



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

Committee Present: Hugh Futrell, Tom Robertson, Sonu Chandi

Absent: Natalie Balfour

Chamber Staff: 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, August 14 Executive Committee Meeting Minutes, as presented was unanimously approved.

5.0 FINANCIAL REPORT

The updated financial reports, now reflecting accrual-based accounting, were presented and reviewed. It was agreed that there needed to be a note added to reflect the oddity of 2019 including three assessment amounts. There also needs to be cash flow forecasting so that it will be clear where the bank accounts will stand at fiscal year-end. To ensure there is no shortfall, Cadance will reach out to city to confirm when their assessment check will arrive.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance reminded the committee she would be out from September 19 through 27. She provided an update on Fridays on 4th, which had a successful first week with 20

businesses participating. The DAO aims to continue promoting and growing the event organically.

She shared that three info sessions are moving forward: Homelessness in September, Trash Collection in October and Parking in November. There won't be one held in December and the annual meeting will serve as the primary January meeting, taking place on January 15.

There is progress being made on the Rebuild North Bay grant, which will be submitted soon and include lights, planter upgrades and light pole painting along 4th, 5th and Mendocino.

It was asked whether the DAO has taken any action to get oversight into events happening in the downtown core. No action has been taken, but it was determined that the DAO should propose to the city that they DAO needs to approve events before they are permitted. The DAO would like to ultimately move toward having ownership over all programming in the Square as well as staffing to manage events and agreed that strategic planning should be undertaken to determine how and when that might occur. This will be discussed in more detail at a future Executive Committee meeting.

7.0 STREET LEVEL SERVICES DISCUSSION

Further discussion around street level services will be delayed until Chair, Natalie Balfour, can be present.

8.0 PRELIMINARY 2020 BUDGET DISCUSSION

Cadance shared a preliminary budget that highlighted about \$50,000 not accounted for beyond basic services. Hugh reminded everyone that additional assessment dollars, as a result of new square footage, would be coming in next year, but that the amount was not significant enough that it should be figured into the budget. He also reminded the committee that 6% of the budget should go into contingency, which leaves about \$20,000 to allocate elsewhere.

Cadance suggested that there are four potential priorities for allocation

1. Provide an incentive, compensation or bonus to the StreetPlus manager
2. Complete work on Courthouse Square if unable to be completed with 2019 budget
3. Complete downtown beautification efforts if not enough funding is granted
4. Marketing funds to promote downtown as a place to shop, eat, visit, etc.

There was agreement that there should be some sort of increased financial compensation for the Street Plus manager. Tom suggested new trees along 4th Street should be included in a future budget. Hugh recommended that \$10,000 be allocated for compensation and upgrades. Cadance will compile options which will be discussed at the next Executive Committee meeting and if consensus occurs, it will be presented to the board in October, at which point they can request changes or further research.

9.0 COURTHOUSE SQUARE UPDATES

7.1 Encroachment Permit Work

Concrete bids are in process and landscape bids will go out after the Board has a chance to review prospective plants. Work cannot begin on benches until the city has done repairs. Cadance will follow up with Jason and Clint to see if they have reviewed the broken benches.

\$64,000 from the Sesquicentennial Fund can go toward work on the Square. \$35,000 of which will go toward a design build RFP for the Asawa Fountain and the remainder toward work on the Square, which could include landscaping, bench arms or banners. \$23,000 was allocated in 2019 to complete work in the Square, and although bids haven't been received, that amount will likely be completely depleted with current work underway.

The DAO would like to have regular meetings with the City to review the state of the Square and work that needs to be done. Cadance will reach out to the City Manager's office and then coordinate with whichever Assistant City Manager is deemed the point person. Given council's pledge to maintain it, it is urgent that unaddressed issues be addressed as soon as possible.

7.2 Asawa Fountain

Hugh shared that city is working with the DAO to figure out funding and has agreed that park fees can go toward the fountain, and David Guhin is looking into whether art fees can also be used. The DAO will begin getting a design-build RFP completed to get a more accurate quote on the work that needs to be completed. The city requested that Hugh Futrell Corporation complete the work to expedite the process and will put a formal agreement in place with Hugh Futrell Corporation regarding fees and reimbursement.

The process would need to be conducted with care and transparency so that it is clear there is no sense of self-dealing.

7.3 Public Art

Cadance shared that the public art advisory committee had its first meeting. They are putting a large focus on obtaining public input into the process to ensure the piece is meeting the general needs and interests of the community.

10.0 SEPTEMBER BOARD MEETING AGENDA

During the September board meeting, the city's minimum wage proposal will be discussed, along with proposed landscape work in Courthouse Square.

Cadance will also review board terms and begin having conversations with those with one-year terms to see if they intend to continue serving and if we have any empty seats to fill.

11.0 ADJOURNMENT

The meeting was adjourned at 1:35pm.