



DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting, September 21, 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

- 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 **ACTION: CONSENT ITEM** Hugh Futrell
  - 4.1 July 20, 2022 Meeting Minutes (*Attachment 1*)
  - 4.2 August 4, 2022 Special Meeting Minutes (*Attachment 2*)
- 5.0 **ACTION: APPROVAL OF FINANCIAL STATEMENTS** Cadance Hinkle Allinson
  - 5.1 Monthly Financial Statements ending July 31, 2022 (*Attachment 3*)
  - 5.2 Monthly Financial Statements ending August 31, 2022 (*Attachment 4*)
- 6.0 **DISCUSSION: BOARD MEMBER UPDATES (two minutes each)** All  
If you could choose one business to bring to downtown SR, who or what type of business would it be?
- 7.0 **REPORT & DISCUSSION: EXECUTIVE COMMITTEE** Hugh Futrell  
Chair and members of Executive Committee will report on activities and focus of Committee
- 8.0 **REPORT & DISCUSSION: DESIGN & IMPROVEMENT COMMITTEE**  
**DOWNTOWN PRIORITY LIST** Don Tomasi  
Review of list of Downtown Priority projects which could be allocated future funding, including:
  - New light poles
  - Reinvisioning of Comstock and Jeju Way
  - Replacing remaining benches on Courthouse Square
  - Fixing or resetting lights under London Planes
  - Planting and fencing in redwood beds on Courthouse Square
  - Removal and replacement of planters on 4<sup>th</sup> Street
  - Adding a crosswalk across 3<sup>rd</sup> Street to Exchange
  - Making it possible to turn left off of Exchange onto 4<sup>th</sup> Street
  - Widening the sidewalks on Mendocino
  - Addition of a play structure
  - Addition of skate features / skate park
  - Plan for full tree removal / maintenance throughout entire District
  - New sidewalks with attention to empty tree beds
  - Festive/decorative lighting, possibly incorporated into new light poles
- 9.0 **REPORT & DISCUSSION: EXECUTIVE DIRECTOR** Cadance Hinkle Allinson  
**(ATTACHMENTS 5 & 6)**  
Updates shared on DAO Work Plan (5), business and development changes within the District (6), street level services and activation of Courthouse Square

**10.0 ACTION: FUTURE BOARD MEETING FORMAT**

All

Board to discuss and vote on recommendation from Executive Committee to move all future meetings to in-person only, unless a public health order requires meetings to transition to virtual.

**11.0 ADJOURNMENT**

Hugh Futrell

**DOWNTOWN ACTION ORGANIZATION (DAO)**  
**July 20, 2022, 9am**  
**Zoom Meeting ID: 806 654 7370, Password: Downtown**  
**Phone: 669-900-9128, Passcode: 93058399**

Present: Natalie Balfour, Zach Berkowitz, Pauline Block, Raissa de la Rosa, Joe Dietzen, Charles Evans, Caitlin Kurasek, Steven Stankovich, Don Tomasi, Doug Van Dyke

Absent: Leeanna Ausiello-Kane, Chris Denny, Hugh Futrell, Bernie Schwartz, Peter Stanley

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

**MINUTES**

**1.0 CALL TO ORDER**

Treasurer Joe Dietzen called the meeting to order at 9:08 am.

**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 ITEM**

4.1 Motion to approve consent item, June 15, 2022 Board Meeting Minutes was unanimously passed. Raissa de la Rosa abstained from voting.

**5.0 ACTION: APPROVAL OF MONTHLY FINANCIAL STATEMENTS**

Joe Dietzen provided an overview of the financial statements ending June 30, 2022. The cash flow document is predicting that all outstanding assessments will be received in August, which would be \$3,500 short of budget.

Motion to approve the financial report as presented was unanimously passed.

**6.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)**

Board members shared their experiences at other local businesses.

**7.0 REPORT & DISCUSSION: EXECUTIVE COMMITTEE**

Cadance shared details about the upcoming board retreat which will take place from 2-4pm at Hotel E followed by a social hour at La Rosa. Pauline encouraged board members to invite prospective members to the 4pm social hour at La Rosa.

Joe Dietzen shared that the plan is now to move forward with formally adding the museum and Catholic Charities into the District and to further discuss District expansion strategy.

