



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, June 28, 2023, 9am

La Rosa

500 4th Street, Santa Rosa, CA 95401

A G E N D A

- | | |
|--|---------------------------------|
| 1.0 CALL TO ORDER | Hugh Futrell |
| 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 CONFLICTS OF INTEREST OR ABSTENTIONS | Hugh Futrell |
| 4.0 ACTION: CONSENT ITEM
4.1 May 17, 2023 Meeting Minutes (<i>Attachment 1</i>)
4.2 Monthly Financial Statements ending May 31, 2023 (<i>Attachment 2</i>) | Hugh Futrell

Joe Dietzen |
| 5.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)
What was your experience like participating in the council meeting? | All |
| 6.0 REPORT & DISCUSSION: EXECUTIVE DIRECTOR
Updates shared on ongoing projects, business and development changes within the District, and marketing and social media initiatives. (<i>Attachment 3</i>) | Cadance Hinkle Allinson |
| 7.0 REPORT & DISCUSSION: EXECUTIVE COMMITTEE
Chair and members of Executive Committee will report on activities and focus of Committee. | Hugh Futrell |
| 8.0 ACTION: VOTE ON RECOMMENDATION TO CHANGE LANDSCAPE SERVICE CONTRACTORS
Board will vote on Executive Committee recommendation to end current landscaping contract and to authorize NexStreet to purchase appropriate equipment and increase service hours to address landscaping needs. (<i>Attachment 4</i>) | Joe Dietzen |
| 9.0 ADJOURNMENT | Hugh Futrell |

DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, May 17, 2023, 9am

Ausiello's – 609 5th Street, Santa Rosa, CA 95401

Present: Leeanna Ausiello-Kane, Zach Berkowitz, Chris Denny, Joe Dietzen, Hugh Futrell, Caitlin Kurasek, Stevan Stankovich, Argo Thompson, Don Tomasi, Ken LaFranchi, Britt Cooper, Pauline Block, Raissa de la Rosa, Nicole Gaddis

Absent: Natalie Balfour

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 9:02 am.

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.

4.0 ACTION: CONSENT ITEM

4.1 and 4.2 Joe Dietzen made a motion was made to approve consent item 4.1, April 19, 2023 Board Meeting Minutes and consent item 4.2, DAO Financial Statements ending April 30, 2023. Nicole Gaddis seconded the motion and it was unanimously approved.

5.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)

Board members shared when they first started working in the Downtown.

6.0 REPORT & DISCUSSION: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson provided updates on the following:

A taco shop has opened where El Palomar was and Steinhaus has opened in the old Mobile Kangaroo spot. BPM is moving into the Downtown later this year.

The Mixer with the Mayor will take place this evening at Hotel E from 4:30-6pm. Next Wednesday there's a meeting with the Parking District. She encouraged everyone to attend.

Wayfinding, Jeju Way and replacement benches in Courthouse square are all underway.

Raissa provided an update around the EIFD. There is no answer around whether it would be a conflict for members of the Downtown District to participate on the PFA.

Hugh reiterated the importance of the DAO providing a technical advisory role if conflicted out from participate on the PFA.

Cadance shared that council's budget study session last week included a new assistant city attorney for next year, and reiterated that the DAO's continued support would be critical.

She shared the following stats from Downtown's social media accounts for the month of April: Facebook had a reach of 17,953 unique viewers, with 82 new likes/follows, 5 posts and 3 stories. Instagram had a reach of 6,226 unique viewers, 144 new followers, 10 posts and 52 stories.

She shared that the website project, managed by the Chamber's marketing team, is moving forward. The creative team working on the website update has suggested updating the District logo so that it is more in line with Visit Santa Rosa and the Chamber. She asked the board if there was interest in making a change.

A brief discussion occurred and there was no interest in moving forward.

7.0 REPORT & DISCUSSION: EXECUTIVE COMMITTEE

Hugh Futrell spoke about the benefits of a new assistant City Attorney. He shared that he was hoping to have more detail soon around the duty to maintain ordinance and that there would be an ordinance related to the impacts of homelessness. He reiterated the importance of advocacy around this ordinance.

He spoke about the potential positive impacts of two added Downtown Enforcement Team officers and the opportunity to advocate for them.

Stevan Stankovich shared concerns around the new Burbank Housing project at Caritas and the potential for even more negative impacts being felt by Santa Rosa Plaza. The current use differs from what was entitled.

A discussion occurred about the economic impacts of the issues with the transient population as well as the importance of quantifying potential losses.

