

DOWNTOWN ACTION ORGANIZATION (DAO) Board Member Meeting Minutes
Santa Rosa Metro Chamber Board Room
January 16, 2019

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Raissa de la Rosa, Sonu Chandi, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Doug Van Dyke

Absent: Joe Dietzen, Bernie Schwartz, Sara Woodfield

Santa Rosa Metro Chamber Staff, Janet Rogers, Peter Rumble

1. Call to Order

Chair Natalie Balfour called the meeting to order at 9:05 am.

2. Public Comments

Josh Windmiller representing the nonprofit, The Lost Church shared with the Board that he is working to bring a new music venue for local and touring artists to the downtown. The space is located on Ross St. in the Press Democrat building and will be opening soon.

3. Conflicts of Interest or Abstentions

There were no conflicts of interest or abstentions.

4. Additions to the Agenda

Gerard Nebesky of Gerard's Paella has requested parking be added to next month's agenda.

5. Approval of Minutes

On a motion duly made and seconded, the Minutes of December 5, 2018 were unanimously approved.

6. Approval of Bylaws

Natalie Balfour stated that there has been confusion over the approval of the bylaws. She reminded everyone that the approval of the bylaws took place at the September 19, 2018 Board meeting. No changes will be made to the bylaws at this time.

7. Board Selection

Natalie thanked everyone that expressed interest in joining the Board. The Board has 15 open seats, four of which are Executive positions. She reminded everyone that there are other ways to participate as committees are formed and will be looking for committee members.

The following list has been nominated by the Nomination Committee to represent the Board. New nominations to the Board are recommended for a 1-year term. The interim Board that has served over the past year as an Advisory Board Member are being nominated for 2 to 3-year terms. A reminder that the Board is made up of 2/3 property owners and the balance business owners. The recommended slate of officers is:

1-year term Andrea Ballus, Sift Dessert Bar & Jade Room, Business Owner
1-year term Sue Kade, La Vera Pizza, Property + Business Owner
1-year term Joe Dietzen, Business Owner
1-year term Sara Woodfield, Architect, Property Owner
1-year term Raissa de la Rosa, City of Santa Rosa, Property Owner
2-year term Bernie Schwartz, California Luggage, Business Owner
2-year term Doug Van Dyke, E.R. Sawyer, Property + Business Owner
2-year term Michael Hyman, Property Owner
2-year term Rick Mossi, Exchange Bank, Property Owner + Business Owner
2-year term Zack Berkowitz, Co., Property Owner
3-year term Charles Evans, Property Owner

On a motion duly made and seconded, the nominations for the 2019 Board Officers positions were unanimously approved.

8. Service and Safety Officer RFP

Hugh Futrell reported that an RFP was sent out to request services for Safety and Service Officers. Hugh reminded the Board that 2/3 of the budget is allocated for safety and service. Only one company that applied, Streetplus provides both services. Streetplus has contracts in San Francisco, Berkeley and Reno, along with many other locations throughout the states. Services include cleaning, safety, and hospitality. Cleaning includes pressure washing, trash can clean cleaning, graffiti and more. The company hires locally and provides extensive training to its staff along with detailed reporting. The Executive Committee and several stakeholders met with Streetplus to discuss details and review services. Chair Balfour asked the Board for authorization for the Executive Committee to execute the contract once the details are worked out. On a motion duly made and seconded, and unanimously approved the Board authorized the Executive Committee to go into contract with Streetplus. Gerard of Gerard's Paella offered to host a meet and greet for the new service and safety officers once they begin service.

9. Committee Update

Marketing & Communications

Sonu reported that the Marketing & Communications Committee met and is very excited to work with the DAO on the branding guide and to finalize the logo. They also plan to work on a communication strategy to work with the businesses to let them know what the district is doing and how to communicate this out. The committee is aware that there is not a lot of funding for marketing and plans as part of its goal to fundraise. Goal is to move very quickly. Sonu asked for a motion to authorize the Marketing & Communications Committee to have the authority to make a recommendation on the selection of the logo which will then go to Executive Committee for final approval. On a motion duly made and seconded, the motion was unanimously approved.

10. Establish Design and Improvement Committee

Hugh spoke about the importance that the physical environment continually be updated and maintained. It is important the DAO take the lead and that people coming downtown feel safe, and the environment is clean and beautiful. Hugh stressed that a baseline service must be established and the city needs to help as we go forward. Hugh suggested that a committee be formed to support this effort. A motion was duly made and seconded, and unanimously approved that a Design and Improvement Committee be formed. Chair Balfour appointed Hugh Futrell Hugh Futrell as the chair of the committee. If anyone is interested on serving on the committee

contact Hugh.

11. Interim Upgrades - Follow Up

Hugh stated that there are some funds from the Sesquicentennial we may have access to use for some instant upgrades. A motion was made to authorize the Design and Improvement Committee and or the Executive Committee to review the upgrades needed and bring back to the Board for approval. The motion was seconded, and unanimously approved.

12. Adjournment

Meeting adjourned at 10:15am.