**8.0 REPORT & DISCUSSION: COMMITTEES**

Don shared that Design & Improvement has been talking about the Courthouse Square planting program. He also shared that there are some small improvements happening in Jeju Way, including art, and that Quadriga has put together a list of potential plants that could go in that area.

Raissa asked about finding alternatives for the existing black street planters.

Raissa shared that Jeju Way, Comstock Mall and Old Courthouse Square are all considered parks by the City.

Pauline shared that business attraction and marketing committee has met and has secured funding from the City for the project. More details will be available soon as the project gets off the ground.

#### **9.0 REPORT & DISCUSSION: EXECUTIVE DIRECTOR**

Cadance reported that L'oro di Napoli opened in the old La Vera spot and Yarrow Goods will be opening soon in the old Kindred spot.

The transition to NexStreet has been going smoothly and she looks forward to sharing more information with the property owners soon.

The Downtown Subcommittee has resumed, under Raissa's leadership, and is now focused more on policy and recommendations to council, rather than basic reporting. The Executive Committee is setting up individual meetings with the committee members to talk about DAO objectives.

There was a meeting with City staff and Signarama to talk about challenges related to the sign permitting process and City planning staff are now moving forward with simplifying the sign permitting process. Parks staff are now pressure washing and cleaning the Square every week and have installed new lights in Comstock.

Events have been going well and the Chamber is now preparing for Fall Fun Fest and Winter Lights. Sponsorship support is needed and Cadance encouraged the board members to support or share the information with other interested businesses. Cadance will send the information around after the meeting.

#### **10.0 ACTION: WAYFINDING PROGRAM PROPOSAL**

The Board reviewed the proposed wayfinding program and a motion was approved to have the Design & Improvement Committee and Executive Director move forward as proposed.

#### **11.0 ADJOURNMENT**

Treasurer Joe Dietzen adjourned the meeting at 9:50.

Attachment 2

**DOWNTOWN ACTION ORGANIZATION (DAO) SPECIAL MEETING**  
**August 4, 2022, 2pm**  
**Hotel E, 37 Old Courthouse Square, Santa Rosa, CA 95404**  
**Zoom Meeting ID: 806 654 7370, Password: Downtown**  
**Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Zach Berkowitz, Pauline Block, Raissa de la Rosa, Charles Evans, Hugh Futrell, Caitlin Kurasek, Bernie Schwartz, Steven Stankovich, Don Tomasi, Peter Stanley, Doug Van Dyke

Absent: Natalie Balfour, Joe Dietzen, Chris Denny

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

**MINUTES**

**2.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 2:17pm.

**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 INTRODUCTIONS**

Board members answered questions and Chair Hugh Futrell provided an overview and objectives for the meeting.

**5.0 PRESENTATION: THREE YEARS OF DAO IMPACT (ATTACHMENT 1)**

Cadance Hinkle Allinson provided a brief overview of DAO accomplishments since 2019.

**6.0 DISCUSSION: THE FUTURE OF DOWNTOWN**

The board discussed future objectives for the Downtown District, which focused largely on business development, long term strategy for physical infrastructure and business support as well as creative opportunities for working with vacant spaces.

Discussion ensued about the importance of business recruitment and the necessity of filling empty storefronts with quality businesses. Creating a stronger nightlife, better retail mix and promoting ground floor activation of office and bank buildings will remain important to consider in discussions and planning.

There are creative solutions for moving along stalled developments such as peer-to-peer contact, the potential of establishing HOA style façade requirements and creating a vacancy tax, which could potentially help fund marketing and business development outreach.

Underutilization, indicators of blight and other potential code enforcement issues could be useful to begin utilizing. The DAO can take a critical role in establishing the framework and building the partnerships to push for these types of initiatives.

The potential of Brownfields grants to support projects on potentially contaminated projects was also mentioned.

To bring about these types of changes, it will be critical for board members to work with other property and business owners within the District and to bring the community together to support the needed changes. The partnership with the City will also be integral, especially in encouraging investments to make the physical environment more attractive and inspire outside investment.