8.0 APPROVAL OF BOARD MEMBER CANDIDATES

Pauline Block shared that there were two vacancies on the board that needed to be filled with property owners and introduced Britt Cooper and Ken LaFranchi. Both are being nominated to fill seats open through December 31, 2023.

A motion to approve the nominations of Ken LaFranchi and Britt Cooper was made by Raissa de la Rosa and seconded by Zach Berkowitz. The motion was unanimously approved.

9.0 DISCUSSION: DAO COMMENT IN PUBLIC MEETINGS

Cadance Hinkle Allinson shared that there will be a more organized strategy for participation in public meetings moving forward to ensure that the voice of the DAO and the surrounding communities is present at council meetings.

It's critical to have more people attend meetings and voice their opinion, both to show support for staff in pushing forward items the DAO has requested and to reiterate the importance of these items to council.

She will be sending notifications and talking points out prior to important meetings that include the number of necessary participants. She encouraged everyone to include information that is relevant to the success of their business. She will attend the meetings and notify attendees via text when public comment is approaching, in case they are not able to be present for the whole meeting. She noted that anyone not attending the meetings would need to send public comment ahead of time for it to be included in public record.

It was requested that she put important dates on everyone's calendar and highlight the most critical to attend meetings. She will work to coordinate with Railroad Square and other neighborhood groups when appropriate.

10.0 JUNE BOARD MEETING

Cadance Hinkle Allinson reminded everyone that the June board meeting has been moved to the fourth Wednesday of the month and will take place on Wednesday, June 28 at 9am at La Rosa.

11.0 ADJOURNMENT

Chair Hugh Futrell adjourned the meeting at 10:17am.

Downtown Action Organization Incorporated

06/08/23

Balance Sheet

Accrual Basis

As of May 31, 2023

	<u>May 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	132,259.33
1001000 · District Funds Savings-Poppy	230,882.54
1010000 · DAO Operating-Poppy	4,321.06
Total 1000000 · DAO OPERATING FUNDS	<u>367,462.93</u>
Total Checking/Savings	367,462.93
Accounts Receivable	
11000 · Accounts Receivable	10,000.00
Total Accounts Receivable	<u>10,000.00</u>
Other Current Assets	
1100000 · District Revenue Receivables	555,788.54
Total Other Current Assets	<u>555,788.54</u>
Total Current Assets	<u>933,251.47</u>
TOTAL ASSETS	<u>933,251.47</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	42,594.20
Total Accounts Payable	<u>42,594.20</u>
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	309,233.75
Total Other Current Liabilities	<u>309,233.75</u>
Total Current Liabilities	<u>351,827.95</u>
Total Liabilities	351,827.95
Equity	
32000 · Unrestricted Net Assets	594,521.04
Net Income	-13,097.52
Total Equity	<u>581,423.52</u>
TOTAL LIABILITIES & EQUITY	<u>933,251.47</u>

2023 DAO Budget and Cash Flow Projection																	
Income	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Year to Date	YE Projection	Budgeted	\$ From Budget	
Starting cash at 1/1/23	146,712.00																
District Assessments	\$0	\$330,697	\$0	\$0	\$0	\$181,302	\$0	\$0	\$0	\$0	\$18,116	\$0	\$330,697	\$530,115	\$530,115	\$0	
Additional Income	\$0	\$0	\$0	\$793	\$0	\$0	\$1,190	\$0	\$0	\$1,190	\$0	\$0	\$0	\$3,174	\$0	\$3,174	
Interest Income	\$0		\$284	\$0	\$0	\$437	\$0	\$0	\$435	\$0	\$0	\$0	\$284	\$1,156	\$1,500	-\$344	
<i>Sub Total</i>	\$146,712	\$330,697	\$284	\$793	\$0	\$181,739	\$1,190	\$0	\$435	\$1,190	\$18,116	\$0					
<i>Cash at Beginning of Month</i>	\$146,712	\$429,219	\$382,897	\$329,654	\$283,653	\$415,454	\$356,699	\$301,139	\$253,212	\$206,040	\$170,825	\$114,921					
Expense																	
Street Level Services	\$27,716	\$27,716	\$27,689	\$27,716	\$27,689	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$83,121	\$332,538	\$315,897	\$16,641	
Landscape Contract	\$5,400	\$5,400	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$14,450	\$47,300	\$48,000	-\$700	
Santa Rosa Metro	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$40,000	\$160,000	\$160,000	\$0	
Insurance/Taxes	\$0	\$0	\$0	\$0	\$26	\$3,333	\$0	\$0	\$0	\$0	\$3,333	\$3,333	\$0	\$10,026	\$10,000	\$26	
Annual Priorities	\$0	\$0	\$0	\$1,185	\$3,250	\$8,250	\$7,000	\$0	\$0	\$0	\$0	\$0	\$0	\$19,685	\$0	\$19,685	
Project Maintenance	\$0	\$0	\$0	\$0	\$1,325	\$3,239	\$3,239	\$3,239	\$3,239	\$3,239	\$3,239	\$3,239	\$0	\$24,000	\$24,000	\$0	
Website/Marketing	\$1,740	\$0	\$0	\$0	\$0	\$198	\$396	\$198	\$198	\$5,167	\$4,407	\$196	\$1,740	\$12,500	\$12,500	\$0	
Events/Programming	\$0	\$0	\$9,364	\$117	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9,364	\$9,481	\$0	\$9,481	
Misc. Direct Expense	\$0	\$157	\$0	\$0	\$665	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$157	\$2,400	\$2,400	\$0	
Contingency (3.5% - \$18,554)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,554	-\$18,554	
<i>Sub Total</i>	\$48,190	\$46,607	\$54,036	\$46,001	\$49,937	\$59,945	\$55,560	\$48,362	\$48,362	\$53,331	\$55,904	\$51,693					
Account Balance	\$98,522	\$382,612	\$328,861	\$283,653	\$233,715	\$355,509	\$301,139	\$252,777	\$204,850	\$152,709	\$114,921	\$63,227					

