

DOWNTOWN ACTION ORGANIZATION (DAO) Board Member Meeting Minutes
Santa Rosa Metro Chamber Board Room
March 20, 2019

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Andrea Ballus, Sue Kade

Santa Rosa Metro Chamber Staff: Janet Rogers, Peter Rumble

1. Call to Order

Chair Natalie Balfour called the meeting to order at 9:00 a.m.

2. Public Comment

No public comment.

3. Conflicts of Interest or Abstentions

Bernie abstained from voting on the minutes because he did not attend the board meeting on 2/20/19. There were no other conflicts of interest or abstentions.

4. Consent Items

4.1 February 20, 2019 meeting minutes

Motion to approve consent item as presented, seconded and unanimously approved.

5. Financial Report

The financial report was reviewed by the board. It was suggested that a YTD and annual budget line item be included for comparison.

Motion to approve consent item as presented, seconded and unanimously approved

6. Executive Report

Janet introduced Gary Sciford, the new Operations Manager for Streetplus. Gary shared with the board the status of the staffing and hours they are currently working. They currently have two people on staff which includes Gary. Currently they are working 6:30a – 3:00p. Daily routine includes district cleaning sweeps every two hours. They are also working with the homeless to make sure they are out of doorways before businesses open their doors in the am. They hope to begin power washing in the next 4-6 weeks once permits are obtained.

7. Streetplus Contract Update

Natalie updated the board on the current contract with Streetplus. Part of the challenge is our ability to hire staff due to the current pay rate. The entry level janitorial position is currently at \$13.75 per hour and the Safety Officers at \$15.00 per hour. If hiring continues to be an issue, we will consider a pay increases.

8. DAO Committees

8.1 Marketing/Communications Update

Peter reported that the marketing committee has been meeting to develop a draft of a marketing plan which will be shared soon. The Chamber communications team and Visit Santa Rosa are also meeting to help with marketing in the interim, which will add additional support. The city still has a radio contract that can be used for marketing as well.

8.2 Design and Improvement Recommendations

Peter and Hugh met with David Guhin to review the request for the addition of the four crepe myrtle trees, the art project in the square as well as funding for Asawa fountain. The requests were approved. They are waiting to hear from Public Works what permits will be required as well as the process.

8.3 Parking Rate Changes

Meetings are being set up with council to discuss the proposal the board approved at the last board meeting. A meeting will be held on 3/26 at 2:30pm at 637 First St. with Parking Manager, Kim Nadeau to discuss the proposed changes.

9. Future Agenda Items

- Porta Potties in downtown
- Invite Jason Nutt to the next meeting to discuss the process as to how to plan for capital improvements in the downtown
- Renovation of parking lot #10

10. Adjournment

Meeting adjourned at 10:15am.