It was reiterated that consistency around Downtown infill policies would be helpful in partnering with the City to drive overall development in the District. Discussion ensued about the need for the City to help proactively mitigate negative impacts that might arise from construction of public sites, including parking garages, by providing strong communication and timelines, marketing support and other incentives to surrounding businesses.

Discussion about priorities already underway also occurred. The board talked about the necessity of creating more public spaces in the Downtown and the role the DAO board could play in identifying and prioritizing these projects. It will be critical to keep working with City staff, who are already trying to streamline and simplify the permitting process, including identifying what is and what isn't required by the state and how to communicate those details to new businesses and developers.

The discussion concluded with the board reiterating the importance of, 1.) Ongoing marketing and business outreach featuring a Downtown brand to address vacancy issues and fill store fronts, 2.) pushing for investments in physical infrastructure and beautification, 3.) the need for ongoing solutions and support for businesses. It was also reiterated that pursuing a vacancy tax could be important for the long-term development of the Downtown.

## **7.0 ADJOURNMENT**

Chair Hugh Futrell adjourned the meeting at 4:03pm.

## Downtown Action Organization Incorporated

08/09/22

## Balance Sheet

Accrual Basis

As of July 31, 2022

	<u>Jul 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	132,544.33
1001000 · District Funds Savings-Poppy	382,254.84
1010000 · DAO Operating-Poppy	<u>3,783.08</u>
<b>Total 1000000 · DAO OPERATING FUNDS</b>	<u>518,582.25</u>
<b>Total Checking/Savings</b>	518,582.25
<b>Other Current Assets</b>	
1100000 · District Revenue Receivables	<u>377,396.71</u>
<b>Total Other Current Assets</b>	<u>377,396.71</u>
<b>Total Current Assets</b>	<u>895,978.96</u>
<b>TOTAL ASSETS</b>	<b><u>895,978.96</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 · Accounts Payable	<u>45,834.46</u>
<b>Total Accounts Payable</b>	45,834.46
<b>Other Current Liabilities</b>	
2300000 · Deferred Revenue - District Rev	<u>222,093.87</u>
<b>Total Other Current Liabilities</b>	<u>222,093.87</u>
<b>Total Current Liabilities</b>	<u>267,928.33</u>
<b>Total Liabilities</b>	267,928.33
<b>Equity</b>	
32000 · Unrestricted Net Assets	578,237.76
Net Income	<u>49,812.87</u>
<b>Total Equity</b>	<u>628,050.63</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>895,978.96</u></b>

2022 DAO Budget and Cash Flow Projection																	
Income	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total	YE Projection	\$ From Budget		
Starting cash at 1/1/22	89,967.32																
District Assessments	\$353,460	\$0	\$0	\$0	\$0	\$155,629	\$0	\$20,548	\$0	\$0	\$0	\$0	\$529,636	\$529,636	\$0		
Events/Programming	\$0	\$0	\$2,000	\$0	\$0	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$7,000				
Interest Income	\$0	\$0	\$402	\$0	\$0	\$437	\$0	\$0	\$400	\$0	\$0	\$300	\$1,539	\$1,539	\$0		
Sub Total	\$443,427	\$0	\$2,402	\$0	\$0	\$161,065	\$0	\$20,548	\$400	\$0	\$0	\$300	\$538,175	\$538,175	\$0		
Cash at Beginning of Month	\$443,427	\$407,921	\$379,279	\$347,174	\$312,062	\$436,352	\$400,901	\$356,868	\$296,916	\$236,565	\$173,727	\$108,675					
Expense																	
Street Level Services	\$22,172	\$17,407	\$16,772	\$15,995	\$16,460	\$11,834	\$32,135	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$325,000	\$282,775	\$42,225		
Landscape Contract	\$0	\$0	\$0	\$2,700	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$64,800	\$45,900	\$18,900		
Santa Rosa Metro	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$160,000	\$160,000	\$0		
Insurance/Taxes	\$0	\$0	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000	\$5,000	\$10,000	\$10,200	-\$200		
Annual Priorities	\$0	\$0	\$0	\$0	\$1,582	\$3,456	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,463	\$50,000	\$50,000	\$0		
Project Maintenance	\$0	\$0	\$1,800	\$800	\$0	\$1,200	\$3,538	\$3,533	\$3,533	\$3,533	\$3,533	\$3,529	\$25,000	\$25,000	\$0		
Website/Marketing	\$0	\$0	\$0	\$40	\$0	\$48	\$23	\$278	\$278	\$278	\$278	\$277	\$1,500	\$1,500	\$0		
Events/Programming	\$0	\$0	\$0	\$1,862	\$0	\$0	\$2,652	\$0	\$0	\$2,486	\$0	\$0	\$7,000	\$7,000	\$0		
Misc. Direct Expense	\$0	\$305	\$0	\$382	\$0	\$180	\$0	\$307	\$307	\$307	\$307	\$305	\$2,400	\$2,400	\$0		
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$32,000	\$0	\$32,000		
Sub Total	\$35,506	\$31,045	\$32,105	\$35,112	\$36,775	\$35,451	\$64,581	\$60,352	\$60,352	\$62,838	\$65,352	\$65,307	\$677,700	\$584,775	\$92,925		
Account Balance	\$407,921	\$376,876	\$347,174	\$312,062	\$275,287	\$400,901	\$336,320	\$296,517	\$236,565	\$173,727	\$108,375	\$43,368					



