

2021 ANNUAL REPORT

Reflective of work conducted in the Downtown Santa Rosa Community Benefit District in fiscal year 2021 (January 1, 2021 through December 31, 2021)



DOWNTOWN ACTION ORGANIZATION

Cadance Hinkle Allinson
Executive Director

FY21 Annual Report - Downtown Action Organization

During the third year of operation, the Downtown Action Organization (DAO) continued to manage the Community Benefit District for Downtown Santa Rosa (District), oversaw the annual budget and administered special services, installed a number of beautification projects, oversaw activation of Courthouse Square and supported the business community through the ongoing COVID-19 pandemic.

Santa Rosa Downtown District Assessments

The District received assessments totaling \$533,025. This reflects assessments paid on November 1, 2020 and February 1, 2021. Assessments were collected from businesses located within the District (Appendix A) boundaries where special benefit services were conducted.

Annual Budget for 2021 Fiscal Year

The following budget reflects the amount budgeted and spent during the 2021 fiscal year.

FY21 Annual Budget for Santa Rosa Downtown District

<i>Special Benefit Category</i>	<i>Amount Budgeted</i>	<i>Amount Spent</i>
Primary District Services/Street Level Services	\$325,000	\$280,543.85
Annual Priorities / Project Maintenance	\$50,000	\$47,863.30
District Management/Administration	\$158,900	\$160,678.55
Contingency Fund	\$31,781	\$4,543.39
Total Third Year Budget	\$565,681	\$493,629

Special Benefit Services for 2021 Fiscal Year

Special benefit categories and services provided during the past fiscal year for the District are listed below:

PRIMARY DISTRICT SERVICES/SIDEWALK OPERATIONS

Primary District Services were fulfilled by the contract established with StreetPlus. Appendix B reflects where these services took place within the District.

- Team of three to five employees, worked 8,384 hours from January 1 through December 31
- Collected 45,528 pounds of trash
- Made 819 proactive visits to Downtown businesses
- Provided information to visitors 568 times
- Provided 7 safety escorts
- Removed 339 works of graffiti
- Interacted with homeless population/responded to requests for assistance with homeless population 1,574 times
- 741 hours supporting Downtown events
- 105 hours spent power washing

ANNUAL PRIORITIES / BEAUTIFICATION & IMPROVEMENTS

- Maintenance of 100+ planters and pillars on 4th Street
- Prune 12 trees along 4th Street
- Removal and replacement of 30+ dead or diseased trees on 4th Street
- Maintain festive year-round lighting on 44 redwood trees along 4th Street

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- Install first half of sphere lighting throughout 4th Street redwood groves
- Temporary installation of over 1,000 snowflake ornaments during holiday season throughout entire District
- Installation and removal of Downtown Holiday Banners
- Distribution of free wreaths to interested Downtown businesses
- Continued coordination of Asawa Fountain reinstallation project

PROGRAM MANAGEMENT/ADMINISTRATION

- Management of procedures and protocols for District and DAO
- Filing of all required state and federal paperwork as 501c3 organization
- Oversight, goal setting, advocacy and consultation functions by the CEO of Chamber
- Provided clerical, receptionist and support staff
- Managed HR and administrative expenses including IT, equipment, supplies, utilities and other office related expenses
- Rent, meeting and office space for DAO and StreetPlus staff
- Full-service bookkeeping, financial reporting and accounting
- Secured and provided general liability as well as Directors and Officers Insurance
- Regular communication to business and property owners through monthly newsletter, surveys, business visits and meetings
- Oversight and management of all scheduled meetings for DAO and committees
- Ongoing support and promotion of Parking initiatives
- Management of website, www.downtownsantarosa.org
- Management of Facebook (2,907 follows – 22% increase from past year) and Instagram (3,549 followers – 33% increase from past year) pages for @downtownsantarosa with 172 created posts and hundreds of shares and stories across each platform from January through December to promote businesses, activities and community engagement with the District
- Overseeing of Egg Hunt throughout entire District, engaging over 30 businesses and bringing hundreds of families Downtown around Easter
- Overseeing of summer Open & Out program from May 2021 through September 2021:
 - Securing and managing \$49,757 to facilitate Open & Out program
 - Management of website and social media
 - Coordination of interactive hopscotch installation
 - Purchase of new umbrellas for Courthouse Square
 - Installation of summer lantern lights on 500 Block of 4th Street
 - Installation of signage and creation of print collateral, including Summer Guide
 - Coordination of 42 different acoustic performances by local musicians
 - Coordination of four cultural performances
 - Coordination of Summer Movie Night Series
 - Coordination of Summer Fitness Classes on the Square
 - Coordination of Summer BINGO activity
 - Management of seven different summer markets
 - Coordination of Downtown Showdown Bartender Challenge
 - Coordination of End of Summer Block Party Event
- Overseeing of Fall Fun Fest on October 29, 2021:
 - Trick or Treating at 30 Downtown businesses
 - Games throughout Downtown Sidewalks
 - Inflatables and Activities on Courthouse Square
 - Costume Contest
 - Movie Night
- Overseeing of Winter Lights program from November 2021 through January 2022:

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- Securing and managing of funds (\$100,000+) to install Synthetic Ice Rink
- Logistical coordination of installation of Synthetic Ice Rink and entire event footprint
- Overseeing of all rink operations, maintenance and security
- Management of eight volunteer groups to run skating sessions
- Overseeing of ticket sales, group sales and private skate sessions
- Coordination of annual Tree Lighting Event on November 26
- Management of three different markets during holiday season
- Management of two different holiday skating shows

2021 Downtown Action Organization Board of Directors

The following property owners and business representatives served on the DAO's Board of Directors in 2021.

Chair: Natalie Balfour, Airport Business Center
 Vice-Chair: Hugh Futrell, Hugh Futrell Corporation
 Secretary: Doug Van Dyke, E.R. Sawyer Jewelers
 Treasurer: Joe Dietzen, Westamerica Bank
 Leeanna Ausiello-Kane, Ausiello's 5th Street Grill
 Zach Berkowitz, Downtown Property Owner
 Pauline Block, Cornerstone Properties
 Sonu Chandi, Chandi Hospitality Group

