

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
September 8, 2022, 1pm**

**Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404
Zoom Meeting ID: 806 654 7370, Password: Downtown**

Phone: 669-900-9128

A G E N D A

- 1.0 CALL TO ORDER** Don Tomasi, Chair
- 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 CONSENT ITEMS (ATTACHMENT 1)**
3.1 August 11, 2022 Committee Meeting Minutes
- 4.0 REPORT: UPDATES TO 2022 WORKPLAN AND ACTION ITEMS (ATTACHMENT 2)**
Cadance to provide updates on Design & Improvement Workplan and public art installations.
- 5.0 DISCUSSION: WAYFINDING BUDGET & PROPOSAL**
Committee to review Wayfinding budget and proposal to determine next steps.
- 6.0 ADJOURNMENT**

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August 11, 2022, 1pm**

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MINUTES

Present: Don Tomasi, Charles Evans, Kristin Kiefer, Curt Nichols, Ken LaFranchi, Stevan Stankovich

Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Chair Don Tomasi called the meeting to order at 1:07pm.

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

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 July 14, 2022 Committee Meeting Minutes were approved.

4.0 REPORT: UPDATES TO 2022 WORKPLAN AND ACTION ITEMS (ATTACHMENT 2)

Cadance shared that all the public art projects were delayed but moving forward with the Asawa panel engineering nearly complete and Blessing Hancock's piece to be installed in November. Celebrations for both the 3rd Street Aleworks mural and the mural on the 5th Street Parking Garage will be later this month.

She's working with the artist on Jeju Way and ensuring the ground mural ties the two murals together and the seating addresses the ongoing challenges of the area.

The Engine Is Red might not be able to take on any of the design work for the wayfinding program because of their schedule, so she will connect with them to find out what a potential timeline might be. She reported that she's engaged an artist, recommended by Chris Denny, to do the map design and is still waiting for a quote back from Signarama. She'll provide this detail at the next meeting and hopefully decisions can be made about the best path forward.

5.0 DISCUSSION: DOWNTOWN PRIORITIES

The committee discussed a number of potential items that could be prioritized once funding became available through either the EIFD or park fees from developments completed in the Downtown. The list included:

New light poles
Reinvisioning of Comstock and Jeju Way

- Replacing remaining benches on Courthouse Square
- Fixing or resetting lights under London Planes
- Replacing DG with more appropriate material
- Planting and fencing in redwood beds on Courthouse Square
- Removal and replacement of planters on 4th Street
- Adding a crosswalk across 3rd Street to Exchange
- Making it possible to turn left off of Exchange onto 4th Street
- Widening the sidewalks on Mendocino
- Addition of a play structure
- Addition of skate features / skate park
- Plan for full tree removal / maintenance throughout entire District
- New sidewalks with attention to empty tree beds
- Festive/decorative lighting, possibly incorporated into new light poles

Kristin reiterated the importance of refreshing Comstock and adding a play feature for families. Stevan shared that Santa Rosa Plaza might be open to a sign or mural being painted on the 3rd Street overpass.

6.0 ADJOURNMENT

Chair Don Tomasi adjourned the meeting at 1:54pm.

Attachment 2							
2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
			Design & Improvements				
1. Establish Regular landscape maintenance contract and tree pruning throughout full District	ED	High	within street level services budget	Complete	2021	March	Ongoing review - seeing improvements, but potential to reduce contract to planters only
2. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED	High	dollars previously raised	In Process	2020	December	Engineering for panels should be complete mid summer, then fountain engineering can begin
3. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	October	Installation pushed back to November
4. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020	December	First three benches installed. Jason Nutt reported remaining benches will not be purchased. Discussing with Downtown Subcommittee and members of council. Estimates received. Original Planting Plan (\$81,424.61) and Protective Fencing (\$182,740.67 not inclusive of install)
5. Planting within Courthouse Square	ED / Design & Improvement	Low	needed	In Process	May	December	
6. Implement wayfinding program throughout District	ED / Design & Improvement	Medium	needed	In Process	April	December	Estimates - \$7,500 for design and \$20,000 for install
7. Finalize additional festive lighting on 4 th Street	ED	High	\$1,250	In Process	2021	October	Arrived and waiting for install date
8. Oversee removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	In Process	June	August	All media boxes have been surveyed (71). Working with Bob Oller on getting abandoned ones removed ASAP and remaining boxes up to code. Requested that there be limitations on the number of boxes available in the Downtown area moving forward.
9. Manage installation of additional public art in Downtown area	ED / Design & Improvement	Low	needed	In Process	February	September	Supported Raizes Collective install on 3rd Street Aleworks building; potential for stump benches in Jeju; chalkboard panels to be installed on fencing next to Hotel E
10. Replacement and addition of movable furniture and entertainment in Square	ED / Design & Improvement	Low	\$3,500	Complete	April	June	13 tables ordered, 8 of 12 umbrellas available, extra umbrella weights