## Downtown Action Organization Incorporated Profit & Loss Budget Performance

July 2022

	Jul 22	Budget	\$ Over Budget	% of Budget	Jan - Jul 22	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4100000 · District Assessments	44,418.77	44,418.77	0.00	100.0%	310,931.39	310,931.41	-0.02	100.0%	533,025.26
4100002 · Interest Income	0.00	0.00	0.00	0.0%	839.11	500.00	339.11	167.8%	1,000.00
4200000 · DAO Activities									
4200002 · Events/Programming	0.00				7,000.00				
<b>Total 4200000 · DAO Activities</b>	0.00				7,000.00				
<b>Total Income</b>	44,418.77	44,418.77	0.00	100.0%	318,770.50	311,431.41	7,339.09	102.4%	534,025.26
<b>Gross Profit</b>	44,418.77	44,418.77	0.00	100.0%	318,770.50	311,431.41	7,339.09	102.4%	534,025.26
<b>Expense</b>									
<b>5100000 · PRIMARY DISTRICT SERVICES</b>									
5100001 · Street Level Services	32,135.33	20,603.33	11,532.00	156.0%	132,775.12	157,183.35	-24,408.23	84.5%	260,200.00
5100002 · Landscape Services	5,400.00	6,480.00	-1,080.00	83.3%	24,300.00	32,400.00	-8,100.00	75.0%	64,800.00
<b>Total 5100000 · PRIMARY DISTRICT SERVIC...</b>	37,535.33	27,083.33	10,452.00	138.6%	157,075.12	189,583.35	-32,508.23	82.9%	325,000.00
<b>5200000 · DISTRICT IMPROVEMENTS</b>									
5200001 · Annual Priorities	0.00	4,166.67	-4,166.67	0.0%	5,037.48	29,166.65	-24,129.17	17.3%	50,000.00
5200002 · Project Maintenance	3,537.58	2,083.33	1,454.25	169.8%	7,337.58	14,583.35	-7,245.77	50.3%	25,000.00
5200003 · Website/Social Media	22.95	125.00	-102.05	18.4%	593.72	875.00	-281.28	67.9%	1,500.00
<b>Total 5200000 · DISTRICT IMPROVEMENTS</b>	3,560.53	6,375.00	-2,814.47	55.9%	12,968.78	44,625.00	-31,656.22	29.1%	76,500.00
<b>5300000 · MARKETING</b>									
5300001 · Events/Programming	2,651.60				4,513.86				
<b>Total 5300000 · MARKETING</b>	2,651.60				4,513.86				
<b>5400000 · DISTRICT MANAGEMENT</b>									
5400001 · SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	93,333.31	93,333.35	-0.04	100.0%	160,000.00
5400003 · Insurance/Taxes	0.00	0.00	0.00	0.0%	200.00	0.00	200.00	100.0%	10,000.00
5400004 · Misc Direct Expenses	0.00	200.00	-200.00	0.0%	866.56	1,400.00	-533.44	61.9%	2,400.00
<b>Total 5400000 · DISTRICT MANAGEMENT</b>	13,333.33	13,533.33	-200.00	98.5%	94,399.87	94,733.35	-333.48	99.6%	172,400.00
<b>5500000 · CONTINGENCY</b>									
5500001 · Contingency - Misc Expense	0.00	2,666.67	-2,666.67	0.0%	0.00	18,666.65	-18,666.65	0.0%	32,000.00
<b>Total 5500000 · CONTINGENCY</b>	0.00	2,666.67	-2,666.67	0.0%	0.00	18,666.65	-18,666.65	0.0%	32,000.00
<b>Total Expense</b>	57,080.79	49,658.33	7,422.46	114.9%	268,957.63	347,608.35	-78,650.72	77.4%	605,900.00
<b>Net Ordinary Income</b>	-12,662.02	-5,239.56	-7,422.46	241.7%	49,812.87	-36,176.94	85,989.81	-137.7%	-71,874.74
<b>Net Income</b>	<u>-12,662.02</u>	<u>-5,239.56</u>	<u>-7,422.46</u>	<u>241.7%</u>	<u>49,812.87</u>	<u>-36,176.94</u>	<u>85,989.81</u>	<u>-137.7%</u>	<u>-71,874.74</u>

