



DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting, April 12, 2023, 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</b><br>4.1 March 8, 2023 Meeting Minutes ( <i>Attachment 1</i> )  | Hugh Futrell            |
| <b>5.0</b> | <b>REPORT: FINANCE</b><br>Review of DAO financial statements ending March 31, 2023.   | Joe Dietzen             |
| <b>6.0</b> | <b>REPORT: EXECUTIVE DIRECTOR</b><br>Update provided on business and development within the District and other ongoing discussion items including updates at Jeju Way and a spring Downtown mixer with the Mayor on May 17. | Cadance Hinkle Allinson |
| <b>7.0</b> | <b>DISCUSSION: PROGRESS IN FIRST QUARTER</b><br>Review of the workplan ( <i>Attachment 2</i> ) to date and critical action items needed to move forward key objectives.   | All                     |
| <b>8.0</b> | <b>ADJOURNMENT</b>  | Hugh Futrell            |

Attachment 1

**Executive Committee Meeting – March 8, 9am**  
**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: Pauline Block, Hugh Futrell, Joe Dietzen, Stevan Stankovich

Absent: Natalie Balfour

Staff Present: Cadance Hinkle Allinson

**MINUTES**

**1.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 9:03am.

**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 ITEM**

**4.1** Motion to approve consent item, February 8, 2023 Executive Committee Meeting Minutes, as presented was unanimously passed.

**5.0 REPORT: FINANCE**

Joe Dietzen explained that the full financial documents were ready, but talked through the Cash Flow document.

A discussion ensued about the timing of assessment payments and how to best reflect the fact that \$25,000 was expected but not received. It was determined that the delayed \$25,000 would be carried over as a receivable since it is a secured receivable and guaranteed to be paid.

This is the first year where there has been a deficit. In past years the income has been more than expected. It was reiterated that this is purely due to the timing of the county's cash collection.

Cadance will update the cash flow document to indicate receiving the \$25,000 later in the year, as it will likely be part of the second check.

This will not change the 2022 final budget as it was approved.

A brief discussion occurred about the budget, the potential impact of the assessment increase and the need for further budget discussions.

**6.0 REPORT: EXECUTIVE DIRECTOR**

Cadance Hinkle Allinson provided the following update:

She's been communicating with council around goal setting, which will take place on Thursday and Friday. She's also provided public comment instructions to the board.

The wayfinding program continues to move forward. A discussion ensued about the fact that the DAO should not be paying a permit fee, since this is public wayfinding installation, and that the permit review should be expedited. Cadance will discuss with City staff.

The Business Development & Attraction plan is moving forward and a draft should be available for the board to see in late spring.

She shared that details around the Asawa Panels are supposed to be provided this week, which is the last piece owed by the City's contractors.

Some of the ongoing improvements in Jeju Way are moving forward.

Follow up continues around the media boxes in the Downtown area that are abandoned and need to be removed.

Funding amount has been shared with Raissa around replacement furniture for the Square and she's waiting to hear back.

There was not enough business interest to move the Egg Hunt forward, though she'll be sharing details soon about the digital Downtown pass.

#### **7.0 REPORT: BOARD CHAIR**

Hugh Futrell shared an update on the EIFD and the importance of county participation. He also shared that there are a number of items that need to move forward, but have not, including the City ordinance on a duty to maintain, the city ordinance on camping and excess belongings and the extension of parks dollars being spent in the Downtown core.

He and Cadance will continue outreach to City staff to see how these items can be moved forward.

#### **8.0 ACTION: ASSESSMENT INCREASE**

Cadance shared that in order to move the assessment increase forward, she'll have to update the role and submit to the City so that they can submit to the county. She'll need to submit details to the City in April to ensure they have time to verify and submit to the County prior to July 1.

There are no firm requirements for notifying property owners around an assessment increase, which is permitted annually by City code. However, she plans to include that in the Statement of Activities and in the Cover Letter to ensure property owners are aware of the change.

A motion was made to bring approval of a 5% assessment to the board for a vote at the March meeting. The motion was unanimously approved.

#### **9.0 DISCUSSION: CROSS TOWN SHUTTLE**

Pauline Block shared details about the concept of a pilot program utilizing a trolley to connect Railroad Square and Courthouse Square. She shared that discussions have happened with SMART and the City and there's interest in figuring out whether this type of program might work on a more permanent basis as well as figure out how to keep people in the Downtown area longer. The DAO has an opportunity to take on a role in establishing a pilot program.

Discussions occurred about the logistics and the need to finalize details, including funding sources. An ad hoc committee will be formed to review and present options including details on the vehicle, operator, route, funding, marketing, signage and other relevant logistical concerns.

Cadance will update the board at the next meeting.

**10.0 ADJOURNMENT**

Hugh Futrell adjourned the meeting at 10:04am.

