



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

January 12, 2022

9am

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 | Natalie Balfour |
| 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 | Natalie Balfour |
| 4.0 | CONSENT ITEMS
4.1 December 8, 2021 Meeting Minutes | Natalie Balfour |
| 5.0 | FINANCIAL REPORT
Review of DAO financial statements ending December 31 and projected cash flow for 2022 | Joe Dietzen |
| 6.0 | EXECUTIVE DIRECTOR REPORT
Update provided on StreetPlus, Courthouse Square events, business changes in the District and other projects | Cadance Hinkle Allinson |
| 7.0 | STREET LEVEL SERVICES REVIEW
Discussion of potential changes to street level services | All |
| 8.0 | DISCUSSION AND RECOMMENDATION ON
ADDITIONAL ASSESSEES
Executive Committee will review information regarding Museum of Sonoma County joining the district and make recommendation to take to Board | All |
| 9.0 | 2022 BOARD MEMBER NOMINATIONS
Committee will review nominees presented by nominating committee | Joe Dietzen |
| 10.0 | 2022 DAO WORKPLAN DISCUSSION
Review and discussion of 2022 workplan for recommendation to take to Board | Hugh Futrell |
| 11.0 | JANUARY BOARD MEETING AGENDA | All |
| 12.0 | ADJOURNMENT | Natalie Balfour |

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**Executive Committee Meeting
December 8, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:01pm.

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 CONSENT ITEMS

4.1 Motion to approve consent item, November 10, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen reviewed the DAO's financial documents ending November 30. There were no significant changes or numbers of note. The StreetPlus line item has increased, but is still less than budgeted.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson shared the following updates:

The StreetPlus team is back to five people, though they'll be shortly back down to four as Danielle's leave should be starting soon. The staff will be receiving gift card bonuses from the DAO.

Downtown Subcommittee was once again canceled.

Business owners have shared complaints and issues recently about the extremely slow permitting process, especially for buildings that need a significant amount of tenant improvements. A brief discussion ensued on the topic. Hugh suggested that outreach be conducted to city to ensure that TI related improvements in Downtown core are at the top of the permit list.

There have been entirely positive comments on the snowflake installation, so it should be something the DAO considers doing annually.

The trees have been planted and the project, including signage, should be finished soon.

There were some issues with the lighting installation, but a number of intersections should be completed this week while others will not happen until 2022. There has been positive feedback so far.

There was a conversation with city staff and councilmember Schwedhelm about Mickey Zane Place. City staff wanted to connect directly with property owners who have been impacted. Cadance asked committee members to provide her with that detail.

Garage parking incentives have been extended for another six months, which allows time to figure out permanent parking incentives with the new Parking Director, once they're in place

The synthetic rink has been getting mostly positive feedback so far and has been beneficial to surrounding businesses.

A discussion ensued about whether it would actually be beneficial to the District if the Museum of Sonoma County were to join and whether assesses needed to weigh in on the subject. Cadance will look into details and share at the next meeting.

7.0 STREET LEVEL SERVICES REVIEW

Cadance shared that she has looked into dividing StreetPlus's services into three different contracts: landscape maintenance, security and daily sanitation and support. She has received quotes on security as well as landscape services and has rough estimates for sanitation and maintenance. She believes it is ultimately manageable within the current budget depending on the level of security service provided and would allow for greater presence and visibility throughout the District.

Natalie asked her to look for a security service that provided on site presence during the night as well as during the day. There was agreement that continuity of current staff and the ability for business owners to call someone during regular hours would be important.

Doug Van Dyke brought up the need to establish a system to track petty crime so that the Police Department is aware of the scope of the issues.

The committee determined that they would like to figure out what the costs of an ideal street level service are and have a sense of the full scope that would enable the District to operate at the best possible level.

Cadance will research further options for discussion at the January meeting.

8.0 2022 BUDGET REVIEW

Cadance shared that the budget presented included \$90,000 carried over from the current calendar year, thus allowing there to be a negative budget including \$50,000 in priorities and \$25,000 in project maintenance. There was a brief discussion about the need to explain to the board the ability to allocate so much to those categories is solely because there was remaining money from the current fiscal year and normally this would not exist.

The committee reviewed the budget and agreed to bring it to the board for approval at the next meeting.

9.0 2022 BOARD MEMBER NOMINATIONS

Cadance shared that Joe is chairing the nominating committee and Stevan Stankovich and Pauline Block will be joining him. They meet in January to review and recommend candidates.

Hugh suggested that there are some steps that could be taken to increase board ownership and energy. He suggested going to a more typical Executive Committee structure through some minor changes to bylaws. The changes would increase the number of members to five, which would add immediate past chair as the new position. Changes would also limit the term of board chair to typically no more than two years and include the expectation that the Vice Chair would step into Chair Role and Chair move into Past Chair role.

Committee members agreed this was a good plan to increase energy and commitment and encourage the whole Board to get involved. The committee agreed that Hugh should write up the changes for presentation at the next board meeting.

10.0 DECEMBER BOARD MEETING AGENDA

Cadance will include nomination committee and timeline in her report out. In addition to budget review and approval, the board will review and approve bylaw changes to the structure of the executive committee.

11.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:32pm.

Natalie Balfour