hugh Futrell called the meeting to order at 12:00pm.

#### **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 at this time.

#### **4.0 CONSENT ITEMS**

**4.1** Motion to approve consent item, July 10 Executive Committee Meeting Minutes, as presented was unanimously approved.

#### **5.0 FINANCIAL REPORT**

Debbie Gesualdo presented the financial report for clarification and to confirm that the budget is presented in a preferred manner. Discussion ensued that led to the committee confirming that they wanted to be following accrual, rather than cash-based accounting. Moving forward, all financial reports and budgets will now reflect accrual-based accounting, with expenses and assessments spread out evenly through the year. Tom requested that the report show either monthly or quarterly spend, which would help create a clearer picture of the financial situation at fiscal year-end. Financial reports will now include a cash flow report as well as a copy of the originally approved budget.

There has been a separate bank account set up for all non-assessment funds. This will reflect what specific funds exist and their purpose. Committee agreed this was the correct solution for tracking non-assessment funds.

## **7.0 STREET LEVEL SERVICES CALL & DISCUSSION**

It was stated that although StreetPlus has made some progress through their work, it does not seem as if the company is able to adequately fulfill the needs of the property and business owners. Marco Li Mandri from New City America provided insight into how other programs across the country run and it was determined that there are three options to move forward. First, continue working with StreetPlus to get them to the level and quality of work needed. Second, hire a different company, or companies, to fulfill the contract. Third, consider taking the responsibility in-house and having the DAO hire their own staff with the potential of the Chamber providing a supplemental contract for the added support.

It was decided further discussion was needed where these three options with their financial impact, were explored. The meeting was adjourned until Tuesday, August 20 at 12:30pm.

## **8.0 COURTHOUSE SQUARE UPDATES**

### **7.1 Encroachment Permit Work**

Hugh provided an update on the work happening in Courthouse Square and shared that trees have been purchased and the DAO is in the process of getting seat walls installed, which will replace the originally planned for benches. Work should be complete by October.

Ron Hodges, the Landscape Architect who was hired to do organize the project, is also working on a plan for the benches, ground planting and flowerpots.

### **7.2 Asawa Fountain**

The city has found funding to move project forward. Will share more when details are available.

### **7.3 Public Art**

The Courthouse Square Public Art Advisory Committee will have its first meeting August 26 at 2pm.

### **7.4 Private Art**

Tom has looked into whether or not there would be interest in a private piece of art for the Square.

## **9.0 MARKETING COMMITTEE**

Sonu shared that the first Info Session was held last week to encourage businesses to participate in a number of the initiatives the DAO has created to promote downtown.

## **10.0 AUGUST BOARD MEETING AGENDA**

## **11.0 ADJOURNMENT**

The meeting was adjourned to August 20 at 12:30pm at the Santa Rosa Metro Chamber.

## **CALL TO ORDER**

Natalie called the meeting to order at 12:30.

### **6.0 EXECUTIVE DIRECTOR REPORT**

Debbie quickly reviewed the updated P&L and Balance sheet that now reflects accrual-based accounting. She explained how the assessments are being broken down and that the primary alteration is booking income and expenses based on the period in which revenue was earned and expenses incurred. This will be presented to the board, with the understanding that the Executive Committee will be doing further work to clarify and make the budget clearer in the future.

Cadance suggested an annual meeting be scheduled since the property owners need to be invited via mail. It was decided that the first board meeting in January would be the annual meeting and notice can be sent including all board meeting dates for the 2020.

### **7.0 STREET LEVEL SERVICES CALL & DISCUSSION**

The requested scenarios were reviewed and it was determined that two further analysis need to be completed in order for the Executive Committee to make a recommendation. At next month's meeting, they will compare two options. First, if StreetPlus were to maintain their contract, but with the mid-level staff being paid \$18 an hour. Second, if the DAO was managing the street level services and taking on the additional burden of insurance, benefits, admin and HR. If the difference is significant enough that it would allow for additional hours or staff, it should be considered. If it is trivial, then the risk of change would not be worthwhile. Cadance suggested in order to encourage staff retention, a bonus structure would be worth considering.

### **ADJOURNMENT**

The meeting was adjourned at 1:30.