## Downtown Action Organization Incorporated

09/12/22

## Balance Sheet

Accrual Basis

As of August 31, 2022

	<u>Aug 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	132,544.33
1001000 · District Funds Savings-Poppy	320,754.84
1010000 · DAO Operating-Poppy	<u>12,951.54</u>
<b>Total 1000000 · DAO OPERATING FUNDS</b>	<u>466,250.71</u>
<b>Total Checking/Savings</b>	466,250.71
<b>Other Current Assets</b>	
1100000 · District Revenue Receivables	<u>377,396.71</u>
<b>Total Other Current Assets</b>	<u>377,396.71</u>
<b>Total Current Assets</b>	<u>843,647.42</u>
<b>TOTAL ASSETS</b>	<b><u>843,647.42</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 · Accounts Payable	<u>37,395.73</u>
<b>Total Accounts Payable</b>	37,395.73
<b>Other Current Liabilities</b>	
2300000 · Deferred Revenue - District Rev	<u>177,675.10</u>
<b>Total Other Current Liabilities</b>	<u>177,675.10</u>
<b>Total Current Liabilities</b>	<u>215,070.83</u>
<b>Total Liabilities</b>	215,070.83
<b>Equity</b>	
32000 · Unrestricted Net Assets	578,237.76
Net Income	<u>50,338.83</u>
<b>Total Equity</b>	<u>628,576.59</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>843,647.42</u></b>