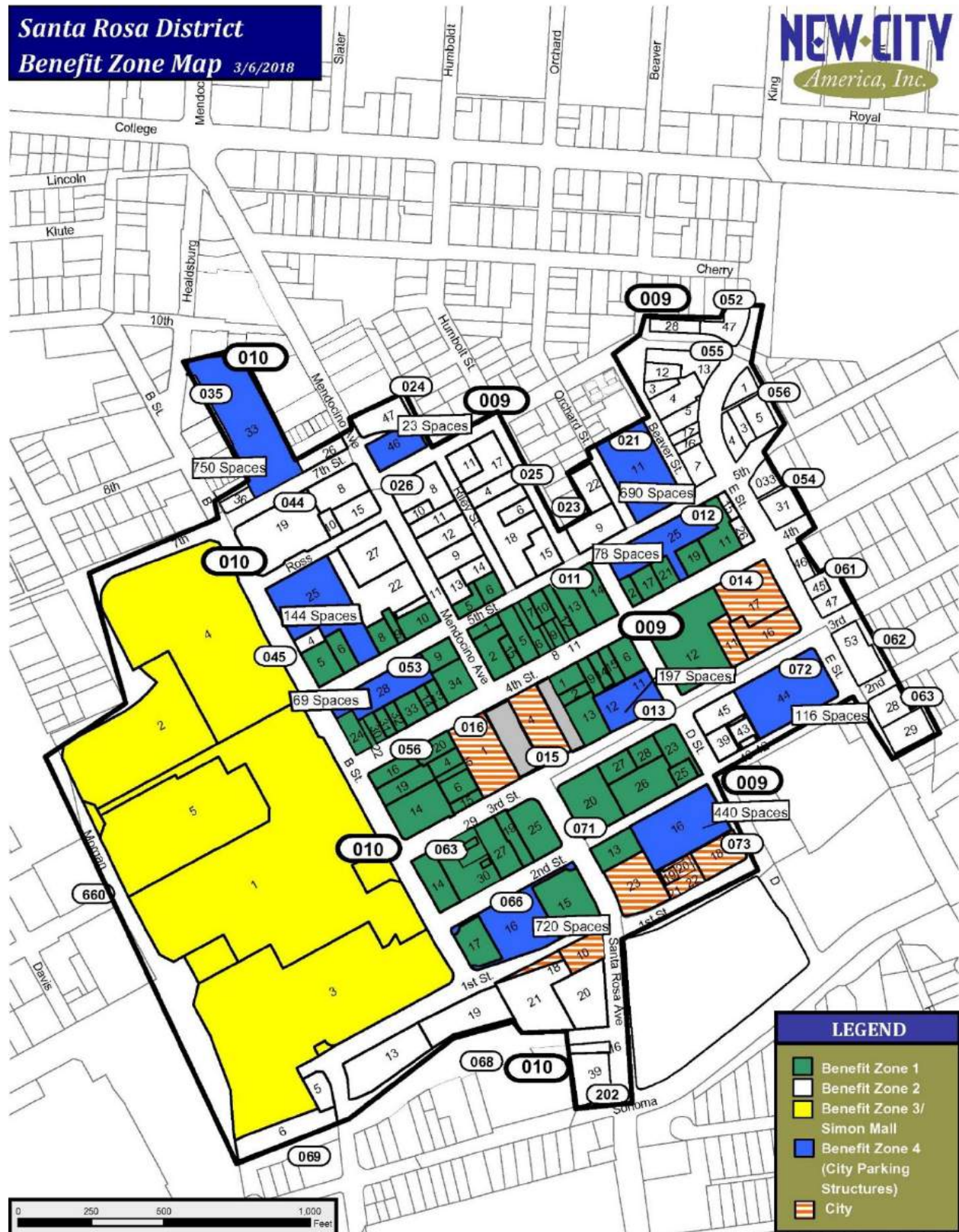
Raissa de la Rosa, City of Santa Rosa
 Charles Evans, Downtown Property Owner
 Caitlin Kurasek, La Rose Tequileria
 Tom Robertson, SCI Office, Inc.
 Bernie Schwartz, California Luggage
 Stevan Stankovich, Santa Rosa Plaza
 Peter Stanley, Archilogix

2021 Meeting Schedule for Downtown Action Organization

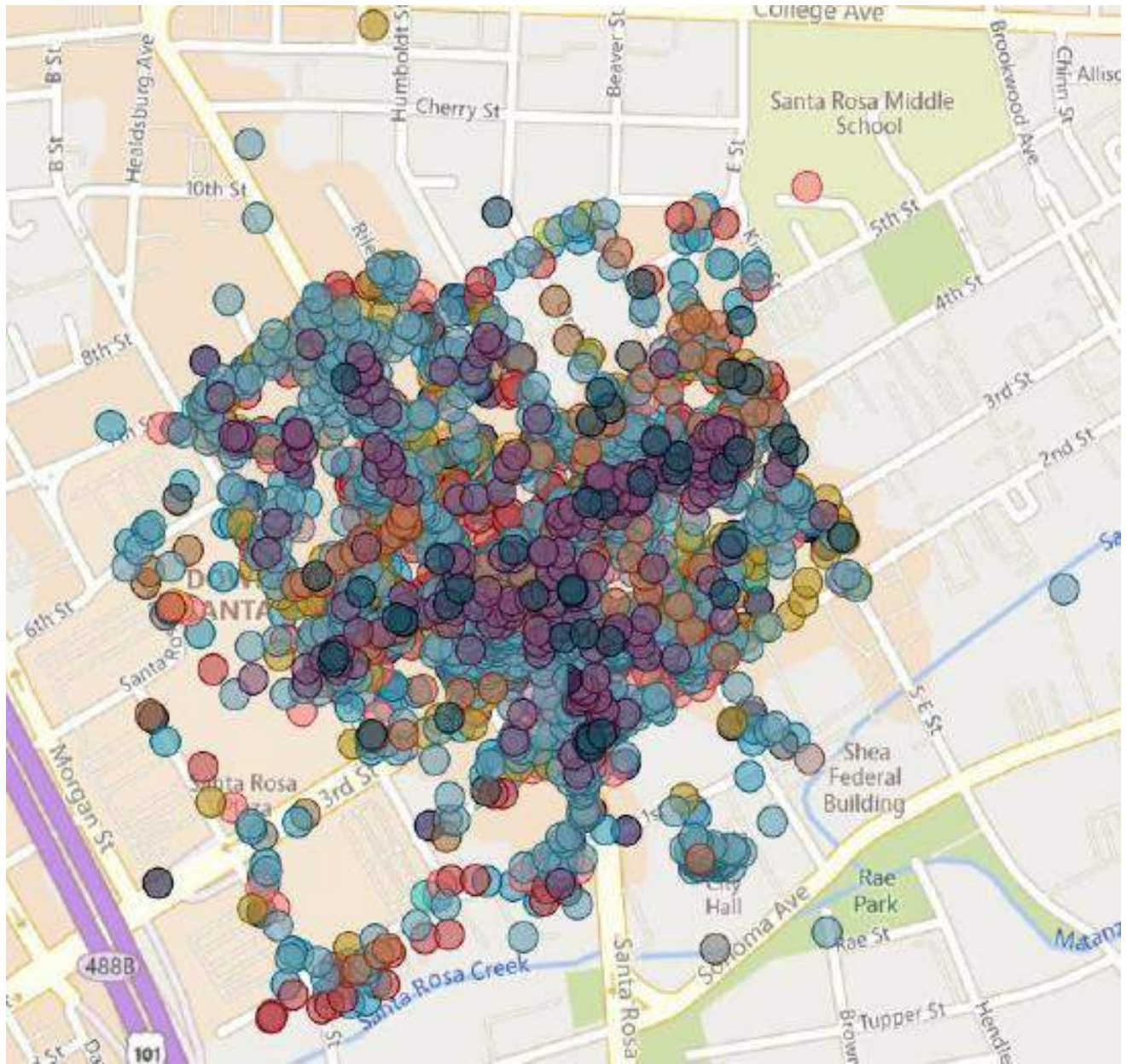
The Downtown Action Organization hosted noticed Board and Committee Meetings on the following dates in 2021. Agendas and minutes for all meetings are posted online at www.downtownsantarosa.org/districtnews and attached here in Appendix C.

