



DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting, May 11, 2022, 9am  
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Suite 110

Members of the public are able to join via Zoom or phone:

Zoom Meeting ID: 806 654 7370

Passcode: Downtown

Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

## AGENDA

- |             |  |                         |
|-------------|--|-------------------------|
| <b>1.0</b>  | <b>CALL TO ORDER</b>   | Hugh Futrell            |
| <b>2.0</b>  | <b>PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)</b><br>Comments from the public will be allowed on all agenda items at the time each item is called.  |                         |
| <b>3.0</b>  | <b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>  | Hugh Futrell            |
| <b>4.0</b>  | <b>ACTION: CONSENT ITEM (ATTACHMENT 1)</b><br>4.1 April 13, 2022 Meeting Minutes   | Hugh Futrell            |
| <b>5.0</b>  | <b>REPORT: FINANCE</b><br>Review of DAO financial statements ending April 30   | Joe Dietzen             |
| <b>6.0</b>  | <b>REPORT: EXECUTIVE DIRECTOR (ATTACHMENTS 2, 3)</b><br>Update provided on committee work, business changes within the District, street level services, events and activation of Courthouse Square, parking, DAO annual work plan and annual marketing and events plan.  | Cadance Hinkle Allinson |
| <b>7.0</b>  | <b>REPORT: BOARD CHAIR</b><br>Chair to report on work of ad hoc committee and other item relevant to progression of DAO annual work plan.  | Hugh Futrell            |
| <b>8.0</b>  | <b>DISCUSSION: SPECIAL MEETING REQUEST WITH DOWNTOWN SUBCOMMITTEE</b><br>Update and discussion around special meeting of the Downtown Subcommittee to address: 1) the need for an expedited establishment of an EIFD; 2) The need to make Resolution 2018-168 permanent and assign park fees from Downtown projects to the Downtown; 3) adopt an office mitigation/incentive policy to support the leasing of office space and simplify the process for new businesses; and 4) reiterate the DAO's willingness to assist with and support all of these items | All                     |
| <b>11.0</b> | <b>MAY BOARD MEETING AGENDA</b>  | All                     |
| <b>12.0</b> | <b>ADJOURNMENT</b>   | Hugh Futrell            |

Attachment 1

**Executive Committee – April 13, 2021, 9am  
Hybrid Monthly Meeting  
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404  
Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Pauline Block, Joe Dietzen, Hugh Futrell

Absent: Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

**MINUTES**

**1.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 9:17am.

**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 ACTION: CONSENT ITEMS**

**4.1** Motion to approve consent item, March 9, 2022 Executive Committee Meeting Minutes, as presented was unanimously passed.

**5.0 REPORT: FINANCE**

Joe Dietzen provided a review of the DAO financial statements ending March 31 which will be presented to the board for approval at the April 20 meeting.

**6.0 REPORT: EXECUTIVE DIRECTOR**

Cadance Hinkle Allinson provided the following report:

StreetPlus is currently operating with two staff members although they are bringing on one new one and one is returning from leave. Communication and organization remain a significant challenge. Basic needs of the District are still not being met, but the crew has had to deal with a significant increase in graffiti removal recently.

Twice weekly meetings continue with Catholic Charities to identify the individuals within the District that need to support and try to get those that are service resistant into services.

One new business opened this month: La Fondita, next to Third Street Aleworks.

Cadance is going to ask Argo Thompson to come to the May meeting to talk about his plans for Left Edge Theater.

The Annual Report, which was included in the agenda packet, has been completed and is now available online. The Statement of Activities was created and distributed and has led to some properties reaching out to ask about services. Cadance is working with them directly to figure out how the landscaping and street level services can better support their needs.

Many items on the workplan have been moving forward, including the garage parking policy. In a meeting with Alan Alton and Chad Hedge, she has requested that the City garages maintain the first hour free incentive and make free weekends during the holidays a permanent policy. She also asked them to explore whether it made sense to charge in some garages on Sundays when it was free in other garages and on the street.

