



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting, March 8, 2023, 9am
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Suite 110

Members of the public are able to join via Zoom or phone:
Zoom Meeting ID: 806 654 7370
Passcode: Downtown
Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

AGENDA

- | | | |
|-------------|---|-------------------------|
| 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 February 8, 2023 Meeting Minutes (<i>Attachment 1</i>) | Hugh Futrell |
| 5.0 | REPORT: FINANCE
Review of DAO financial statements ending February 28, 2023 as well as revised 2022 Year End documents that reflect most recent assessment check. | Joe Dietzen |
| 6.0 | REPORT: EXECUTIVE DIRECTOR
Update provided on workplan (<i>Attachment 2</i>), business and development within the District and other ongoing discussion items. | Cadance Hinkle Allinson |
| 7.0 | REPORT: BOARD CHAIR
Report on progression of critical focus items and meetings with Council and staff. | Hugh Futrell |
| 8.0 | ACTION: ASSESSMENT INCREASE
Committee to determine recommendation that will be made to DAO board regarding potential assessment increase in 2024. | All |
| 9.0 | DISCUSSION: CROSS TOWN SHUTTLE
Executive Committee to begin discussion about DAO's role in potential crosstown shuttle pilot program. | Pauline |
| 10.0 | ADJOURNMENT | Hugh Futrell |

Attachment 1

**Executive Committee Meeting – February 8, 9am
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Pauline Block, Hugh Futrell, Joe Dietzen, Stevan Stankovich

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 9:05am.

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 INTRODUCTION FROM COUNCILMEMBER MARK STAPP

Hugh shared that councilmember Mark Stapp was under the weather and would be rescheduling.

5.0 ACTION: CONSENT ITEMS

5.1 Motion to approve consent item, January 11, 2023 Executive Committee Meeting Minutes, as presented was unanimously passed.

6.0 REPORT: FINANCE

Joe Dietzen reviewed the organization's financial documents ending January 31, 2023, which will be approved at February board meeting. Cadance pointed out that there were no funds allocated for annual priorities and that the funding in that line item was specific to the ongoing wayfinding, which should wrap up by summer.

7.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson provided the following update.

Chief Cregan hosted a meeting yesterday for the Downtown community and discussed primary issues and goals for addressing them. Cadance received very positive feedback from attendees. A brief discussion occurred about the meeting.

Meetings have been held with council members Okrepkie, Stapp, Fleming and Rogers as well as Vice Mayor MacDonald to discuss and review the annual memo. Meetings with councilmember Olivarez and Mayor Rogers have been cancelled and rescheduled.

She shared that the Chamber's website project is moving forward and members of the Business Development Committee will be involved in upcoming discussions.

There has been very little interest from businesses about participating in the annual Egg Hunt. It will not happen without enough support.

The ad hoc Business Development Committee has met and is pushing the project forward again. The project will be shared with the board at a later stage.

She shared that two retailers are leaving Downtown: Cupcake is moving to Montgomery Village and Liv is looking for an alternate location.

8.0 REPORT: BOARD CHAIR

Hugh shared details about the progress of the EIFD. He reiterated the tight timeline and the need to engage with elected officials at the County to move forward the process forward.

He shared that a recommended map and high level list of potential projects to be included in the IFP would be shared with City staff ASAP.

There will be a meeting of the Economic Development Subcommittee on Tuesday at 9am to discuss the EIFD.

A discussion occurred about the map boundaries and next steps.

9.0 DISCUSSION: ANNUAL MEMO & WORKPLAN

Cadance reviewed the items in sections 3, 4 and 5 of the workplan and the committee agreed to bring these forward for board review, discussion and approval at the next meeting.

10.0 ACTION: CONTRACT WITH SONOMA COUNTY MUSEUM

A brief discussion occurred about the draft contract between the DAO and Sonoma County Museum which will informally add the Museum into the District, with District providing comparable services in exchange for equivalent payment of Zone 2 assessment. Hugh shared this had been informally reviewed, as a favor, by outside council.

A motion was made by Natalie to recommend the contract be added as a consent item to the February board meeting. The motion was unanimously approved.

11.0 ACTION: WAYFINDING

Cadance provided an update to the wayfinding program. The Design & Improvement committee is meeting on Thursday, February 9 to review the final design of the sign and map. The City has said the signs need to be bilingual and include Spanish translations. Cadance will work with the sign installer to secure a permit and go through a Director level Design Review.

It was suggested that the Design & Improvement Committee empower Cadance to complete the rest of the work needed without seeking further committee opinion.

She will share the final designs with the board at the February meeting.

12.0 ADJOURNMENT

Hugh Futrell adjourned the meeting at 10:14am.

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		Contract with City Attorney's office
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		Discussed at August Downtown & Econ. Development Subcommittees with focus on sign updates and TIs. Ongoing follow up with City staff.
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		Extend date set in 2023 to better benefit future, as yet unknown, developments
4. Work with City staff on code enforcement regulations related to unmaintained buildings in Downtown core	Executive Committee	High	n/a	In Process	January		Determine how DAO can play supporting role in finalizing code changes, enforcement and uniformly addressing problem buildings in the Downtown
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		Ties into Homeless and Public Safety item 3 and provides needed support for formal creation of ordinance to address issues related to excess belongings in the Downtown.
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	January		Board to determine what incentives would be needed
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		Work with City to understand capacity to focus on code enforcement and potential need for expanded City staff
3. Support City work in finalizing ordinance related to camping and excess belongings in Downtown core	Board	High	tbd	In Process	January		Ties into Policy Initiative item 6 and moves forward ongoing discussions with council and staff to address challenges Downtown, and city-wide
4. Advocate for stronger, more regular and visible police presence in Downtown core	Board	High	tbd	In Process	January		Potential for full outreach support of added budget
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		Engage in Chamber's revamping of Downtown website and ongoing online promotions
2. Business Attraction Marketing Plan	Ad Hoc Committee	Medium	\$40,000 from City Sponsorship	In Process	2022		Ongoing meetings with writer, designer, to put package together
3. Cross town transportation exploration and support	ED	Medium	tbd	Not Started	January		Board to provide feedback at March meeting.
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		Expecting final round of drawings by 3/10 before we can move forward with construction.
2. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	Jan-23	Complete
3. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020		Ongoing discussions
4. Implement wayfinding program throughout District	Design & Improvement	High	\$30,000 from FY22	In Process	2022		Design, fabrication, installation and online estimate at \$35,000. Beginning of permitting process - estimated late Spring installation.

2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
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 said they'll be removed by the end of the year and have been in contact about doing so. 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	\$0	In Process	2022		Working on final order - City to fund
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		Board to discuss in early 2023 needs of future board and begin to solicit engagement
2. Finalize expansion of District with addition of Museum of Sonoma County	Board	High	n/a	In Process	February		Contract approved and with Museum for review
3. Determine assessment percentage increase	Board	High	n/a	Not Started	March		Board to discuss and finalize 2024 assessment increase.