



DOWNTOWN ACTION ORGANIZATION

Board Meeting

October 16, 2019

9:00 – 10:30 am

Santa Rosa Metro Chamber

50 Old Courthouse Square, Santa Rosa, CA 95404

Present: Hugh Futrell, Zach Berkowitz, Michael Hyman, Tom Robertson, Joe Dietzen, Bernie Schwartz, Andrea Ballus, Sue Kade, Sonu Chandi

Absent: Natalie Balfour, Raissa De la Rosa, Charles Evans, Rick Mossi, Doug Van Dyke, Sara Woodfield

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Treasurer Tom Robertson called the meeting to order at 9:50.

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

4.1 Motion to approve consent item, September 18 Meeting Minutes, as presented was unanimously approved.

5.0 DOWNTOWN STATION AREA SPECIFIC PLAN

Patrick Streeter conducted a presentation and answered questions about the Downtown Station Area Specific Plan prior to the meeting. The Plan will be made public in early November and presented to Council on November 19. Hugh suggested the DAO might want to take a formal position on the Plan. It was suggested that the Board hold a special meeting to specifically discuss.

6.0 FINANCIAL REPORT

Tom Robertson shared that there was nothing of note in September's financials and that there would likely be a surplus heading into 2020.

7.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson provided the following updates to the committee.

The work the current StreetPlus team is doing a fantastic job with the current team of 5 people in place. They have seen an increase in graffiti and maintain about 200 proactive interactions with the homeless population each month.

A meeting will be held with Jason Nutt and David Guhin next week to discuss the work and maintenance that needs to be done in Courthouse Square.

Lights and other updates for 4th and 5th are still in progress.

Courthouse Square Public Art Advisory Committee is heading into its third meeting. The City has been moving quickly on it's end and is aiming to complete its selection process in the next 6 months. The artist process will then take 12-18 months to complete.

Plans are moving forward with the trees on the square and hopefully something will be shared with the committee at the next meeting.

Asawa Fountain plans are underway, with an RFP being finalized soon and then fundraising to cover the gap between city funds and total cost.

The Portland Loo is back on the Downtown Subcommittee Agenda on November 7. The City has reviewed additional sites and is presenting to Subcommittee with the hope that they will then make a recommendation to the full council. They have a number of locations they are considering mostly along Santa Rosa Avenue. The DAO asked them also to consider Gateway Park. Board members are encouraged to attend and support the DAO's stance on the location being as far from any businesses as possible.

The Chamber is moving forward on Winter Lights on November 29. About 5,000 people will attend if it doesn't rain. Spaces in the Downtown Holiday Shopping and Dining Guide are currently being sold. There is potential to do a Downtown Business Bike Parade if there are enough interested businesses.

The Waste Collection Info Session will be rescheduled due to the PSPS. Parking Info Session will be taking place on November 13.

Fridays on 4th is moving forward and a meeting is being held to get feedback from businesses.

8.0 DAO COMMITTEE UPDATES

8.1 Design and Improvement Committee

There were no additional updates beyond what was shared in the Executive Directors report.

8.2 Parking Committee

Michael Hyman shared that he'd be sending a letter to Mayor Schwedhelm and Council today regarding the parking rollback. He said that the last time he spoke to him, Mayor Schwedhelm was supportive and he thinks that there could be a shift in opinion and willingness to support local businesses on the council.

Bernie repeated the necessity of getting this done before the holidays and requested that if it wasn't possible, it would be great to roll out the validation program. Cadance said that wouldn't be a problem.

Cadance and Michael will be meeting with Kim on Thursday to discuss parking and the upcoming Info Session.

8.3 Marketing Committee

Sonu shared that the Executive Committee discussed the potential of looking into forming a BIA to create a significant and sustainable source of marketing funds. He explained that the Executive Committee wanted to begin exploring the potential and see if it might be feasible. He asked for feedback and thoughts from the committee.

Andrea shared that she thought this type of work should be happening at the DAO level, and not through an additional assessment.

Bernie shared concerns related to the 2004-2005 BIA effort and explained what a challenge it was to get support for such a project beyond 4th Street since many businesses perceive that any marketing funds would only benefit 4th Street businesses.

9.0 FUTURE AGENDA ITEMS

No future agenda items were discussed.

10.0 ADJOURNMENT

The meeting was adjourned at 10:30.