Downtown Action Organization Incorporated
Profit & Loss Budget Performance
 May 2023

	May 23	Budget	\$ Over Budget	% of Budget	Jan - May 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 · District Assessments	44,176.25	44,176.25	0.00	100.0%	221,674.63	220,881.25	793.38	100.4%	530,115.00
4100002 · Interest Income	0.00	83.33	-83.33	0.0%	284.38	416.69	-132.31	68.2%	1,000.00
4200000 · DAO Activities									
4200002 · Events/Programming	0.00				10,000.00				
Total 4200000 · DAO Activities	0.00				10,000.00				
Total Income	44,176.25	44,259.58	-83.33	99.8%	231,959.01	221,297.94	10,661.07	104.8%	531,115.00
Gross Profit	44,176.25	44,259.58	-83.33	99.8%	231,959.01	221,297.94	10,661.07	104.8%	531,115.00
Expense									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Level Services	27,688.56	26,324.75	1,363.81	105.2%	138,526.17	131,623.75	6,902.42	105.2%	315,897.00
5100002 · Landscape Services	3,650.00	4,000.00	-350.00	91.3%	21,750.00	20,000.00	1,750.00	108.8%	48,000.00
Total 5100000 · PRIMARY DISTRICT SERVI...	31,338.56	30,324.75	1,013.81	103.3%	160,276.17	151,623.75	8,652.42	105.7%	363,897.00
5200000 · DISTRICT IMPROVEMENTS									
5200001 · Annual Priorities	3,250.00				4,435.00				
5200002 · Project Maintenance	1,325.00	2,000.00	-675.00	66.3%	1,325.00	10,000.00	-8,675.00	13.3%	24,000.00
5200004 · Fountain Expenses	0.00				285.00				
Total 5200000 · DISTRICT IMPROVEMENTS	4,575.00	2,000.00	2,575.00	228.8%	6,045.00	10,000.00	-3,955.00	60.5%	24,000.00
5300000 · MARKETING									
5300001 · Events/Programming	0.00	1,208.33	-1,208.33	0.0%	11,220.92	6,041.69	5,179.23	185.7%	14,500.00
Total 5300000 · MARKETING	0.00	1,208.33	-1,208.33	0.0%	11,220.92	6,041.69	5,179.23	185.7%	14,500.00
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	66,666.65	66,666.65	0.00	100.0%	160,000.00
5400003 · Insurance/Taxes	26.00	0.00	26.00	100.0%	26.00	0.00	26.00	100.0%	10,000.00
5400004 · Misc Direct Expenses	664.56	200.00	464.56	332.3%	821.79	1,000.00	-178.21	82.2%	2,400.00
Total 5400000 · DISTRICT MANAGEMENT	14,023.89	13,533.33	490.56	103.6%	67,514.44	67,666.65	-152.21	99.8%	172,400.00
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	1,546.17	-1,546.17	0.0%	0.00	7,730.84	-7,730.84	0.0%	18,554.03
Total 5500000 · CONTINGENCY	0.00	1,546.17	-1,546.17	0.0%	0.00	7,730.84	-7,730.84	0.0%	18,554.03
Total Expense	49,937.45	48,612.58	1,324.87	102.7%	245,056.53	243,062.93	1,993.60	100.8%	593,351.03
Net Ordinary Income	-5,761.20	-4,353.00	-1,408.20	132.4%	-13,097.52	-21,764.99	8,667.47	60.2%	-62,236.03
Net Income	-5,761.20	-4,353.00	-1,408.20	132.4%	-13,097.52	-21,764.99	8,667.47	60.2%	-62,236.03