Month	Executive Committee	Board of Directors	Design & Improvement	Community Engagement	Parking	Open Community Meeting
January	11	13				20
February	10	17	19	24		
March	8	17	19	16		23
April	14	21	2	6, 22	5	
May	12	19	7	6		11
June	9	16	11	17		
July	14	21				
August	11	18	13	5, 12	4	
September	8	15	24			
October	11	20	8, 22	7		
November	10	17		4		
December	8	15				

Appendix A – Map of Santa Rosa Downtown District



Appendix B – Heat Map of 2021 Street Level Services provided



Appendix C – Minutes of 2021 Meetings

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
January 11, 2021, 10am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Sonu Chandi, Hugh Futrell, Tom Robertson

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 10:06 am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

2.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, December 9, 2020 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

The committee reviewed DAO financial statements ending December 31 and financial projections. Cadance shared that the assessment check was received on December 31.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on current outreach to businesses. Meetings were hosted for each block on 4th Street in an effort to get neighbors to engage with each other. A committee will be formed that is focused on COVID-19 recovery and engaging the community to bring them back Downtown once possible. With how challenging it has been for businesses right now, the goal is for the committee to work with the DAO's support to create positive programming and engagement.

A brief discussion occurred around the idea of getting the BIA up and running and there was general support for the idea. Cadance will work with Peter to determine next steps.

Cadance has reached out to Jason Nutt to revisit the baseline services discussion that came up last year and will hopefully be able to finalize who holds various responsibilities in the Downtown in the near future.

Hugh shared that he is waiting on an insurance quote, at which point the Asawa Fountain should be able to move forward and is still on target to break ground some time in the first quarter.

Cadance shared that there continue to be ongoing security issues from business owners who are facing issues of theft and property vandalism in the evening. Likely this is in relation

to the increased homeless population that is currently Downtown. It could be time to revisit the discussion of overnight security or security cameras.

Cadance suggested that the priorities be revisited once new board members were in place. Committee members felt it was better for board members to have some time on the board prior to weighing in on priorities. It was suggested the order of budget approval and priorities be revisited in future years.

7.0 COUNTY CENTER LOCATION

Tom Robertson spoke about the outcome of the January 5 Board of Supervisors meeting and shared details around the county's formation of the ad hoc committee to review options for a county center in the Downtown area.

A discussion ensued about the likelihood of such a move and the opinions of Supervisors and county staff on the subject. There was consensus that such a move would be beneficial.

Hugh suggested that the DAO form an ad hoc technical and advocacy committee to help move the issue forward and include discussion around the EIFD.

It was decided that this be presented to the DAO Board to discuss potential next steps regarding DAO involvement with the County's Ad Hoc committee.

8.0 2021 BOARD RECRUITMENT AND NOMINATIONS

Natalie shared the slate of 2021 board members being recommended by the Nominating Committee.

Joe Dietzen, WestAmerica Bank	Business Representative	3 year term
Caitlin Kurasek, La Rosa Tequileria & Grille	Business Representative	3 year term
Bernie Schwartz, California Luggage	Business Representative	2 year term
Peter Stanley, Archilogix	Business Representative	3 year term
Leeanna Ausiello, Ausiello's	Property Representative	3 year term
Zach Berkowitz	Property Representative	2 year term
Raissa de la Rosa, City of Santa Rosa	Property Representative	2 year term
Rick Mossi, Exchange Bank	Property Representative	2 year term
Stevan Stankovich, Santa Rosa Plaza	Property Representative	3 year term
Doug Van Dyke, ER Sawyer	Property Representative	2 year term

9.0 2021 BUDGET REVIEW AND DISCUSSION

Cadance presented the proposed budget, which keeps all StreetPlus staff at their current hours, allows for \$45,000 of expenditures on annual priorities and \$5,000 for maintenance of existing projects such as lighting and planters.

Hugh suggested that it be made clear to the board that we are deficit spending with carry over funds from 2020 and that this amount of discretionary funding will not normally be available in future years, unless there are changes to the budget or assessments.

The proposed budget will be presented to the DAO Board for approval on Wednesday.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 11:15am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
February 10, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Sonu Chandi, Hugh Futrell, Tom Robertson

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

3.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:02pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

4.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, January 11, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Cadance shared the financial statements ending January 31 and financial projections.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided updates on the following:

Annual administrative reporting for the DAO is underway. The Annual Report has been completed and is available online. The Statement of Information will be submitted at the end of the month. The Statement of Activities will be mailed out to property owners after the next meeting and the FY21 Budget and Workplan will be provided to the City by the end of the month as well.

The District is again partnering with Bayside Church who are putting on a downtown egg hunt that is meant to bring families Downtown safely. Downtown businesses are encouraged to participate and stores in Santa Rosa Plaza are also getting involved. Railroad Square has not decided if they will participate, though the invitation has been extended.

Art in Public Places is doing a call for artists for the 5th Street Garage and they are looking for a DAO representative to serve on the selection panel.

Regular meetings with StreetPlus staff are happening to ensure that all projects are being proactively managed. There have been multiple requests for StreetPlus's corporate office to provide an updated contract, but they have yet to provide one.

The following are updates on DAO priorities:

A meeting of the Design & Improvement Committee will be held this month to discuss powder coating light poles, new lighting and tree replacements.

Cadance is working with the City to obtain the needed information to figure out Ice Rink feasibility. She also met to discuss Baseline services and there will be regular meetings around these items moving forward.

Cadance, Peter and Raissa met to discuss possible funding sources for Downtown marketing needs, including a potential BIA. Staff will continue working through options and share updates as available.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh shared that the Ad Hoc Committee on the County Center and EIFD met and determined that they would notify the mayor and County Ad Hoc Committee about the DAO's strong interest in getting involved. Peter Stanley is going to investigate the potential of the SMART site as a County Center location. The Ad Hoc committee is going to put together technical analysis to help show feasibility and see if their model can encourage enough focus to make something happen Downtown. Although many feel it is unlikely, there is still a sense of urgency to get the work done.

Tom added that there would be a PR campaign and shared that he felt there was a realistic chance because of support from conservation organizations, the Chamber and the North Bay Leadership Council.

7.2 Community Engagement

Cadance shared that Sonu and Matt Vella are chairing the committee and will meet tomorrow to set the first meeting date. The committee will have representatives from throughout the different areas of Downtown. This group will focus on events and how to engage business owners as well as community members.

Sonu shared that the key for the committee is to figure out how to do small things to bring people Downtown.

7.3 Business Development

Cadance shared that this will be a small group ad hoc to determine if there is a role for a formal DAO committee in supporting further business development in the Downtown area.

7.4 Design & Improvement

Cadance shared that this committee will be meeting soon to the plan forward with the selected annual priorities.

7.5 Parking

Cadance shared that she would be meeting with Kim to see what is on the horizon. The Parking Committee will meet sometime in the next few months to discuss what they would like to see once restrictions have been lifted.

8.0 BYLAW UPDATE DISCUSSION

The Executive Committee decided to ask the board to review the bylaws at the next meeting, sending their thoughts directly to Cadance in the two weeks following. The Executive Committee will review the feedback at their March meeting and then present recommended changes to the board shortly after.

Tom shared that he felt it was important for an attorney to review the draft changes.

9.0 FEBRUARY BOARD MEETING AGENDA

In addition to Subcommittee Reports and Bylaw update procedures, the February Board Meeting will start with a vote on Executive Committee members, include a brief reminder of board member expectations and end with a presentation by the City on Shared Mobility Devices. Natalie asked that Cadance include her updates on baseline services and the BIA in her report.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:10pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
March 8, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

MINUTES

5.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:01pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

6.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, February 10, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen provided a brief update on the finances, noting when further assessments might be expected and commenting on StreetPlus being under budget for the month. He highlighted the name change to “Earmarked” funds to show that the funds in that account are earmarked for specific projects, which is currently the Asawa Fountain, and not available in the general budget.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson provided a report on the following.

