



DOWNTOWN ACTION ORGANIZATION (DAO)
Special Meeting of the Executive Committee
November 18, 2019
11:00am – 12:30pm
Santa Rosa Metro Chamber
50 Old Courthouse Square, Suite 110

Tom Robertson will be calling in from 1439 Jefferson Street, San Francisco, CA 94123 using (605) 313-5111, Access Code 323171.

Committee Present: Natalie Balfour, Hugh Futrell, Tom Robertson, Sonu Chandi

Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 11am.

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 at this time.

4.0 CONSENT ITEMS

4.1 & 4.2 Motion to approve consent items October 9 and November 5 Executive Committee Meeting Minutes, as presented was unanimously approved.

5.0 FINANCIAL REPORT

Cadance Hinkle Allinson shared there was nothing of note on the financial report which will be presented to the board next week.

6.0 BUDGET DISCUSSION

A discussion ensued about the previously discussed budget and the need to include PR/Marketing due to the current financial situation of the businesses Downtown. It was pointed out that a specific marketing plan will need to be agreed upon in order to allocate specific funds. The DAO is looking into other avenues to secure marketing dollars as well. Hugh suggested that the previously approved line item of \$50,000 for Improvements and Enhanced Security be changed to Improvements, Enhanced Security

and Marketing. A motion was passed and unanimously approved to move the budget to board for discussion.

Natalie shared that in the future if a Special Meeting was called to address one item, there would be no additions to that agenda.

7.0 DOWNTOWN ACTION PLAN

Hugh shared details about the meeting with city staff and the need to bring a more specific plan to council as soon as possible since there seems to be momentum around supporting Downtown as a result of the concern, fear and anxiety business owners and community members are facing.

Peter shared that City staff are eager to partner together on the items shared and that they understand some will need direct support from council for action to be taken.

The Committee reviewed and discussed the potential action items presented and agreed that specificity and deliverables would be key to success with this plan. Discussion ensued about the best ways to approach council and staff regarding the action items. It was determined that cooperative language would be added to the action item draft before being presented to the board.

A motion was made, and unanimously approved, to bring the Action Items to the board for approval on Wednesday.

8.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 11:50am.