<i>Attachment 3</i>							
2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
<b>1. Policy Initiatives</b>							
1. Expedite launching of EIFD	Ad Hoc Committee	High	n/a	In Process	2022		Redevelopment not expected to impact sale of bonds. HFC working on analysis. Expected to go to Council on 4/25 for ROI and formation of PFA. Supporting outreach to supervisors.
2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 23	Board	High	n/a	In Process	2022		Shared in annual memo and goal setting memo. Council generally supported and in line with other council strategies around small business support.
3. Revise, clarify and make in perpetuity, park fee policy including flexibility, DAO involvement and comprehensive expenditure plan.	Executive Committee	High	n/a	In Process	January		Interest in supporting from council, but looking for detail on other jurisdictions that utilize funding for recreational aspects.
4. Work with City staff on code enforcement regulations related to unmaintained buildings in Downtown core	Executive Committee	High	n/a	In Process	January		Recommendaitons made to City staff. DAO to review draft prior to submission to council.
5. Support City's development of overall homeless intervention strategy and policy, including specific strategies listed in section 2.0.	Executive Committee	High	n/a	In Process	January		Ties into Homeless and Public Safety item 3 and provides needed support for formal creation of ordinance to address issues related to excess belongings in the Downtown.
6. Advocate for expanded Downtown parking strategy, which could include additional garage incentives, employee parking programs and support around enhanced EV infrastructure and programming.	Board	High	n/a	Not Started	March		Holistic study of parking needs/fees/structures to be conducted with feedback from Downtown community.
<b>2. Homelessness &amp; Public Safety</b>							
1. Working with CC, City and County, to improve intervention with homeless in Downtown and improve access to mental health and social workers	ED / Street Level Service Team	High	tbd	In Process	2022		Increased to twice weekly outreach Downtown - looking into long-term solutions that will begin to address negative impacts of increased services in the Downtown core
2. Support creation of Assistant City Attorney dedicated to ordinance enforcement	Board	High	tbd	In Process	January		Work with City to understand capacity to focus on code enforcement and potential need for expanded City staff
3. Support City work in finalizing ordinance related to camping and excess belongings in Downtown core	Board	High	tbd	In Process	January		Ties into Policy Initiative item 6 and moves forward ongoing discussions with council and staff to address challenges Downtown, and city-wide
4. Advocate for stronger, more regular and visible police presence in Downtown core	Board	High	tbd	In Process	January		Ongoing outreach to council to push for additional members of DET. Need to focus on budget discussions.
5. Push for allocation of one-time funds for additional safety and beautification deterrents, prioritizing lighting and CCTV	ED	High	tbd	In Process	2021		Board to determine if this is priority
<b>3. Event Management &amp; Marketing</b>							
1. Develop annual plan for marketing of Downtown Santa Rosa in collaboration with Chamber, to include website and social media	ED / Chamber Staff / Ad Hoc Committee	High	tbd	In Process	January		Engage in Chamber's revamping of Downtown website and ongoing online promotions
2. Business Attraction Marketing Plan	Ad Hoc Committee	Medium	\$40,000 from City Sponsorship	In Process	2022		Ongoing meetings with writer, designer, to put package together
3. Cross town transportation exploration and support	ED	Medium	tbd	Not Started	January		Ad hoc committee pushing pilot program forward and seeking funding
<b>4. Design &amp; Improvements</b>							

2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED / Chair	High	dollars previously raised	In Process	2020		Expecting final round of drawings by 3/10 before we can move forward with construction.
2. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	Jan-23	Complete
3. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020		Ongoing discussions
4. Implement wayfinding program throughout District	Design & Improvement	High	\$30,000 from FY22	In Process	2022		Design, fabrication, installation and online estimate at \$35,000. Beginning of permitting process - estimated late Spring installation.
5. Oversee removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	In Process	2022		All media boxes have been surveyed (71). City staff have said they'll be removed by the end of the year and have been in contact about doing so. Requested that there be limitations on the number of boxes available in the Downtown area moving forward.
6. Replacement and addition of movable furniture and outdoor games in Square	ED	Low	\$0	In Process	2022		City to fund, waiting on okay to purchase
<b>5. Board Culture/Governance</b>							
1. Develop pipeline of Executive Committee members and potential new board members that fill critical experience gaps	Board	High	n/a	In Process	March		Board to discuss in early 2023 needs of future board and begin to solicit engagement
2. Finalize expansion of District with addition of Museum of Sonoma County	Board	High	n/a	In Process	February		Contract approved and nearing complete execution. Expect services to begin on 4/30.
3. Determine assessment percentage increase	Board	High	n/a	Not Started	March	Complete	Assessment increase recommended by board. Cadance working with City staff to ensure accurate numbers are provided to County.