2022 DAO Budget and Cash Flow Projection															
Income	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total	YE Projection	\$ From Budget
Starting cash at 1/1/22	89,967.32														
District Assessments	\$353,460	\$0	\$0	\$0	\$0	\$155,629	\$0	\$0	\$21,027	\$0	\$0	\$0	\$530,115	\$530,115	\$0
Events/Programming	\$0	\$0	\$2,000	\$0	\$0	\$5,000		\$0	\$0	\$0	\$0	\$0	\$7,000		
Interest Income	\$0	\$0	\$402	\$0	\$0	\$437	\$0	\$0	\$400	\$0	\$0	\$300	\$1,539	\$1,539	\$0
Sub Total	\$443,427	\$0	\$2,402	\$0	\$0	\$161,065	\$0	\$0	\$21,426	\$0	\$0	\$300	\$538,654	\$538,654	\$0
Cash at Beginning of Month	\$443,427	\$407,921	\$379,279	\$347,174	\$312,062	\$436,352	\$400,901	\$343,820	\$321,398	\$256,539	\$189,211	\$119,651			
Expense															
Street Level Services	\$22,172	\$17,407	\$16,772	\$15,995	\$16,460	\$11,834	\$32,135	\$24,102	\$30,000	\$30,000	\$30,000	\$30,000	\$325,000	\$276,877	\$48,123
Landscape Contract	\$0	\$0	\$0	\$2,700	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400	\$64,800	\$45,900	\$18,900
Santa Rosa Metro	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,249	\$13,333	\$13,333	\$13,333	\$13,333	\$160,000	\$159,916	\$84
Insurance/Taxes	\$0	\$0	\$200	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000	\$5,000	\$10,000	\$10,200	-\$200
Annual Priorities	\$0	\$0	\$0	\$0	\$1,582	\$3,456	\$0	\$0	\$11,250	\$11,250	\$11,250	\$11,213	\$50,000	\$50,000	\$0
Project Maintenance	\$0	\$0	\$1,800	\$800	\$0	\$1,200	\$3,538	\$600	\$4,265	\$4,265	\$4,265	\$4,267	\$25,000	\$25,000	\$0
Website/Marketing	\$0	\$0	\$0	\$40	\$0	\$48	\$23	\$40	\$337	\$337	\$337	\$338	\$1,500	\$1,500	\$0
Events/Programming	\$0	\$0	\$0	\$1,862	\$0	\$0	\$2,652	\$17	\$0	\$2,469	\$0	\$0	\$7,000	\$7,000	\$0
Misc. Direct Expense	\$0	\$305	\$0	\$382	\$0	\$180	\$0	\$440	\$274	\$274	\$274	\$272	\$2,400	\$2,400	\$0
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$32,000	\$0	\$32,000
Sub Total	\$35,506	\$31,045	\$32,105	\$35,112	\$36,775	\$35,451	\$57,081	\$43,848	\$64,859	\$67,328	\$69,859	\$69,823	\$677,700	\$578,793	\$98,907
<b>Account Balance</b>	<b>\$407,921</b>	<b>\$376,876</b>	<b>\$347,174</b>	<b>\$312,062</b>	<b>\$275,287</b>	<b>\$400,901</b>	<b>\$343,820</b>	<b>\$299,972</b>	<b>\$256,539</b>	<b>\$189,211</b>	<b>\$119,351</b>	<b>\$49,828</b>			