She shared that at the May meeting she'll share a calendar and plan for marketing and events, but that those efforts are being supported by the Chamber. She has hired a new Event Coordinator, Denise Aver-Phillips, to take on event logistics as well as support of the external event organizers.

The Design & Improvement committee is meeting this week and then likely many of those items will be moving forward.

A discussion ensued about items 3, 4, 5 and 6 in the Public Safety and Homelessness category. It was determined that all of these items have greater city-wide considerations and the DAO should not take any assertive action, but continue to monitor each. Cadance will update the board during her report at the upcoming meeting.

It was suggested that more information be shared with the District regarding InResponse. It was also suggested that the Design & Improvement Committee take up issues of lighting in Comstock Mall.

Joe suggested that if the City ask for help in supporting Measure O, that could lead to further discussions.

She asked if the Committee would like her to begin planning a retreat and Hugh suggested Cadance look for a date for a Special Meeting of the Board. She will look for an early summer date to coordinate that.

## **7.0 ACTION: POTENTIAL NEW STREET LEVEL SERVICES PROVIDER**

Cadance shared details about her recommendation to enter into a contract with NexStreet to take over street level services within the District. Her conversations and their references have provided a high degree of confidence that they can take over the responsibilities needed and provide a better level of service than the current provider.

Joe reminded everyone that this would be less FTE, but it's anticipated that a better run program could handle the responsibilities with less staff.

A brief discussion ensued about potential budget impact in 2023. Cadance is planning to reduce the landscaping budget if NexStreets can take on the weeding component.

The committee agreed and is recommending the board approve that Cadance move forward with entering into a contract with NexStreet to take over street level services, as laid out in their proposal, within the District.

## **8.0 ACTION: ROLE OF DAO COMMITTEES**

The Committee motioned to approve the Executive Director's recommendations to:

- 1) establish ad hoc business development committee with focus on generation of materials promoting Downtown as a viable location for new business;
- 2) maintain ad hoc committee with focus on EIFD;
- 3) maintain Design & Improvement Committee;
- 4) move duties of Parking Committee to DAO Board; and
- 5) shift the Community Engagement Committee to a twice yearly open meeting related to events in Downtown.

Approved.

**9.0 FOLLOW UP DISCUSSION: SLA / GARAGE 5**

Cadance shared that Mayor Rogers pulled the item from the council agenda and told her that they would not be moving forward with Garage 5, but rather focusing on the White House lot for potential SLA.

Hugh reminded the committee that the space had been open for potential development in the past and that should it move forward, it would no longer be available for future development for City Hall.

**10.0 ACTION: SPECIAL MEETING REQUEST WITH DOWNTOWN SUBCOMMITTEE**

The Committee discussed the items that the Board is going to bring to a special meeting of the Downtown Subcommittee: 1) the need for an expedited establishment of an EIFD; 2) The need to make Resolution 2018-168 permanent and assign park fees from Downtown projects to the Downtown; 3) adopt an office mitigation/incentive policy to support the leasing of office space and simplify the process for new businesses; and 4) reiterate the DAO's willingness to assist with and support all of these items.

The committee discussed needing to know if any other development incentives were going to sunset and the importance of having the Board of Supervisors be brought in on the EIFD process.

Once a memo is put together, a meeting with staff prior to the Downtown Subcommittee, will be necessary. The goal is to have the Subcommittee bring the item to council for approval as a policy initiative.

**11.0 APRIL BOARD MEETING AGENDA**

Items 7 and 8 will be added to the agenda. Cadance will also report out on the potential contracts to expand the District as concerns were raised about potential liability.

**12.0 ADJOURNMENT**

Hugh Futrell adjourned the meeting at 10:23.