Attachment 3							
2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
1. Policy Initiatives							
1. Expedite launching of EIFD	Ad Hoc Committee	High	n/a	In Process	2022		Council approved ROI and formation of PFA. Council selected top three choices. County needs to approve and appoint (7.11). Ongoing outreach to supervisors.
2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 23	Board	High	n/a	In Process	2022		Shared in annual memo and goal setting memo. Council generally supported and in line with other council strategies around small business support.
3. Revise, clarify and make in perpetuity, park fee policy including flexibility, DAO involvement and comprehensive expenditure plan.	Executive Committee	High	n/a	In Process	January		General support from mayor; recommendations sent to CM per request
4. Work with City staff on code enforcement regulations related to unmaintained buildings in Downtown core	Executive Committee	High	n/a	In Process	January		Recommendations made to City staff. DAO to review draft prior to submission to council.
5. Support City's development of overall homeless intervention strategy and policy, including specific strategies listed in section 2.0.	Executive Committee	High	n/a	In Process	January		Working with HRSA to formalize strategy list and meeting with key members of staff and external organizations to discuss ongoing impacts
6. Advocate for expanded Downtown parking strategy, which could include additional garage incentives, employee parking programs and support around enhanced EV infrastructure and programming.	Board	High	n/a	Not Started	March		Holistic study of parking needs/fees/structures to be conducted with feedback from Downtown community.
2. Homelessness & Public Safety							
1. Working with CC, City and County, to improve intervention with homeless in Downtown and improve access to mental health and social workers	ED / Street Level Service Team	High	tbd	In Process	2022		Increased to twice weekly outreach Downtown - looking into long-term solutions that will begin to address negative impacts of increased services in the Downtown core
2. Support creation of Assistant City Attorney dedicated to ordinance enforcement	Board	High	tbd	In Process	January		Included in City's budget review study session - need to advocate for at council budget session
3. Support City work in finalizing ordinance related to camping and excess belongings in Downtown core	Board	High	tbd	In Process	January		Expecting ordinance to go to council in August
4. Advocate for stronger, more regular and visible police presence in Downtown core	Board	High	tbd	In Process	January		Ongoing outreach to council to push for additional members of DET. Need to focus on budget discussions in June
5. Push for allocation of one-time funds for additional safety and beautification deterrents, prioritizing lighting and CCTV	ED	High	tbd	In Process	2021		Board to determine if this is priority
3. Event Management & Marketing							
1. Develop annual plan for marketing of Downtown Santa Rosa in collaboration with Chamber, to include website and social media	ED / Chamber Staff / Ad Hoc Committee	High	tbd	In Process	January		Ongoing engagement with website revamp; Digital Passport launched
2. Business Attraction Marketing Plan	Ad Hoc Committee	Medium	\$40,000 from City Sponsorship	In Process	2022		Photo shoot delayed due to cloudy conditions and rescheduled for end of July. Expecting final piece by end of August
3. Cross town transportation exploration and support	ED	Medium	tbd	In Process	January		No route forward for summer 2023 - looking at winter as phase one of pilot
4. Design & Improvements							
1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED / Chair	High	dollars previously raised	In Process	2020		Final details from Foundry received - HFC to determine next steps
2. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	Jan-23	Complete

2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
3. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020		Benches being ordered through maintenance. Date TBD
4. Implement wayfinding program throughout District	Design & Improvement	High	\$30,000 from FY22	In Process	2022		Permit submitted. Waiting on final review, fabrication, installation.
5. Oversee removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	In Process	2022		All media boxes have been surveyed (71). City staff have now undertaken this project throughout the City, and are anticipating getting removal completed this year. Requested that there be limitations on the number of boxes available in the Downtown area moving forward.
6. Replacement and addition of movable furniture and outdoor games in Square	ED	Low	\$10,000	Complete	2022		Purchased and out on Square. Waiting for reimbursement
5. Board Culture/Governance							
1. Develop pipeline of Executive Committee members and potential new board members that fill critical experience gaps	Board	High	n/a	In Process	March		Ongoing discussions with prospects
2. Finalize expansion of District with addition of Museum of Sonoma County	Board	High	n/a	Complete	February	30-Apr	Services began on April 30.
3. Determine assessment percentage increase	Board	High	n/a	In Process	March	Mar-23	Assessment increase recommended by board. Cadance working with City staff to ensure accurate numbers are provided to County.