The StreetPlus team continues to meet weekly with Catholic Charities and have walk throughs multiple times a month where they focus on specific homeless individuals. They have also been able to make some progress on longer term maintenance items like weeding and demossing the sidewalks. They continue to have struggles with their equipment.

The Egg-Cellent Adventure Easter Egg Hunt starts on March 15 and there are over 30 Downtown businesses participating, as well as a few in Railroad Square. The goal is to bring families Downtown. The concept and logistics are being managed by Bayside Church, which makes this type of event possible. The DAO is handling marketing/PR and business outreach and communication.

A partnership with Sonoma County Museum will result in some art or historical photos being placed into empty storefronts. This is a good pilot project to see what else can be done to do to bring some of the vacancies to life.

The top four priorities are all being focused on by committee work. The Design & Improvement Committee is currently seeking quotes for tree pruning and replacement, improving lighting and painting the light poles. There are some challenges with each, but Cadance is collecting information and will report out to the Committee next month. The Ice Rink is being addressed through work with the Community Engagement Committee.

A brief discussion ensued about the DAO selecting the light poles as a priority and the need for the DAO to put some time and funds toward improving them.

Cadance also shared a new store recently opened called Botany Zhi and it has been extremely popular so far, with lines out the door. Fleet Feet is moving to 3rd Street in the next month and two restaurants on the 500 Block are moving forward. Warike, a Peruvian restaurant is moving into the old Stout Brothers and a sushi restaurant is opening where Tex Wasabi's was.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that the Ad Hoc committee is putting a lot of time and effort into the issue of the Civic Center moving Downtown, despite poor odds of it happening. The committee has evaluated and run elaborate cost models on five different sites, coming to the ultimate conclusion that the City Hall site is the most promising. This site could feature two separate mid rises, one for County and one for City services, as well as incorporate creek restoration and a plaza.

The committee agrees that it is critical that the DAO take a leading role in pushing this forward for the betterment of the community. If the DAO supports it, the committee will approach the City about taking on a leading role to bring together economic development and analysis on the City Hall site. A firm proposal will be critical to any type of action and will require the committee to find additional funding it.

Hugh reiterated that the EIFD is also critical and the committee will make sure it is still able to launch despite the process with civic center.

Joe shared that Supervisor Coursey has expressed an eagerness to hear more.

Hugh reiterated it will take significant resources and shared that there are major impediments, but if the committee gets support from the City and County to continue with further analysis, they will pursue it.

7.2 Community Engagement

Cadance shared that this group had their first meeting and are trying to raise funds to figure out what summer and winter programming will look like. The City has agreed to weekend closures during the summer, but it will be up to the business owners what they'd like to see. A community wide meeting is being held on March 23 for business owners to share opinions.

Cadance is currently trying to figure out the cost of the increased power needs to get an ice rink into the Square, as well as if there is an option to decrease the rink size and utilize the current power available.

7.3 Business Development

Doug Van Dyke shared there was a good initial meeting of the Business Development committee, who are primarily forward thinking people. The group came up with four concepts they would like to see brought to fruition: the creation of a Downtown sales deck, a toolkit that helps to streamline the process of starting a business from the logistical point of view, a list of open rental spaces and a target list of businesses. The committee will also look to have dialogue with property owners on open spaces and determine how to best support future leases.

Doug clarified that this is an Ad Hoc committee and should be labeled as such in references.

7.4 Design & Improvement

Cadance reiterated her earlier comments and the three priorities that the Committee is going to move forward with this year, with roughly \$15,000 going to each category of improved lighting, tree work and light poles.

Joe asked about the potential of funding awnings and façade improvements. Doug suggested that the Business Development committee take that topic on. Hugh shared that there had previously been funds available for façade improvement through the redevelopment agency, but they were not taken advantage of. The EIFD is also a possible future source of façade improvement.

7.5 Parking

Cadance shared that she and Michael Hyman met with Kim Nadeau to hear where the Parking District was headed since the current incentives are scheduled to end on June 30 or when Sonoma County reaches the yellow zone. The garage incentives are costing the Parking District about \$200,000 a year. The goal is to work with Kim on a proposal to council. Cadance will conduct outreach to business owners, then convene the parking committee and bring their recommendations to the Board in April before working with Kim.

Hugh reiterated that parking was a topic that tended to devolve and that the important thing was to focus on what business owners need and not the numbers attached to them.

8.0 BYLAW UPDATE DISCUSSION

It was determined that this item would be postponed for another month and that when it was addressed, changes to the check signing policy would be included.

9.0 MARCH BOARD MEETING AGENDA

Cadance shared that there will be a presentation on shared mobility devices at the next meeting. The committee agreed that the agenda would mirror that of the Executive Committee, without the Bylaw discussion.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:12pm.

DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
April 14, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

Executive Committee Present: Hugh Futrell, Joe Dietzen, Doug Van Dyke, Natalie Balfour (arrived during Item 7.3)

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

7.0 CALL TO ORDER

Vice Chair Hugh Futrell called the meeting to order at 12:05pm.

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 CONSENT ITEMS

4.1 Motion to approve consent item, March 8, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen provided a brief update on the finances, noting that the earmarked category will now have funds for multiple projects, which will be tracked using a spreadsheet.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson provided a brief report.

Pauline Block has been selected to represent the DAO on the new public art committee for the selection of the work on the 5th Street Garage.

The Egg-Cellent Adventure wrapped up and received extremely positive feedback from both businesses as well as participants. Bayside has been a great partner in these activities and has been nominated for a City of Santa Rosa Merit award for their work.

Conversations with City staff are beginning about what it means to be advancing through the tiers and the next steps for business owners with parklets. Hopefully, the City will allow the temporary program to remain in place through summer. There are issues around occupancy that need to be addressed if the parklets are to remain.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that there has been a lot of effort from this ad hoc committee. He has had multiple meetings with all the members of county and city ad hoc committees on the Civic Center, but no one has made a decision or a request regarding the DAO's involvement. The DAO ad hoc committee has requested to participate in the next county and city meeting,

but they have not yet replied. A meeting also took place with the Press Democrats editorial board.

7.2 Community Engagement

Cadance shared that this group has been meeting regularly and held community wide meetings for all the business owners to hear and weigh in on summer plans. The business owners requested a public survey and a very informal one was conducted via social media. The 500 Block has met and are all in support of letting the block stay closed until restaurants can operate normally again, but they will continue to meet to talk through as the tiers and circumstances change.

The summer plans are to host live non-amplified musicians, incorporate temporary art as possible, host four movie nights on the Square, host yoga/fitness classes on Saturday and Sunday mornings and a summer BINGO concept that brings people into businesses like the Egg Hunt. The total cost is about \$25,000 but a significant portion can be done for about \$15,000.

Conversations around the Ice Rink continue. There is mixed opinion on whether there is significant work, upwards of \$100,000 that needs to be completed, or a simple solution to get the Ice Rink to work. Cadance is going to connect the Chiller company with the City to determine the next steps.

7.3 Ad Hoc Business Development

Doug Van Dyke shared that there has been a lot of good dialogue from the group as they work to finalize the tools they've determined will be helpful for business recruitment. Raissa is doing a lot of work on the City level to look at types of permitting, a sales deck is being created as well as a target list of businesses. The group will hope to finalize their workplan for a business development and recruitment strategy by the end of the year.