<i>Attachment 2</i>							
2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
<b>Policy Initiatives</b>							
1. Expedite launching of EIFD	ED / Board	High	n/a	In Process	January	May	First meeting to take place on May 9
2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 22	ED / Board	High	n/a	Not Started	March	May	Item to be included in special meeting of Downtown Subcommittee
3. Complete a long-term downtown surface and garage parking plan (including no development on designated lots or garages) in the course of 2022	Board	High	n/a	In Process	January	April	Next steps need to be determined
4. Continue to advocate that the County Center move forward downtown	Ad Hoc Committee	High	n/a	Complete	2021	n/a	No path forward is clear. Committee to stop working on issue.
5. Make Parks policy (park fees collected downtown spent downtown) permanent by mid-2022	ED / Executive Committee	Medium	n/a	In Process	April	May	Item to be included in special meeting of Downtown Subcommittee
6. Finalize permanent garage parking incentives by July 1	ED / Parking Committee	High	n/a	In Process	April	June	Request for free holiday weekend parking and free first hour has been made to Alan Alton and Chad Hedge. Requested information about impact of free Sunday parking. Discussed need for clarity, consistency and outreach. Going to council in June.
7. Strongly encourage the Downtown Subcommittee of the Council, with three dedicated councilmembers, to actively engage in the issues impacting Downtown property and business owners and to help move our proposals on to the Council	ED / Executive Committee	High	n/a	Complete	March	April	Mayor Rogers has joined. Special meeting of DTSC scheduled for May 24 at 8:30am to push policy items to council.
8. Work with City to finalize parklet policy that encourages and makes it easy for businesses to establish parklets	ED	High	n/a	In Process	January	October	Ongoing discussions with City staff and parklet holders - waiting for item to go to council on June 7 with ideally no additional fees imposed upon businesses
<b>Homelessness &amp; Public Safety</b>							
1. Push for installation of city-wide CCTV system in Downtown Core	ED / Downtown Subcommittee	High	tbd	In Process	2021	Q4	Discussed at March 1 DTSC. DTSC to push forward with review
2. Working with Catholic Charities and City, improve intervention with homeless in the downtown and improve access to caseworkers	ED / Street Level Service Team	High	n/a	In Process	Ongoing		Currently have twice weekly meetings - on site and via phone
3. Consider whether DAO should, compete for City funds and develop and manage caseworker intervention in the core	Board	Medium	n/a	On Hold	May	May	DAO will not push this item forward, but will continue monitoring in case of potential change.
4. Study and potentially propose to City an ordinance creating sleeping exclusion zones in the core	Board	Low	tbd	On Hold	July	August	DAO will not push this item forward, but will continue monitoring in case of potential change.
5. Working with other stakeholders, advocate for public safety steps (including advocating for revisions to no-bail policies) that reduce crime in the core	Board	Medium	tbd	On Hold	June	December	DAO will not push this item forward, but will continue monitoring in case of potential change.
6. Advocate strongly for police early intervention to prevent growth of encampments within the core area	Board	High	n/a	In Process	January	December	Ongoing discussions with DET, DTSC
<b>Event Management &amp; Marketing</b>							
1. Develop annual plan for DAO Management of events, social media, website	ED / Committee	High	tbd	In Process	January	December	Proposed plan to be discussed at May meeting
2. Examine and report to board on feasibility of a BIA focused on marketing	ED	Medium	tbd	Complete	May	June	Not moving forward in 2022, potentially revisit in future years
3. Secure additional City and VSR funds to be earmarked for marketing and events	ED	High	n/a	In Process	January	December	Funding in process of being secured from City for staffing/events and VSR for new events
4. Potential Business Outreach	ED / Committee	Medium	tbd	Not Started	May	October	Committee will convene and start to move items forward

