



DOWNTOWN ACTION ORGANIZATION

**Board Meeting
Wednesday, April 17, 2019
9:00 – 10:30 am
Santa Rosa Metro Chamber**

AGENDA

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|------------|---|-------------------|
| 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 | Natalie Balfour |
| | 4.1 March 20, 2019 Meeting Minutes | |
| 5.0 | Financial Report | Janet Rogers |
| 6.0 | Discussion with Jason Nutt, City of Santa Rosa, Transportation and Public Works on Planning and Process for Improvements in the District | Jason Nutt |
| 7.0 | DAO COMMITTEES | |
| | 8.1 Marketing/Communications Update | Sonu Chandi |
| | 8.2 Design and Improvement Recommendation Update | Hugh Futrell |
| 8.0 | Follow Up from City on Last Month's Board Meeting | Raissa de la Rosa |
| 9.0 | Ratification of Certificate of Amendment to Articles of Incorporation | Tom Robertson |

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|-------------|--|-----------------|
| 10.0 | Received report on Portland Loo (porta potties) and take possible action on recommendations to the city | Hugh Futrell |
| 11.0 | Parking Rate Changes – Update on Parking Meeting Held on 4/15 with Parking Manager, Kim Nadeau | Tom Robertson |
| 12.0 | Obtained update on Lot #10 Renovations and take possible action | Natalie Balfour |
| 13.0 | Executive Report | Janet Rogers |
| 14.0 | Future Agenda Items | All |
| 15.0 | ADJOURNMENT | Natalie Balfour |

DOWNTOWN ACTION ORGANIZATION (DAO) Board Member Meeting Minutes
Santa Rosa Metro Chamber Board Room
March 20, 2019

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Andrea Ballus, Sue Kade

Santa Rosa Metro Chamber Staff: Janet Rogers, Peter Rumble

1. Call to Order

Chair Natalie Balfour called the meeting to order at 9:00 a.m.

2. Public Comment

No public comment.

3. Conflicts of Interest or Abstentions

Bernie abstained from voting on the minutes because he did not attend the board meeting on 2/20/19. There were no other conflicts of interest or abstentions.

4. Consent Items

4.1 February 20, 2019 meeting minutes

Motion to approve consent item as presented, seconded and unanimously approved.

5. Financial Report

The financial report was reviewed by the board. It was suggested that a YTD and annual budget line item be included for comparison.

Motion to approve consent item as presented, seconded and unanimously approved

6. Executive Report

Janet introduced Gary Sciford, the new Operations Manager for Streetplus. Gary shared with the board the status of the staffing and hours they are currently working. They currently have two people on staff which includes Gary. Currently they are working 6:30a – 3:00p. Daily routine includes district cleaning sweeps every two hours. They are also working with the homeless to make sure they are out of doorways before businesses open their doors in the am. They hope to begin power washing in the next 4-6 weeks once permits are obtained.

7. Streetplus Contract Update

Natalie updated the board on the current contract with Streetplus. Part of the challenge is our ability to hire staff due to the current pay rate. The entry level janitorial position is currently at \$13.75 per hour and the Safety Officers at \$15.00 per hour. If hiring continues to be an issue, we will consider a pay increases.

8. DAO Committees

8.1 Marketing/Communications Update

Peter reported that the marketing committee has been meeting to develop a draft of a marketing plan which will be shared soon. The Chamber communications team and Visit Santa Rosa are also meeting to help with marketing in the interim, which will add additional support. The city still has a radio contract that can be used for marketing as well.

8.2 Design and Improvement Recommendations

Peter and Hugh met with David Guhin to review the request for the addition of the four crepe myrtle trees, the art project in the square as well as funding for Asawa fountain. The requests were approved. They are waiting to hear from Public Works what permits will be required as well as the process.

8.3 Parking Rate Changes

Meetings are being set up with council to discuss the proposal the board approved at the last board meeting. A meeting will be held on 3/26 at 2:30pm at 637 First St. with Parking Manager, Kim Nadeau to discuss the proposed changes.

9. Future Agenda Items

- Porta Potties in downtown
- Invite Jason Nutt to the next meeting to discuss the process as to how to plan for capital improvements in the downtown
- Renovation of parking lot #10

10. Adjournment

Meeting adjourned at 10:15am.

Downtown Action Organization Incorporated
Profit & Loss Budget Performance
 March 2019

11:00 AM
 04/12/19
 Accrual Basis

	Mar 19	Budget	\$ Over Budget	Jan - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100000 - District Assessments	0.00	0.00	0.00	328,808.59	328,808.59	0.00	862,453.00
4100002 - Interest Income	189.62			189.62			
Total Income	189.62	0.00	189.62	328,998.21	328,808.59	189.62	862,453.00
Expense							
5100000 - PRIMARY DISTRICT SERVICES							
5100001 - Street Plus Contract	0.00	25,008.00	-25,008.00	0.00	25,008.00	-25,008.00	250,080.00
Total 5100000 - PRIMARY DISTRICT SERVICES	0.00	25,008.00	-25,008.00	0.00	25,008.00	-25,008.00	250,080.00
5200000 - DISTRICT IMPROVEMENTS							
5200001 - Plants/Benches	0.00	5,750.00	-5,750.00	0.00	5,750.00	-5,750.00	23,000.00
5200002 - Signage/Decor	0.00	2,125.00	-2,125.00	0.00	2,125.00	-2,125.00	8,500.00
5200003 - Website/Social Media	0.00	-375.00	-375.00	0.00	-375.00	-375.00	1,500.00
Total 5200000 - DISTRICT IMPROVEMENTS	0.00	8,250.00	-8,250.00	0.00	8,250.00	-8,250.00	33,000.00
5300000 - MARKETING							
5400000 - DISTRICT MANAGEMENT							
5400001 - SR Metro Chamber Contract	13,780.33	13,780.00	0.33	27,560.66	141,340.00	-113,779.34	265,360.00
5400002 - Consulting	0.00	0.00	0.00	24,000.00	24,000.00	0.00	24,000.00
5400003 - Insurance/Taxes	0.00	0.00	0.00	2,828.00	5,000.00	-2,172.00	10,000.00
5400004 - Misc Direct Expenses	402.48	200.00	202.48	582.78	600.00	-17.22	2,400.00
Total 5400000 - DISTRICT MANAGEMENT	14,182.81	13,980.00	202.81	54,971.44	170,940.00	-115,968.56	301,760.00
5500000 - CONTINGENCY							
5500001 - Contingency - Misc Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total 5500000 - CONTINGENCY	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	14,182.81	47,238.00	-33,055.19	54,971.44	204,198.00	-149,226.56	584,940.00
Net Ordinary Income	-13,993.19	-47,238.00	33,244.81	274,026.77	124,610.59	149,416.18	277,613.00
Net Income	-13,993.19	-47,238.00	33,244.81	274,026.77	124,610.59	149,416.18	277,613.00

