



DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting, August 10, 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 July 13, 2022 Meeting Minutes   | Hugh Futrell            |
| <b>5.0</b>  | <b>REPORT: FINANCE</b><br>Review of DAO financial statements ending July 31   | Joe Dietzen             |
| <b>6.0</b>  | <b>REPORT: EXECUTIVE DIRECTOR (ATTACHMENT 2, 3)</b><br>Update provided on committee work, business and development within the District, street level services, activation of Courthouse Square and the annual work 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 items relevant to progression of DAO annual work plan.  | Hugh Futrell            |
| <b>8.0</b>  | <b>DISCUSSION: AUGUST 4 MEETING RECAP</b><br>Committee to review discussions that took place at August 4 strategic meeting and determine future action items.   | All                     |
| <b>9.0</b>  | <b>DISCUSSION: BOARD MEETING FORMAT</b><br>Committee to discuss potential changes with Board meeting format and board member requirements.  | All                     |
| <b>10.0</b> | <b>ADJOURNMENT</b>  | Hugh Futrell            |

Attachment 1

**Executive Committee – July 13, 2022, 9am  
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, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

**AGENDA**

**1.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 9:07am.

**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, June 8, 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 June 30 which will be presented to the board for approval at the July 20 meeting. He shared that there is one final assessment check that is expected in August and the number on the cash flow document reflects the total outstanding amount.

**6.0 REPORT: EXECUTIVE DIRECTOR (ATTACHMENT 2, 3)**

Cadance Hinkle Allinson provided an update on the following:

The NexStreet transition has been going well and she's very pleased with how they've been able to approach the District.

A new pizza place called L'oro di Napoli has opened in the old La Vera space and a new retail shop called Yarrow Goods is opening up later this month in the old Kindred space.

There is a new format to the Downtown Subcommittee which will help drive more action on Downtown specific items that need to be addressed by council. She has requested meetings with each of the committee members to talk about the DAO's memo as well as baseline services.

A meeting took place with City staff and Signarama to discuss potential changes to simplify the sign permitting process.

Hugh suggested that Cadance connect with City staff to ensure the DAO has an active role in participating in the Walker study.

Discussions with SRPD have been ongoing regarding the negative impact of the personal items within Courthouse Square.

Events on the Square are moving forward successfully and Cadance will share details about the opportunity for Winter Lights sponsorship with the board at the next meeting.

The City is contributing a \$40,000 sponsorship for the creation of Downtown business attraction materials and website. With funds secured, this should move forward quickly and be wrapped up by year end.

The Design & Improvement Committee meets tomorrow and will be discussing the wayfinding plan, which they should be able to present to the board next week. They are also reviewing larger projects which could sit in the pipeline for when larger amounts of funding are available.

Baseline services of Courthouse Square, including weeding, cleaning and bench maintenance in the Square will be addressed with City staff in the coming week. She will inquire as to how much water is used during pressure washing and if there are alternative methods to employ during the drought that ensure the Square is maintained.

New lights have been installed in Comstock that will hopefully brighten the area 24 hours a day.

A brief discussion ensued about the DAO working more closely with the Chamber's Advocacy council to share more details that could be used in their regular communication with elected officials.

**7.0 REPORT: BOARD CHAIR**

There was no Chair's report.

**8.0 ACTION: ADDITIONAL ASSESSEES**

The committee discussed the challenge of informally adding additional assesses.

A discussion ensued and a motion was approved to evaluate the necessary expenses and time commitment required to formally add two properties to the District and discuss future strategies for expanding, to present to the board.

**9.0 DISCUSSION: DESIGN & IMPROVEMENT OBJECTIVES**

Hugh shared that he met with Don Tomasi and encouraged expediting physical improvements within the District. Cadance will encourage the committee take on discussing an overall plan for the Downtown that can be implemented when additional funding becomes available.

Pauline suggested that the ad hoc Business Development committee discuss options for vacant storefronts at an upcoming meeting.