7.4 Design & Improvement

Cadance shared that the Design & Improvement Committee is moving forward with the project they felt could make the most impact, which is pruning and replacing trees on 4th Street. All of the locust trees will be removed and the pears will be pruned. The replacements are likely to be crape myrtles or ginkgos. Davey Tree Company is preparing the final quote now and hoping that a \$5,000 grant from Suburban Propane will allow for all three blocks of Fourth Street to be completed. Curt Nichols is working closely with Cadance and the arborist from Davey. Cadance will notify all the business owners once the plans are in place, but hopefully the work can happen in May.

The committee is going to review some alternate projects, such as wayfinding, which they could partner with the Railroad Square association to accomplish.

Hugh shared that drawings are needed for the Asawa Fountain to move forward, but it has been difficult to find someone willing to take the project on due to the fact the architect will need to rely on the measurements from the conservators hired by the City and there is concern about the state of the panels.

7.5 Parking

Cadance shared that the Parking committee met and is proposing that the DAO request that City Council keep free garage parking on weekends and the first hour free through the end of calendar year 2021. They separately motioned that the DAO advocate using Rescue Act funding to make the parking district whole, if possible.

The Parking District is losing \$700,000-\$750,000 annually for the garage incentives they offered.

Cadance shared that the long term parking requests need to be made so that this isn't revisited every six months.
Discussion ensued about the best path forward and the need to discuss on the board level.

8.0 USE OF DOWNTOWN PARK / CAPITAL IMPROVEMENT FEES

Hugh shared that the City has not formalized any plans for how to spend park and capital improvement fees in the Downtown core. He suggested that the DAO might want to make a proposal to the City that they partner with the DAO on how these funds are going to be spent and to ensure they are spent in the Downtown core. This was discussed by the Design & Improvement Committee, who are in favor of moving forward.

Hugh clarified that this is a council level policy decision.

Doug requested that the Executive Committee receive something in writing prior to deciding. Hugh will prepare a memo for the next Executive Committee meeting.

9.0 APRIL BOARD MEETING AGENDA

The discussion around the parking proposal will included separately from committee reports. Cadance will also address the bylaw discussion being postponed until the fall.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:05 for a closed session.

CLOSED SESSION

1.0 DAO MANAGEMENT CONTRACT NEGOTIATION

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
May 12, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Hugh Futrell, Joe Dietzen, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

8.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:07pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

4.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, April 14, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that there was nothing of note on the April financial statements, other than the slight increase to income from the \$5,000 donation Sonu Chandi secured to help with tree maintenance. Cadance noted that the assessment check has been received and reflected in the Cash Flow for May.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson

Cadance shared the following updates.

A meeting was hosted a few months ago to collect feedback from restaurants around Santa Rosa's Zero Waste Food Ware Ordinance, and she has now received a draft and provided it to businesses offering takeout. She has not heard any other feedback since sending the draft out, but it could mean significant changes for some businesses in how they offer takeout, which many businesses are still reliant upon.

A meeting will be held next week regarding the permanent parklet program to help restaurants transition to a permanent parklet for fall, if they are interested. The 500 Block has decided they want to stay closed, but it will reopen when this policy goes into place.

The next DAO Newsletter will feature ways for DAO members to participate in the general plan update.

Santa Rosa Water is doing maintenance work Downtown over the next few weeks and she is helping to coordinate the outreach.

The garage parking incentive extension was discussed at the last subcommittee meeting and Chair Tibbets is going to bring it up in his report at the next council meeting to try and find the path forward. The need for it to continue is clear though councilmembers raised concerns for the health of the parking district, but both councilmembers present were in favor of it continuing another six months.

Also discussed at the Downtown Subcommittee was the increase in break ins and ongoing crime happening Downtown. Chair Tibbets directed staff to investigate the cost of an expanded CCTV system, similar to what exists in Courthouse Square, which Sgt. Wolf shared was effective. The councilmembers indicated being comfortable with a one-time expense, but had concern about ongoing costs and want to discuss in more detail at the next Subcommittee meeting.

Chair Tibbets also directed staff to look into the feasibility of rewarding members of the community for turning in footage of aggressive driving and sideshows. This issue was shared with the Subcommittee due to a meeting where both Exchange Bank and Hotel E raised concerns around this type of behavior. More details will be shared at the next Downtown Subcommittee Meeting.

The Ice Rink continues to move forward, albeit slowly. There is a specific piece of equipment the rink company can buy to make the power situation function and they are now in discussions with the City on whether they can use it.

Cadance shared concerns around the fact that StreetPlus is not requiring employees to be vaccinated which has caused frequent disruptions to service due to the regular quarantining staff members must do if show symptoms. This has caused a number of disruptions to service.

A brief discussion ensued and it was determined that Cadance would reiterate the concerns around the service disruptions to the StreetPlus management team and find out what policies they have around unvaccinated and vaccinated employees showing symptoms.

Hugh asked about the food ware ordinance and how it might impact business. Cadance clarified that it would be a cost increase to purchase new supplies and that this was a directive of the Climate Action Subcommittee.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh provided an update on the Ad Hoc Committee's work related to the Civic Center relocation. There has been a lot of discussion, but no movement to utilize the committee to provide further analysis. Council members made it clear they want to assist the County in moving forward, but there has been no request or outreach from the County. Hugh will continue to follow up with supervisors to offer the DAO's support in providing analysis around the economic benefits. Some members of the committee feel that a public advocacy and further analysis from volunteers would be beneficial. Others feel that if the County is not open to accepting the analysis provided by the DAO's Ad Hoc committee, there is no point to continue the work.

The committee has not had recent discussions on the EIFD, though data collected by HFC about four years ago was passed along to city staff working on the implementation. It remains important for the DAO to take an active role.

7.2 Community Engagement

Cadance shared the plans moving forward for Open & Out and that she is currently fundraising to make the plans possible. Activities include music scheduled three nights a week, movies taking place on the Square in July, fitness classes and two different maker markets. There is also another scavenger hunt type of activity taking place later in the summer. She has also been working with local nonprofits that want to use the Square for other types of events as well.

While the Chamber holds the permit for Courthouse Square all summer long, this is providing the opportunity for the DAO to manage the events taking place there, which could provide a path forward for further oversight of the events in the Square.

7.3 Ad Hoc Business Development Committee

Doug shared that the next meeting of the Ad Hoc Business Development Committee will take place in two weeks and he will report out at the next meeting.

7.4 Design & Improvement

Cadance shared that the committee decided to move forward with tree pruning, but that it will be waiting until fall, when hopefully drought conditions are lessened and the weather is better for planting, to remove and plant the trees. Some updates are also being done in the black planters this week.

She is meeting with Ken LaFranchi on Monday to begin reviewing festive light options, which the committee will then review at their next meeting with the hope of speedy implementation.

She is also connecting with Railroad Square around wayfinding so that the DAO can be aware of planning and design that is taking place.

Hugh shared the construction of the Asawa Fountain depends on final design work which is dependent on some work with the actual panels. He reminded the committee that the City has

the ultimate responsibility to store and install panels once design is done. Unfortunately, the concrete resin panels are deteriorating, so the City is reviewing options to cast the panels in bronze, which would be more expensive up front, but ultimately less to maintain and a better quality. Hugh reminded the committee that the initial intention when the Fountain was installed was to create bronze panels, but that was not completed due to cost.

The commencement of fountain construction hinges upon the City's decision on the best option for the panels. Hugh shared he is cautiously optimistic that everything will move forward smoothly and felt this could be a good investment from the City.

8.0 USE OF DOWNTOWN PARK / CAPITAL IMPROVEMENT FEES

The committee reviewed the memo provided by Hugh and determined that they would like to bring an action item to the next board meeting for staff and the Design & Improvement committee to move forward in finalizing the request.