2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
<b>Design &amp; Improvements</b>							
1. Establish Regular landscape maintenance contract and tree pruning throughout full District	ED	High	within street level services budget	Complete	2021	March	Contract in effect - working through weeding of sidewalks, 12' pruning and debris removal
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 by June, then fountain engineering can begin
3. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	October	Anticipated August installation
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 purchased, City will be buying and replacing in phases
5. Planting within Courthouse Square	ED / Design & Improvement	Low	needed	Not Started			Committee to review options proposed in 2019
6. Implement wayfinding program throughout District	ED / Design & Improvement	Medium	needed	Not Started	April	December	Committee to review RRS program and determine if budget and resources should be assigned
7. Finalize additional festive lighting on 4 <sup>th</sup> Street	ED	High	\$1,250	In Process	2021	October	Estimated delivery mid September, aiming for install early October
8. Oversee removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	Not Started	June	August	need to conduct survey and solidify removal process - dates pushed back
9. Manage installation of additional public art in Downtown area	ED / Design & Improvement	Low	needed	In Process	February	September	participating in ArtSurround through Creative Sonoma and working to identify potential locations within District for installations
10. Replacement and addition of movable furniture and entertainment in Square	ED / Design & Improvement	Low	\$3,500	In Process	April	June	13 tables ordered, 8 of 12 umbrellas available, extra umbrella weights
<b>Board Culture/Governance</b>							
1. Formalize standing committees and their specific responsibilities							1) establish ad hoc business development committee with focus on generation of materials promoting Downtown as a viable location for new business; 2) maintain ad hoc committee with focus on EIFD; 3) maintain Design & Improvement Committee; 4) move duties of Parking Committee to DAO Board; and 5) shift the Community Engagement Committee to a twice yearly open meeting related to events in Downtown.
	Executive Committee	High	n/a	Complete	March	April	
2. Formalize relationship with Chamber and appropriate committees (advocacy, board etc)	Executive Committee	High	n/a	Not Started	March	March	
3. Review successes and challenges for DAO to date from inception, strengthen a shared understanding of objectives, conduct recruitment outreach, and ensure all board members have an important role							Ongoing effort throughout year to better engage board members at meetings and in between in work the work of the District, including the planning of a special meeting to discuss progress and the path forward
	Board	High	n/a	Not Started	March	March	

## **Downtown District Marketing & Events Plan**

### **Seasonal Event Management**

Chamber staff, under supervision of Downtown District Executive Director, will coordinate all logistics of seasonal events on Courthouse Square: Summer on the Square and Winter Lights. These programs serve to enhance the perception of Downtown, enliven the District and drive members of the community Downtown throughout the summer and holiday seasons. Street level services team will provide onsite and maintenance support as needed.

### **Business Traffic Events**

There will be two annual events focused on physically driving the community into Downtown businesses: The Egg-Cellent Adventure Easter Egg Hunt (spring) and Fall Fun Fest (Friday before Halloween). These events focus on pushing foot traffic into businesses, rather than specifically to events on the Square. These events will be managed by the Downtown District Executive Director, with support from Chamber staff.

Twice annual meetings will be held to seek feedback of business owners about these events and the involvement of the business community.

### **External Event Management**

Chamber staff, under supervision of Downtown District Executive Director, will support all events on Courthouse Square that 1.) drive members of the community Downtown with the potential for positive economic impact on the surrounding businesses and 2.) do not close any surrounding streets. Street level services team will be made aware of events and available to provide onsite support dealing with homeless population, setting up of barricades and accessing power.

### **Printed Materials**

There will be two printed guides during the calendar year, one focused on summer and the second on winter, promoting specials, discounts and incentives for visiting Downtown businesses. These will be coordinated by Downtown District Executive Director.

### **Social Media & Website**

The Downtown District Executive Director will implement a social media calendar based on activity in the Downtown area, which could include new business openings, events, holidays, sales, etc.

All businesses within the District that are open to members of the public, will be included on the District's website. The District's website will serve as the primary platform for information about events on Courthouse Square and within the surrounding businesses.

### **Funding**

The Chamber, with support from the Downtown District Executive Director, will secure funds from a variety of sources which could include sponsorships, City contracts and Visit Santa Rosa.