



SANTA ROSA DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

July 10, 2019

12:00pm - 1:00 pm

Santa Rosa Metro Chamber

50 Old Courthouse Square, Suite 110

A G E N D A

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

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting was called to order at 12:15.

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

There were no comments from the public at this time.

3.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

Motion to approve consent item, June 12 Executive Committee Meeting Minutes, as presented was unanimously approved.

5.0 FINANCIAL REPORT

The financial report was presented by Cadance Hinkle Allinson. She shared that the second assessment check of \$189,158.61 was received and put the DAO \$15,677.80 short of their anticipated assessment revenue. She is waiting to connect with Raissa as there could still be a third assessment check which could close the gap. Regardless of whether or not more funds are received, based on projections, there will still be a budget surplus.

6.0 EXECUTIVE REPORT

Cadance shared that the fiscal years do not align on the contract with the city and in the DAO Bylaws. She will work with the city to adjust to ensure the DAO is on a calendar year fiscal year. The city will also need CPA prepared financial statements and she asked the committee if they would like to see anything beyond that completed. Hugh suggested it would make sense to have a review of the internal controls and procedures completed.

Cadance shared that the ad hoc marketing committee has put together a Fridays on 4th concept to draw locals and tourists to downtown. They are securing outside funding to cover any costs.

7.0 STREETPLUS STAFFING DISCUSSION

Cadance shared they will be conducting interviews soon for Gary's replacement and hope to have someone in place by August. She shared statistics from StreetPlus and highlighted the fact that there is some discrepancy in how the numbers are reported which they are aiming to fix. DAO members shared some concerns about StreetPlus staff and discussed the need to have an in-depth discussion about StreetPlus, including an analysis of cost to run a similar program inhouse.

8.0 COURTHOUSE SQUARE UPDATES

No discussion took place.

9.0 PORTLAND LOO DISCUSSION

The committee will be sharing their position at the Downtown Subcommittee meeting at 1pm.

10.0 PARKING COMMITTEE

The committee discussed the need for the 6pm roll back to take place as soon as possible. Natalie will appoint people to the committee and the board will provide a specific directive to the committee to begin pushing issues forward. There is opportunity to discuss parking during regularly scheduled Chamber meetings with council members.

11.0 MARKETING COMMITTEE

Sonu followed up on the Fridays on 4th initiative and stated that the Marketing Committee, which is currently an ad hoc committee around the event, would eventually like to look forward to 2020 with a potential budget to use for events and marketing.

12.0 JULY BOARD MEETING AGENDA

13.0 ADJOURNMENT

The meeting was adjourned at 12:55.