



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

AGENDA

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.

6.0 EXECUTIVE DIRECTOR REPORT

Executive Director Report was postponed

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 into 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.