Attachment 4

Recommendation: Board will vote on Executive Committee recommendation to end current landscaping contract and to authorize NexStreet to purchase appropriate equipment and increase service hours to address landscaping needs.

Overview: Executive Committee reviewed cash flow through 2026 and found that eliminating the landscaping contract, adding appropriate hours to NexStreet’s contract and purchasing watering equipment, would allow for appropriate cash on hand at year end, which is reflected in Option B below.

The financial impact of maintaining services as is can be seen in Option A on next page.

Option B – Eliminates landscape services contract, purchases watering equipment and increases NexStreet hours to accommodate watering of pots/trees on 4th

- Calculates 2.5% increase in services annually
- Eliminates annual priorities line item
- Minimum amount dedicated to project maintenance annually
- Calculates 5% increase only in 2024
- Assumes \$0 spent of contingency

	2023	2024	2025	2026
Income				
Starting cash at Jan 1	\$ 146,712.00	\$ 75,606.27	\$ 90,470.99	\$ 94,970.63
District Assessments	\$ 530,114.74	\$ 556,619.80	\$ 556,619.80	\$ 556,619.80
Additional Income	\$ 3,173.14	\$ 4,998.27	\$ 4,998.27	\$ 4,998.27
Interest Income	\$ 1,156.27	\$ 450.00	\$ 450.00	\$ 450.00
<i>Sub Total</i>	\$ 681,156.15	\$ 637,674.34	\$ 652,539.06	\$ 657,038.70
Expense				
Street Level Services	\$ 334,473.96	\$ 345,603.35	\$ 354,243.43	\$ 363,099.52
Landscape Contract	\$ 35,010.00	\$ -	\$ -	\$ -
Santa Rosa Metro	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00
Insurance/Taxes	\$ 10,000.00	\$ 11,500.00	\$ 13,225.00	\$ 15,210.00
Annual Priorities	\$ 17,685.00	\$ -	\$ -	\$ -
Project Maintenance	\$ 24,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00
Website/Marketing	\$ 12,500.00	\$ 10,700.00	\$ 10,700.00	\$ 10,700.00
Events/Programming	\$ 9,480.92	\$ -	\$ -	\$ -
Misc. Direct Expense	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Contingency (3.5%)	\$ -	\$ -	\$ -	\$ -
<i>Sub Total</i>	\$ 605,549.88	\$ 547,203.35	\$ 557,568.43	\$ 568,409.52
Account Balance	\$ 75,606.27	\$ 90,470.99	\$ 94,970.63	\$ 88,629.18

Option A – Maintain Services as is (two separate contracts for landscaping and street services)

- Calculates 2.5% increase in services annually
- Eliminates annual priorities line item
- Minimum amount dedicated to project maintenance annually
- Calculates 5% increase in assessment every year
- Assumes \$0 spent of contingency

	<u>2023</u>	<u>2024</u>	<u>2025</u>	<u>2026</u>
<u>Income</u>				
Starting cash at Jan 1	\$ 146,712.00	\$ 64,040.32	\$ 38,734.27	\$ 30,134.24
District Assessments	\$ 530,114.74	\$ 556,619.80	\$ 584,450.79	\$ 613,673.33
Additional Income	\$ 3,173.14	\$ 4,998.27	\$ 5,248.18	\$ 5,510.59
Interest Income	\$ 1,156.27	\$ 450.00	\$ 450.00	\$ 450.00
<i>Sub Total</i>	\$ 681,156.15	\$ 626,108.39	\$ 628,883.24	\$ 649,768.16
<u>Expense</u>				
Street Level Services	\$ 332,564.91	\$ 340,879.13	\$ 349,404.00	\$ 358,139.00
Landscape Contract	\$ 47,300.00	\$ 44,895.00	\$ 46,020.00	\$ 47,171.00
Santa Rosa Metro	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00
Insurance/Taxes	\$ 10,000.00	\$ 11,500.00	\$ 13,225.00	\$ 15,210.00
Annual Priorities	\$ 18,870.00	\$ -	\$ -	\$ -
Project Maintenance	\$ 24,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00
Website/Marketing	\$ 12,500.00	\$ 10,700.00	\$ 10,700.00	\$ 10,700.00
Events/Programming	\$ 9,480.92	\$ -	\$ -	\$ -
Misc. Direct Expense	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Contingency (3.5%)	\$ -	\$ -	\$ -	\$ -
<i>Sub Total</i>	\$ 617,115.83	\$ 587,374.13	\$ 598,749.00	\$ 610,620.00
Account Balance	\$ 64,040.32	\$ 38,734.27	\$ 30,134.24	\$ 39,148.16