9.0 BASELINE SERVICES

Cadance shared that she has a list of the baseline services, which she previously reviewed with Jason Nutt, and asked for the committee's recommendation on how they would like to see it formalized. It was agreed she would share the list with members of the committee to review and set a meeting with Jason to discuss further. Doug requested that Cadance provide updates during her report out at the next board meeting.

Hugh raised concerns about the state of the benches in Courthouse Square and the problems that have not been addressed or fixed by the City, which should be seen as baseline services.

10.0 CHAMBER CONTRACT AND BUDGET RECOMMENDATION

Peter is working through different options and scenarios which will include the Chamber taking on some personnel expenses through the administrative portion of the contract. He is working through the details and the impact to the Chamber budget and will make a recommendation to the full board next week.

11.0 MAY BOARD MEETING AGENDA

No additional items were added to the agenda, but Joe reminded everyone to sign their bank signature cards.

12.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:14pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
June 9, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Hugh Futrell, Doug Van Dyke

Absent: Joe Dietzen

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

9.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:07pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

5.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, May 12, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Cadance shared there was nothing of note on the report and asked if the committee would like to see Open & Out expense and income on the cash flow document. She will follow up with Joe to find out if that detail should be included.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on the StreetPlus team and the precautions they will maintain moving forward since so many of their team are not vaccinated.

She shared that this month's subcommittee meeting was canceled but that she has followed up on the parking issue and is expecting to hear back soon as councilmembers know the tight deadline to secure the extension through year end. Next month's subcommittee meeting should address some of the crime issues that have recently been discussed.

Discussions will be moving forward with Jason Nutt around baseline services at the end of this week.

The Design & Improvement Committee has put forward a new lighting concept which is awaiting permission from the City, though both traffic and fire have approved it so far. The concept is to string lights between the redwood trees across the intersections of 4th street. The City is working to finalize the parklet program and business owners will have to go through the formal process if they want to keep extended outdoor dining. At this point it is unclear how many will take advantage though Cadance will work with those who need support to get through the process.

Open & Out has been running for two weeks and over \$40,000 was raised to put the program on. The goal is to create two additional events later this summer that will draw people down and connect them with businesses.

There are no updates on the Ice Rink.

The Community Engagement Committee will meet on Thursday and will likely start talking through Halloween plans.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that he spoke with Supervisor Coursey and is slightly more optimistic that the committee will be able to provide additional analysis to the County. The committee will also take up the idea of whether a public campaign should be conducted, though it is

unclear whether that it would be effective. The committee could bring that idea to the board to determine if the DAO would like to weigh in in a more public way.

7.2 Community Engagement

Cadance shared there was nothing additional to report.

7.3 Ad Hoc Business Development

Doug Van Dyke shared that good dialogue and work continues to position Downtown as a unique opportunity and he expects there to be work product to share, including a sales deck, toward the end of the year.

7.4 Design & Improvement

Hugh shared that there had been an additional Zoom call with City consultants involved in the Asawa Fountain reinstallation and it was determined that casting the panels in bronze was necessary. Tara Thompson will be working to secure the funding needed to complete that portion of the conservation, and not much else can be done until that is finalized.

8.0 SAFE PARKING PROPOSAL

The committee briefly discussed the City's safe parking proposal and it was determined that it would be presented to the full board with the recommendation that they take formal action to request that council locate all safe parking sites outside of Downtown.

9.0 JUNE BOARD MEETING AGENDA

No additional items were brought forward.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 12:50.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
July 14, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell

Absent: Doug Van Dyke

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

10.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:09pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

6.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, June 9, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe reviewed the financials ending June 30. He shared the budget is tracking well and that the line item for StreetPlus has been down. Cadance clarified that it was because they are currently short one staff member.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance shared that the Downtown Subcommittee has not met in a few months but that the DET has been patrolling Downtown again, which has been hugely beneficial and will be closer to fully staffed later this month. They've been great partners and very proactive in tackling issues Downtown as they've been able to dedicate time.

Cadance shared that the DAO was able to get all three parking incentives extended through year end but that the DAO would need to decide if they want to ask for anything moving forward in 2022. The committee discussed and determined that the Parking Committee should meet and make a recommendation to the Executive Committee in August and the Executive Committee will review and bring the item to the board for discussion and action.

A brief discussion occurred around the need for the City to officially clear the 2020 lost income from garage permits since the Parking District is not attempting to collect on the lost fees. The need for reduced garage permits moving forward was also discussed.

Natalie suggested that in discussions with the City, it would be important to focus on which parking incentives support the different segments of Downtown businesses.

Cadance shared that there have been a few conversations around the need to review the StreetPlus services and contract and see if there is an opportunity for their work to be adjusted or changed given the current Downtown landscape, which has changed since the contract began two and a half years ago. It would be important to discuss this in the coming months.

Cadance shared that due to the 20% reduction mandate with the drought, it would be necessary for the StreetPlus team to focus only on sanitary needs for the pressure washer, rather than regular street cleaning. She will also look into whether there might be a gray water option, rather than the potable water they're accessing currently.

She shared that Open & Out has been going well and conversations are already happening about Halloween and Winter Lights.

She asked for feedback from the committee around the potential of having a three-year contract for a synthetic ice rink during the holidays. A synthetic rink is a green alternative and will allow for other holiday activations. A discussion ensued and the committee determined that it would bring the discussion to the board along with a bigger discussion around holiday activities.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh shared that the County staff have prepared three options to propose for Civic Center sites to the supervisors on July 27. Two Downtown sites, the white house and library sites as well as the Sears site are being considered, though are more expensive options than the county remaining on their current site. No additional analysis has been done to review the

economic or environmental benefits, though they will encourage supervisors to consider those items. There remains no path forward for the DAO providing further analysis or context.

A discussion, with possible action, will take place at the board meeting to determine if the board wishes to take any steps before or at the supervisor's meeting.

7.2 Community Engagement

Cadance shared no additional information about the work of the committee.

7.3 Ad Hoc Business Development

Cadance shared that the committee is working on a Downtown sales deck and with City on refining some of the permitting processes.

7.4 Design & Improvement

Hugh shared the committee has not met and has nothing to report.

8.0 DOWNTOWN OFFICE SPACE VACANCY & LEASING

Hugh shared some background on this item and the potential movement of businesses out of the Downtown core due to parking and homeless issues. An additional issue is now the change in the office leasing marketplace, which will be a challenge for lessors to address. It was suggested that the DAO might take a position on encouraging the City to support the property owners in bringing office tenants Downtown by doing the following:

1. Reducing cost of parking permits
2. Creating a special, discounted category for business licenses in the Downtown core
3. Require 24 hour turn around on tenant improvement submissions

These items are all feasible for the City and will help draw more leases and office workers Downtown. Having viable office space will be critical not only to the success of retailers and restaurants but in bringing more housing Downtown as well. The board will discuss with the idea of possible action at the board meeting.

9.0 JULY BOARD MEETING AGENDA

The board will discuss the synthetic ice rink and holiday activation plans, whether they'd like to take action on the Civic Center and whether they'd like do engage the City in implementing plans to support the leasing of office space in the Downtown core. A representative from Santa Rosa Water will also speak about the impact of the drought and the required changes for businesses.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:27pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
August 11, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

MINUTES

11.0 CALL TO ORDER

Vice Chair Hugh Futrell called the meeting to order at 12:19pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

7.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, July 14, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe reviewed the financials ending July 31. He shared that we're running above budget and all assessments have been received as well as Events and Programming fees for Open & Out. StreetPlus staffing shortages are contributing to being under budget.

