



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
October 9, 2019
12:00pm - 1:30 pm
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
Absent: Natalie Balfour

Chamber Staff: Cadance Hinkle Allinson

AGENDA

1.0 CALL TO ORDER

Vice-Chair Hugh Futrell called the meeting to order at 12:15pm.

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, September 11 Executive Committee Meeting Minutes, as presented was unanimously approved.

5.0 FINANCIAL REPORT

Cadance presented the financial report, with nothing significant of note.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance reported on the following items:

She will begin to work on an emergency communication plan, both for businesses and to the community about what resources are available in Downtown Santa Rosa.

The next assessment check should arrive in December and will contain assessments from both the city and property owners.

The meeting with the City Manager was delayed seven weeks due to the PSPS. The committee discussed the need for the meeting to happen quickly, as all items previously shared with City Manager, were in urgent need of being managed by the city. It was determined Cadance would schedule a meeting with David and Jason to discuss prior to bringing the list of issues to council.

All board members with a one-year term have shared they would like to extend for a second year. There are vacancies for 2020.

A meeting with the Renewal Enterprise District occurred with initial discussions about the potential of partnering together on a downtown marketing plan.

A discussion ensued about the need for more than seed funding to create an operational marketing plan. The Executive Committee determined it would like to evaluate the potential of creating a BIA to create a sustainable and reliable funding source. Hugh will investigate practical limitations of forming a BIA and Sonu will begin having conversations with merchants. Initial interest will be discussed at the next board meeting.

Fridays on 4th is moving forward and a meeting is being held soon to determine how to keep the event going to benefit downtown businesses the most.

Due to the PSPS, the info session on Waste Management was canceled and is being rescheduled in December. A Parking Info Session is scheduled for November 13.

Retailers would like to have a regular gathering where they can discuss needs relevant to them, which Cadance will help facilitate, though any initiatives that arise as a result will need to be volunteer driven.

The Parking Committee is still working to get the 6pm roll back on Council's agenda. Sonu provided some restaurant statistics that show that restaurants are down as a result of the change.

Planning and Economic Development cannot keep funding the validation program, so alternatives will be looked into that keep the program running and push drivers to garages.

The Creative Sonoma Grant was not applied for, because no strategic partner could be found to help facilitate. The DAO is currently looking for partner for Rebuild Grant, which will be applied for next month.

7.0 STREET LEVEL SERVICES DISCUSSION

Cadance showed potential salary changes that would increase the StreetPlus budget by about \$15,000 in 2020, reiterating that the current team in place has been doing an excellent job and their continuity is important. Hugh suggested that salary increases be tied to six-month reviews. Further discussion will be had to finalize details and budget for 2020.

8.0 2020 BUDGET DISCUSSION

A proposed 2020 Budget was reviewed, along with the fact that there will be a \$300,000 budget surplus as a result of the first year anomaly of having three assessments in one year. A cash flow forecast showed what that impact could look like. The Committee determined there will need to be a special meeting held to come to a decision on budgeting issues.

9.0 COURTHOUSE SQUARE UPDATES

9.1 Encroachment Permit Work

Hugh shared they haven't had luck finding a landscaping company to take on such a small job. Cadance offered to compile a list of Chamber members who might be able to help.

9.2 Asawa Fountain

Hugh shared that his company is trying to get an RFP together. Cadance, Carolina and Sara will meet to strategize around funding once it is finalized.

9.3 Public Art

The third meeting of the Courthouse Square Public Art Advisory Committee will be happening this month.

10.0 OCTOBER BOARD MEETING AGENDA

Sonu will begin the discussion around the BIA and if there is interest in moving it forward.

11.0 ADJOURNMENT

The meeting was adjourned at 1:30.