**Downtown Action Organization Incorporated**  
**Profit & Loss Budget Performance**

August 2022

	Aug 22	Budget	\$ Over Budget	% of Budget	Jan - Aug 22	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4100000 · District Assessments	44,418.77	44,418.77	0.00	100.0%	355,350.16	355,350.18	-0.02	100.0%	533,025.26
4100002 · Interest Income	0.00	0.00	0.00	0.0%	839.11	500.00	339.11	167.8%	1,000.00
4200000 · DAO Activities									
4200002 · Events/Programming	0.00				7,000.00				
<b>Total 4200000 · DAO Activities</b>	<b>0.00</b>				<b>7,000.00</b>				
<b>Total Income</b>	<b>44,418.77</b>	<b>44,418.77</b>	<b>0.00</b>	<b>100.0%</b>	<b>363,189.27</b>	<b>355,850.18</b>	<b>7,339.09</b>	<b>102.1%</b>	<b>534,025.26</b>
<b>Gross Profit</b>	<b>44,418.77</b>	<b>44,418.77</b>	<b>0.00</b>	<b>100.0%</b>	<b>363,189.27</b>	<b>355,850.18</b>	<b>7,339.09</b>	<b>102.1%</b>	<b>534,025.26</b>
<b>Expense</b>									
<b>5100000 · PRIMARY DISTRICT SERVICES</b>									
5100001 · Street Level Services	24,101.50	20,603.33	3,498.17	117.0%	156,876.62	177,786.68	-20,910.06	88.2%	260,200.00
5100002 · Landscape Services	5,400.00	6,480.00	-1,080.00	83.3%	29,700.00	38,880.00	-9,180.00	76.4%	64,800.00
<b>Total 5100000 · PRIMARY DISTRICT SERVICES</b>	<b>29,501.50</b>	<b>27,083.33</b>	<b>2,418.17</b>	<b>108.9%</b>	<b>186,576.62</b>	<b>216,666.68</b>	<b>-30,090.06</b>	<b>86.1%</b>	<b>325,000.00</b>
<b>5200000 · DISTRICT IMPROVEMENTS</b>									
5200001 · Annual Priorities	0.00	4,166.67	-4,166.67	0.0%	5,037.48	33,333.32	-28,295.84	15.1%	50,000.00
5200002 · Project Maintenance	600.00	2,083.33	-1,483.33	28.8%	7,937.58	16,666.68	-8,729.10	47.6%	25,000.00
5200003 · Website/Social Media	40.00	125.00	-85.00	32.0%	633.72	1,000.00	-366.28	63.4%	1,500.00
<b>Total 5200000 · DISTRICT IMPROVEMENTS</b>	<b>640.00</b>	<b>6,375.00</b>	<b>-5,735.00</b>	<b>10.0%</b>	<b>13,608.78</b>	<b>51,000.00</b>	<b>-37,391.22</b>	<b>26.7%</b>	<b>76,500.00</b>
<b>5300000 · MARKETING</b>									
5300001 · Events/Programming	17.46				4,531.32				
<b>Total 5300000 · MARKETING</b>	<b>17.46</b>				<b>4,531.32</b>				
<b>5400000 · DISTRICT MANAGEMENT</b>									
5400001 · SR Metro Chamber Contract	13,294.23	13,333.33	-39.10	99.7%	106,627.54	106,666.68	-39.14	100.0%	160,000.00
5400003 · Insurance/Taxes	0.00	0.00	0.00	0.0%	200.00	0.00	200.00	100.0%	10,000.00
5400004 · Misc Direct Expenses	439.62	200.00	239.62	219.8%	1,306.18	1,600.00	-293.82	81.6%	2,400.00
<b>Total 5400000 · DISTRICT MANAGEMENT</b>	<b>13,733.85</b>	<b>13,533.33</b>	<b>200.52</b>	<b>101.5%</b>	<b>108,133.72</b>	<b>108,266.68</b>	<b>-132.96</b>	<b>99.9%</b>	<b>172,400.00</b>
<b>5500000 · CONTINGENCY</b>									
5500001 · Contingency - Misc Expense	0.00	2,666.67	-2,666.67	0.0%	0.00	21,333.32	-21,333.32	0.0%	32,000.00
<b>Total 5500000 · CONTINGENCY</b>	<b>0.00</b>	<b>2,666.67</b>	<b>-2,666.67</b>	<b>0.0%</b>	<b>0.00</b>	<b>21,333.32</b>	<b>-21,333.32</b>	<b>0.0%</b>	<b>32,000.00</b>
<b>Total Expense</b>	<b>43,892.81</b>	<b>49,658.33</b>	<b>-5,765.52</b>	<b>88.4%</b>	<b>312,850.44</b>	<b>397,266.68</b>	<b>-84,416.24</b>	<b>78.8%</b>	<b>605,900.00</b>
<b>Net Ordinary Income</b>	<b>525.96</b>	<b>-5,239.56</b>	<b>5,765.52</b>	<b>-10.0%</b>	<b>50,338.83</b>	<b>-41,416.50</b>	<b>91,755.33</b>	<b>-121.5%</b>	<b>-71,874.74</b>
<b>Net Income</b>	<b>525.96</b>	<b>-5,239.56</b>	<b>5,765.52</b>	<b>-10.0%</b>	<b>50,338.83</b>	<b>-41,416.50</b>	<b>91,755.33</b>	<b>-121.5%</b>	<b>-71,874.74</b>

Attachment 2							
2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
1. Policy Initiatives							
1. Expedite launching of EIFD	ED / Board	High	n/a	In Process	January	May	RFP posted August 25, due September 7
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 Downtown & Econ. Development Subcommittees with focus on sign updates and TIs. Ongoing follow up with City staff.
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 12. Ongoing support for businesses that want permanent parklets.
2. Homelessness & Public Safety							
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		Twice weekly meetings continue. Met 9/6 with City, CC and SRPD to discuss Comstock, potential ordinance change and increased support from inResponse as the Downtown homeless population remains extremely service resistant and an increasing challenge for local businesses and events
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
3. Event Management & Marketing							
1. Develop annual plan for DAO Management of events, social media, website	ED / Committee	High	tbd	Complete	January	December	Plan approved 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

2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
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
4. Design & Improvements							
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	Design, fabrication and installation estimate at \$27,500. Design work to commence in September with ideal installation by December.
7. Finalize additional festive lighting on 4 <sup>th</sup> Street	ED	High	\$1,250	In Process	2021	October	Arrived and waiting for install date
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; potential for stump benches 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
5. Board Culture/Governance							
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.

2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
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	Complete	March	March	First strategic review meeting held on August 4 and ongoing efforts made to better engage the board

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