Joe is now signing all checks from the DAO to the Chamber.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance shared that the StreetPlus team has had several recent staffing challenges. She requested they try to fill the open security position with either a security or maintenance position, whichever they can hire a qualified candidate for most quickly.

The Downtown Subcommittee is still looking into the feasibility of an expanded CCTV system. They also discussed the challenges with the large groups of kids riding bikes in the area and DET has spoken about how they might be able to address the issue.

Open & Out has been going well and is preparing for a large end of summer event on September 18 that will have music, entertainers, kids activities, etc. The Community Engagement Committee is going to discuss what type of event layout might make sense since some have requested to see the 600 Block closed as well.

Halloween planning is underway with an event planned for October 29. Bayside will be involved and providing carnival equipment and games.

The Ice Rink is moving forward as part of the Chamber's Winter Lights event and will run from November 19 through January 9. The DAO will not be directly funding the rink, but will be paying to have the banners they purchased last year hung as well as providing wreaths to the businesses.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh shared there were no updates. Cadance will follow up with Raissa to try and get an update as well as reach out to Councilmember Tibbets and ask for the DAO to do a brief presentation on the EIFD at the next subcommittee meeting.

7.2 Community Engagement

Cadance shared no further updates.

7.3 Ad Hoc Business Development

Doug shared that the committee members have been working independently and will review everything next month.

7.4 Design & Improvement

The Design & Improvement committee will meet on Friday to review the proposed lighting installation.

8.0 PARKING COMMITTEE RECOMMENDATIONS

Recommendations from the Parking Committee were reviewed. The Parking Committee had the goal to see the Parking District simplify and create uniformity of all parking options Downtown as well as promote and incentivize use of City garages through the following:

1. Partnering with DAO on annual marketing campaign to promote validation program and Downtown parking in general
2. Changing garage operating hours to 9-6 to be in line with street parking and surface lots
3. Keeping free weekends in the garages to promote people using the garages on Saturdays when street parking is paid
4. Offering first hour free to incentivize use of garages

The committee discussed general support for items 2, 3 and 4, which are in line with the current incentives in place. Cadance shared that if items 2, 3 and 4 are approved, there will likely be no new businesses that choose to adopt the validation program. The committee agreed it was appropriate to wait on item 1 until there was greater support from businesses.

Hugh suggested that a fifth item be added that recommends a reduction over 36 months for tenants and owners who are entering into contracts to acquire long term garage parking permits. Parking has become a major impediment attracting Downtown office tenants, so addressing this issue should assist with new leases.

The committee unanimously decided to recommend items 2, 3, and 4, add item 5, discuss why item 1 was not recommended at this time and request that the board authorize Cadance and members of the Executive Committee to work with Kim to move these items forward prior to bringing to Council.

9.0 DOWNTOWN OFFICE SPACE VACANCY & LEASING

Hugh shared that if the board adopts the recommendation, the parking issue included might already be addressed through the previous item. Hugh will speak to City staff to see what options might exist for expediting TI permit turnaround times.

10.0 AUGUST BOARD MEETING AGENDA

The August board meeting agenda will mirror the August Executive Committee meeting's agenda.

11.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:01pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
September 8, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown**

Phone: 669-900-9128

Executive Committee Present: Natalie Balfour, Hugh Futrell, Doug Van Dyke

Absent: Joe Dietzen

Staff Present: Cadance Hinkle Allinson

MINUTES

12.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:02pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

8.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, August 11, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Cadance reviewed the financials ending August 31. She shared that the StreetPlus budget has been down significantly because they are short two staff members. There is a \$5,000 receivable that is due for a committed sponsorship for Halloween.

6.0 CONFLICT OF INTEREST DISCUSSION

Tom Robertson joined the meeting to discuss the DAO's conflict of interest policy.

There was concern around having a member of the DAO Board who represents Simon, present at a meeting where the DAO board discussed the County moving Downtown. The representative was not allowed to participate in any ad hoc meetings where this issue was discussed but was able to provide information.

A discussion ensued about the importance of such a policy, how it should be handled should a similar situation arise again and how to collect information from a Director who might need to recuse themselves from taking action.

The committee determined that the Conflict of Interest language included in the Bylaws was appropriate to use moving forward.

7.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on the StreetPlus team, which is still short two staff members. There have been hiring challenges and she has asked StreetPlus to come up with alternate strategies should they not be able to fill those roles.

She shared that there have been some really positive steps forward with the Downtown Enforcement Team, being able to work on a couple specific and ongoing issues.

The Downtown Subcommittee met briefly on September 7. The City is working on formalizing a CCTV policy.

Cadance is going to set up a meeting with Councilmember Tibbets and Mayor Rogers to discuss parking in 2022.

The new light installation has been installed at 4th & B and the Design & Improvement committee will meet later this month to discuss if they'll do additional installations along 4th.

Two new retailers are in the process of opening where Skeeter's and Made Local Marketplace are.

Cadance shared that plans are moving forward for the End of Summer Block Party (September 18), Fall Fun Fest (October 29) and Winter Lights/Courthouse Square Ice Rink (November 19 through January 9).

A brief discussion ensued about the need to review what StreetPlus is offering and the Executive Committee determined to discuss further at the October meeting. Cadance will seek information on what Railroad Square has been doing for reference.

8.0 BYLAW UPDATE APPROVAL

Hugh Futrell talked through a number of recommendations for changes to the DAO bylaws. The recommendations were focused around three goals: 1. to clearly incorporate the 1994 Act into the Bylaws, 2. to address conflict of interest, 3. to address some previously discussed and approved procedural issues that have not formally been adopted.

The committee discussed and made further recommendations which Cadance will incorporate before sending to DAO board for review and approval at the September board meeting.

The committee had a brief discussion about the feasibility of the BIA. Hugh will draft a memo which Cadance will send to the City attorney for clarification on the legality of establishing a BIA in conjunction with the CBD.

9.0 SEPTEMBER BOARD MEETING AGENDA

The Board agenda will focus on committee reports and bylaw changes

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:28pm.

**Executive Committee Meeting
October 11, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

13.0 CALL TO ORDER

Hugh called the meeting to order at 12:06pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

9.0 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 8, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen provided a review of the DAO financial statements ending September 30. Revenue is on track through September and year to date expenses reflect \$100,000 under budget. StreetPlus staffing as well as annual priority funding not yet being spent and no contingency spending are primary reasons.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson provided the following update:

The October Downtown Subcommittee meeting was canceled.

The End of Summer Block Party went well except for the weather. Fall Fun Fest planning is under way and should bring hundreds of families Downtown. Winter Lights and Ice Rink plans are also moving forward and still looking for sponsors. The Community Engagement Committee will begin discussing what they'd like to do in 2022 in a few months.

StreetPlus has been unable to hire anyone for about five months. They have also not been able to provide an updated schedule or rates for operating with three or four employees, despite repeated requests for over one month. Cadance has set up a meeting with a security company to find out the potential cost of their services and is looking into landscape and maintenance companies as well.

The new street trees will be getting planted later this year. She is looking into additional landscaping maintenance to ensure the trees survive.

She had an initial conversation with Mayor Rogers regarding extending the garage incentives and the need for improved employee permits. There will be a meeting on Thursday morning to discuss further.