**10.0 DISCUSSION: DAO STRATEGIC MEETING AGENDA**

The committee discussed the agenda for the August 4 strategic meeting of the DAO, which will happen from 2-4pm at Hotel E. Following the meeting, city staff, elected officials and prospective board members will be invited to join for drinks.

The agenda will have one item to discuss the progress of the DAO and the organization's focus moving forward. Cadance will work with Pauline and Hugh to define the talking points within the agenda item.

There will be no August board meeting.

**11.0 JULY BOARD MEETING AGENDA**

Cadance will share details about Winter Lights sponsorship opportunities. Don Tomasi will share details about wayfinding program. The board will be asked to answer what the last Downtown business they supported was.

**12.0 ADJOURNMENT**

Hugh Futrell adjourned the meeting at 10:20am.

<i>Attachment 2</i>							
2022 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	ED / Board	High	n/a	In Process	January	May	Next step is RFP to be completed and reviewed
2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 22	ED / Board	High	n/a	In Process	March	May	Discussed at August DTSC with focus on sign updates, September DTSC to focus on Tis
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	Ongoing discussions as future use of 3rd Street Garage is revisited
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	Discussed at DTSC, aiming to participate in working group to develop funding plan
6. Finalize permanent garage parking incentives by July 1	ED / Parking Committee	High	n/a	Complete	April	June	Free holiday weekends and free first hour have been finalized
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	City staff considering disbanding committee - potentially move items to Economic Development or change functionality of the committee
8. Work with City to finalize parklet policy that encourages and makes it easy for businesses to establish parklets	ED	High	n/a	Complete	January	October	Approved by council. All temporary parklets removed by September. Ongoing support for businesses that want permanent parklets.
<b>2. 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, but DTSC no longer meeting. SRPD has requested additional funding for surveillance, though no update on whether it will be received. Chamber and DAO supported grant application.
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. Downtown population remains highly service resistant
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 and council
<b>3. Event Management &amp; Marketing</b>							
1. Develop annual plan for DAO Management of events, social media, website	ED / Committee	High	tbd	Complete	January	December	Plan reviewed at May meeting of DAO
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	Complete	January	December	Chamber has secured funds from City and allocated additional funds from VSR
4. Business Attraction Marketing Plan	ED / Committee	Medium	\$40,000 from City Sponsorship	In Process	July	2023	Ongoing meetings with committee and selected vendors to push project forward with March 2023 deadline

2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
<b>4. 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	Ongoing review - seeing improvements, but potential to reduce contract to planters only
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 mid summer, then fountain engineering can begin
3. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	October	Installation pushed back to November
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 installed. Jason Nutt reported remaining benches will not be purchased. Discussing with Downtown Subcommittee and members of council.
5. Planting within Courthouse Square	ED / Design & Improvement	Low	needed	In Process	May	December	Estimates received. Original Planting Plan (\$81,424.61) and Protective Fencing (\$182,740.67 not inclusive of install)
6. Implement wayfinding program throughout District	ED / Design & Improvement	Medium	needed	In Process	April	December	Board approved of general plan. Cadance to push forward with estimates
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	In Process	June	August	All media boxes have been surveyed (71). Working with Bob Oller on getting abandoned ones removed ASAP and remaining boxes up to code. Requested that there be limitations on the number of boxes available in the Downtown area moving forward.
9. Manage installation of additional public art in Downtown area	ED / Design & Improvement	Low	needed	In Process	February	September	Supported Raizes Collective install on 3rd Street Aleworks building; ArtSurround program has identified artist to work through ground mural/bench concept in Jeju; chalkboard panels to be installed on fencing next to Hotel E
10. Replacement and addition of movable furniture and entertainment in Square	ED / Design & Improvement	Low	\$3,500	Complete	April	June	13 tables ordered, 8 of 12 umbrellas available, extra umbrella weights
<b>5. Board Culture/Governance</b>							
1. Formalize standing committees and their specific responsibilities	Executive Committee	High	n/a	Complete	March	April	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.
2. Formalize relationship with Chamber and appropriate committees (advocacy, board etc)	Executive Committee	High	n/a	Complete	March	March	Members of DAO Advocacy committee to share details on Downtown related initiatives for inclusion in committee outreach to elected officials.
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	Board	High	n/a	In Process	March	March	First strategic review meeting held on August 4

