



DOWNTOWN ACTION ORGANIZATION

Board Meeting
Wednesday, June 19, 2019
9:00 – 10:30 am
Santa Rosa Metro Chamber

Present: Joe Dietzen, Charles Evans, Sue Kade, Tom Robertson, Bernie Schwartz, Rick Mossi, Andrea Ballus, Sonu Chandi, Raissa de la Rosa, Hugh Futrell, Sara Woodfield, Natalie Balfour

Absent: Zach Berkowitz, Raissa De La Rosa, Michael Hyman, Doug Van Dyke

Santa Rosa Metro Chamber Staff: Peter Rumble, Cadance Hinkle

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

Three were no comments from the public at this time.

3.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

Motion to approve consent item, May 15 Board Meeting Minutes, as presented, by Tom Robertson, seconded by Bernie Schwartz and unanimously approved.

5.0 FINANCIAL REPORT

The financial report was presented by Tom Robertson and reviewed by the board. Tom highlighted that due to the first check arriving late the initial fiscal year will reflect three assessments rather than two. 2020 forward will reflect the accurate annual budget. There has been cost savings because of gap between Executive Directors and StreetPlus staffing.

A motion to approve financial report as presented, was made by Charles Evans. Motion seconded by Sara Woodfield and unanimously approved.

6.0 EXECUTIVE REPORT

Cadance provided an update on her work, letting the board know that she'd be sending out new calendar requests for future meetings. She encouraged everyone to save the date for the Downtown Subcommittee Meeting on July 10 at 1pm, when the Portland Loo and Asawa Fountain will be discussed. Newsletters will be distributed to downtown businesses. Petitions against the Portland Loo are also circulating.

StreetPlus has a new staff member, Steve Elmore. William has been let go. She encouraged everyone to direct StreetPlus staffing complaints to her so that there are no lingering issues with staff.

The Pressure Washer should be operational in a few weeks. The city removed all fees associated with the permits and the DAO will be paying \$12.48 per month, plus the cost of water to access a meter at 5th and Beaver.

She shared that they are working on the parking validation program in addition to the 6pm roll back. Construction on Lot 10 is on hold until winter as the city reviews options.

A discussion about the 6pm rollback ensued. The board agreed that due to the length of time the 6pm roll back had been with parking staff, it was necessary to bring the issue to council. The board will take further action to form a Parking Committee that will focus on key objectives.

7.0 DAO COMMITTEE UPDATES

7.1 Marketing Committee

Sonu provided an update on the ad hoc Marketing Committee, which will be meeting again on July 26. The focus will be on new ways to bring locals downtown.

7.2 Design and Improvement Committee

Hugh provided three updates on the design and improvement committee. First, the Asawa Fountain proposal will be discussed at the July 10 Subcommittee meeting.

Second, because the city hasn't been able to provide a response on whether the DAO can do the necessary work in the square, an encroachment permit has been submitted that covers: installation of crepe myrtle trees, movable plant urns, hanging plant baskets from poles, painting of benches, installation of bench dividers and possibly uplighting for crepe myrtle trees, depending on cost. Curt Nichols will put together a bid document covering the entire project. Hugh Futrell Corporation will do pro bono outreach to request bids and the Design and Improvement Committee will select a contractor. As soon as contractor's insurance is provided, encroachment permit will be issued and work can begin. Drawings should be available at the next board meeting.

Third, Hugh reminded everyone that the city has set aside \$200,000 for the art on the north side of the square. They have encouraged the DAO to partner with the Art in Public Places Committee on an Advisory and Selection committee. A discussion ensued about what that process would look like. It was discussed whether finding a private

funder for art in the square might help expedite the process and there was specific interest in a statue of Charles Schulz.

8.0 UPDATE ON PORTLAND LOO

Hugh let everyone know that they are taking a two-pronged approach to Portland Loo opposition by reaching out to the council members on the Downtown Subcommittee as well as members of the public through the petition. He encouraged everyone to attend the July 10 Downtown Subcommittee meeting to voice their opinion on the Portland Loo. A discussion ensued about the importance of collaborating with City Council to maximize the efficiency of existing restrooms as well as making existing restrooms more safe. Cadance will continue to circulate petition and encourage businesses and members of the public to take action. It was suggested that council members with districts downtown also be reached out to discuss the issue.

9.0 PARKING COMMITTEE ESTABLISHMENT

Tom explained the importance of establishing a committee to deal with all the lingering parking issues, including the 6pm roll back, employee parking and garage hours. The DAO needs a coherent and universal approach to take these issues forward. Natalie stated that a board member must chair the committee, but that others can be part of it. She called for the foundation of a standing parking committee. Tom motioned to approve the committee, and Charles seconded the motion. Unanimous consent was given. Natalie instructed anyone interested in joining the committee to contact Cadance.

10.0 FUTURE AGENDA ITEMS

Tom requested that there be a presentation on the Downtown Station Area Action plan at a future meeting since it will greatly affect the Downtown District.

11.0 ADJOURNMENT

Natalie Balfour adjourned the meeting at 10:05am.