



DOWNTOWN ACTION ORGANIZATION (DAO) and
HISTORIC RAILROAD SQUARE ASSOCIATION
Special Meeting of Executive Committees
Monday, May 22, 2023, 9am
coLAB, 427 Mendocino Avenue
Santa Rosa, CA 95401

AGENDA

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| 1.0 CALL TO ORDER | Hugh Futrell |
| 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 | Hugh Futrell |
| 4.0 DISCUSSION: CRITICAL ISSUES AND IMPACTS
Discussion around issues that are having an ongoing negative impact on the Downtown community and economy and potential actions to address them. <i>Attachment 1</i> | All |
| 5.0 ADJOURNMENT | Hugh Futrell |

Attachment 1

Downtown Action Organization (DAO) does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting reception at (707) 545-1414 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.downtownsantarosa.org/districtnews>.

With the recent increase in crime and misuse of public space by the transient population, there is strong concern that there will be imminent losses in both sales tax and TOT revenue. Below is a list of issues raised along with potential actions that could alleviate stated impacts.

Issue: **Public spaces and recreation areas (Jeju/Comstock/Greenway/Depot Park) are/feel unsafe for residents to enjoy**
Impacts: Relocation of retailers outside of Downtown due to ongoing challenges with transient population and complaints from customers
Heavy attention from street level services on cleaning human waste/trash/bulk clean-up
Negative comments and responses in news/social media
Action: Ordinance addressing camping/misuse of public space/excess belongings
Increase in foot patrols and more visible enforcement
Increased pedestrian level lighting and paths of sight

Issue: **Increase in overdoses and Deaths**
Impacts: Transient population not supported in Downtown
Third degree trauma from Downtown workforce
Action: County to increase mental health services and rehabilitation support
Proactive and regularly scheduled visits to Downtown from inResponse

Issue: **Abuse of Mall Parking Lot/Facilities/Staff**
Impacts: Loss of current tenants and prospective tenants (6 national retailers)
Action: Conversations with Catholic Charities about strategies for drop in center closures
Develop clear good neighbor policy with ramifications for abuse off-site
Mall to fund increase in foot patrols and more visible enforcement
Proactive and regularly scheduled visits to Mall from inResponse

Issue: **Discrepancy of entitled project versus actual**
Impacts: Distrust from business community that supported initial project
Action: Discussion with Planning Department and Burbank Housing to understand transition from what was entitled and what is planned

Issue: **Residents at Burbank Housing / Caritas Villages needing high level of support and services than can be provided**
Impacts: Potential increase in issues Downtown and at Mall
Action: Develop clear good neighbor policy with ramifications for abuse off-site
Burbank Housing to provide detailed intake and selection process
Burbank Housing to provide 24/7 security on site
Service provider to provide 24/7 on site mental health services
Increase in foot patrols and more visible enforcement
Regular meetings with Catholic Charities, Burbank Housing, DET, CBDs to immediately address any challenges that arise

Issue: **Vacant Buildings attracting criminal behavior and creating**
Impacts: Heightened amount of cleaning and sanitation work
Complaints from citizens and community

Action: City-wide ordinance to address vacant properties and require owners have a duty to maintain
Assistant City Attorney to address code violations
CBDs to play supporting role

Issue: Increase in impacts of transient population since Catholic Charities drop-in center reopened

Impacts: Street services spend majority of time supporting homeless community and cleaning up after them

Burden lies on business community

Action: Commitment from Council for no further services to be opened in the Downtown
Catholic Charities to provide support for closed hours as well as transportation to shelter at end of day

Issue: Transit Mall has become center for criminal behavior

Impacts: Spillover into adjacent areas and Downtown

Action: Full-time security

Regular foot patrol/visible enforcement

Issue: Poor public perception of Downtown areas as dirty/unsafe

Impacts: Less people willing to come Downtown

Actions: Execute and document all potential actions

Work with City to share details around what is being done in the Downtown

Social Media around positive changes and highlight street level concierge
(on Courthouse Square side)