Attachment 3							
2022 DOWNTOWN DEVELOPMENT TRACKER							
ADDRESS	DEVELOPER	NO. UNITS	NO. AFFORDABLE	AFFORDABILITY LEVELS	DESCRIPTION	STORIES	STATUS
888 4th Street	HFC	108			888 Fourth Street, a sleek seven story urban tower now under construction, is 108 one- and two-bedroom apartments, with an array of alluring common amenities such as a rooftop spa and recreation terrace with spectacular 180 degree views of the surrounding hills and city lights, elevated zen courtyard, ground-level picnic garden, fitness center, business rooms, café and relaxation lobby and private garage parking.	7	Completion expected 2022
556 Ross Street	Cornerstone	118	118	Affordable by Design / Market Rate	The 556 Ross Street infill development proposed by Cornerstone would provide local residents a crucial new housing option in the downtown city core that has the potential to spur community-centered growth where people can live, work, shop and play in a thriving urban space. The Ross Street development proposes an 8-story, residential mixed-use building comprised of 118 "affordable by design" market-rate studio, one-, and two-bedroom+ apartments. The affordable by design dimension of this project will contribute to an important component of our housing stock and help meet the demand from a broad cross-section of our community. A childcare facility will be located on the ground floor.	8	Zoning Administrator Approval - July 11, Expected Construction Spring 2023
420 Mendocino Ave / 433 Riley Street / 611 5th Street	Related/Zach Berkowitz	161			The project site is 27,691 square feet and is located on three parcels - 420 Mendocino Avenue, 433 Riley Street, and 611 Fifth Street. The sites are currently occupied by one single story masonry commercial building and an open air parking lot. The project proposes an approximately 169,000 square foot, 8-story, Type III over Type I building with 161 residential units. The building will also provide ground-floor commercial, amenity, and service space including a parking garage with a semiautomated parking system.	8	Approved
891 3rd Street	HFC	18			Proposed future three-story, 18-unit, 9,450-square-foot, multi-family building.	3	About to submit permit application
425 Humboldt Street	Tom Robertson	95			New construction of an eight (8) story mixed-use apartment building: 95 dwelling units in six (6) stories over two (2) stories of parking. Ground floor uses include lobby with mezzanine, leasing office, mail and parcel rooms, and an office for a separate tenant. Resident amenities include ground floor bike storage, pet grooming station, fitness area, and shared outdoor space.	6	In Progress
528 B Street	Morrison Karsten Group	24	No	Market Rate	Located at 528 B. Street in Downtown Santa Rosa, the proposed infill development project would consist of (1) demolition of an existing 2,400 sf office building and (2) construction of a 5-story, 36,650 sf mixed use building comprised of ground floor multi-tenant commercial office space and 24 market-rate multi-family units on floors 2-5 (20 one- and 4 two-bedroom apartments). All required parking would be located in City Parking Garage #1 adjacent to the project. Major Design Review and Major Landmark Alteration Permit review are required.	5	In Progress
1 Santa Rosa Avenue	SRA LLC	120	3	50%	The "1 Santa Rosa" development introduces much desired high-density housing into downtown Santa Rosa. The project will transform a vacant commercial bank building (with surface parking) into a contemporary apartment living environment that offers plentiful resident amenity spaces and activated street level uses to help enliven and frame the adjacent Courthouse Square. Importantly, the Project is adjacent to the 2nd Street Transit Mall that creates extremely convenient connectivity to public transit, while its proximity to the Square and downtown commercial amenities will promote walking and bicycling rather than automobile use. Indeed, 1 Santa Rosa will not provide on-site parking, but, instead, will offer resident parking at the adjoining parking garage across 2nd Street through a proposed parking arrangement with the City.	7	Closed/Finalized
501 4th Street	Hitouch Service, LLC	71					Pre-Entitlement
589 Mendocino Ave	Hitouch Service, LLC	39					Pre-Entitlement