7.0 IMPACTS OF HOTEL AZURA / MICKEY ZANE PLACE

Hugh Futrell shared that there have been a number of complaints from residents who live at 615 Healdsburg Avenue, next to Mickey Zane Place. The transition from Hotel Azura to Mickey Zane Place has had a very negative impact on the building and the indigent population now residing at Mickey Zane Place are now entering the 615 premises, digging through trash and utilizing the elevators, making the residents uncomfortable. It is important that the DAO be aware of these impacts as the negative impact to surrounding properties is concerning. While many were expecting this outcome when the property was purchased by the City, there remains serious concern for future resident safety and property values.

Peter will search for additional details on who is managing the property and the status with the County. This information needs to be shared with the DAO Board so that the discussion can continue with the potential of coordinating outreach to both the City and County.

8.0 DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSED POTENTIAL PARKING LOT / GARAGE CONVERSIONS

A discussion ensued about the City potentially listing three parking facilities as surplus properties and available for future development. The sale of these could be detrimental to Downtown businesses. It is important to note that these lots were built to serve business and property owners. The City needs to be made aware of the potential negative impact in removing them.

The DAO Board needs to take action at next week's meeting to encourage the City not to consider the lots behind the 500 and 700 blocks and the 3rd Street garage as surplus properties.

9.0 BIA DISCUSSION

Hugh shared that there is no legal impediment to establishing a BIA, but it will be complex to create a nexus between the assessment and the benefit. The process to establish would be similar to the creation of the District and would start with securing a consultant, developing the assessment and management plan and setting up a billing mechanism, likely through the business license office. The effort to get all the details together will be significant and need to be managed by the business owners.

Cadance will look into a consultant and a potential budget prior to discussion with the board.

10.0 PRELIMINARY BUDGET DISCUSSION

Cadance shared that she would be presenting the preliminary budget at the November Executive Committee meeting and needed guidance to know if there was anything additional the Executive Committee would like to see in 2022. She will be looking into separating out the work completed by StreetPlus and additional funding in the maintenance budget.

11.0 HOLIDAY DÉCOR OPPORTUNITIES

The committee discussed the potential of putting up additional holiday décor. Wreaths and banners are already underway. Given the investment from the Chamber to install the synthetic rink, it seems worthwhile to invest more in the Downtown decorations this year. Cadance recommended that non-light ornaments be hung in the available trees throughout the whole district.

The Executive Committee agreed that Cadance should utilize funding from the contingency fund to purchase decorations. The committee also wanted to express caution and ensure that the DAO did not get wrapped up in being the decorators of Downtown.

Cadance and Natalie will discuss and finalize plans.

12.0 OCTOBER BOARD MEETING AGENDA

Items 7 and 8 will be on the Board agenda for October.

13.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:04pm.

**Executive Committee Meeting
November 10, 2021, 11:30am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Hugh Futrell, Doug Van Dyke

Absent: Joe Dietzen

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

14.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 11:33.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

10.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 CONSENT ITEMS

4.1 Motion to approve consent item, October 11, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Cadance shared that there is nothing of note in the October 31 financial reports and the numbers to continue to come in under budget. She is still waiting on a few large invoices for beautification and maintenance projects that she expects to receive within the month. StreetPlus should be closer to budget this month, but still not at the budgeted number.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson shared the following updates:

The StreetPlus team is back up to four staff and have made an excellent new hire, Michael. They remain short one staff member.

The Downtown Subcommittee has still not addressed CCTV cameras and has not officially brought Councilmember Alvarez on board, though Cadance and Hugh met with him to bring him up to speed on the DAO and the District.

A meeting is set with Councilmember Schwedhelm, Kelli Kuykendall and Clare Hartman for November 22 at 4pm regarding Micky Zane Place. Cadance will be reaching out to Hugh and Joe get specific details of the issues that have been arising in the area.

She has followed up with Mayor Rogers urging him to get the parking extension on the calendar because it will cause tremendous problems if it lapses. She will continue to reach out to him.

The ongoing tree maintenance project is scheduled to start next week. She has been working with Davey and Curt Nicholls to get trees tagged and notify business owners of which trees will be installed in front of their storefronts.

Snowflake ornaments will be installed tomorrow and Thursday in trees throughout the entire District. Lighting spheres under the redwoods will be installed in the next few weeks. Wreaths will be distributed before Thanksgiving and the holiday banners will be installed next weekend.

Cadance has no details on the parklets or when the policy will be going to council, but she'll follow up with City staff to see what she can find out.

The City determined that the assessment for Museum of Sonoma County to join the District was about \$4,700. The Museum is discussing at their board level whether they want to join. If they do, Cadance will coordinate next steps with the City.

Fall Fun Fest was a huge success. Thousands of locals attended and there was excellent feedback from both businesses and attendees. Bayside's partnership was instrumental in making it happen and hopefully the event can grow even more next year. The City's fees made it impossible for the streets to be closed and trick -or-treaters had to stay on the sidewalks.

Winter Lights and the synthetic rink are moving forward. \$99,000 has been raised and the whole program will likely cost about \$110,000, with the Chamber taking a loss. It is a tremendous amount of work to coordinate but has received a good amount of interest and hopefully will support economic activity Downtown and bring in visitors.

Cadance asked the committee if they objected to her delaying the media box removal project and the research into the BIA until 2022. They agreed.

She also asked how they would like to handle the annual communication to property owners which has traditionally included an invitation to nominate board members and attend the annual meeting. Since there will be no annual meeting, it was determined she would send the letter providing them with details for all the meetings throughout the year. This letter will go out in early December. Property owners will also receive an annual report mailed to them in early 2022.

7.0 SHARED MOBILITY DEVICES

The committee reviewed the City of Santa Rosa Shared Scooter Pilot Program Permit Conditions sent by Nancy Adams and agreed on a few changes that better protect Downtown's community assets and properties. There were questions about enforcement if scooters are left on private property or blocking rights of way. It was suggested that Parking Enforcement could cite those in violation of the policy in the areas where they currently enforce parking.

The document will be sent to the board as part of the board packet and will be further discussed next week when Nancy Adams attends the board meeting.

8.0 CONTINUED DISCUSSION REGARDING PROPOSED POTENTIAL PARKING LOT / GARAGE CONVERSIONS

Hugh reminded everyone that there were three parking assets which council is currently in the process of reviewing with the potential of listing them as surplus assets and available for housing development. They are the retail lots on 5th as well as the garage behind 50 Old Courthouse Square.

The potential development of these lots will have a very detrimental impact on the property owners and retailers located on 4th and 5th Street as it will not only remove highly utilized parking it will paralyze leasing for an extended period of time while the future of the lot is uncertain. Business owners will have to deal with construction challenges for a number of years before parking is made available again. This is detrimental to retailers.

The potential development of the garage behind 50 Old Courthouse Square would have a very negative impact on potential office leasing and Downtown employment, which has taken a major hit during the pandemic. This is also the most utilized garage for retailers and events on the Square. City staff may have a concern about the potential need to rebuild the garage due to seismic concerns, but the details around that haven't been shared.

A discussion ensued about the need for Downtown employment being as important as Downtown housing and the necessity of educating policymakers around that concept.

The Executive Committee took the position to recommend to the Board that the DAO request that City Council remove all three locations from consideration, prior to their council discussion on November 30.

9.0 2022 BUDGET REVIEW

Cadance talked through the potential budget for the new fiscal year beginning January 1, 2022. This budget carries over approximately \$78,000 from the current fiscal year due to coming in under budget on StreetPlus as well as only using a small percentage of the contingency. The presented budget adds \$10,000 to the Chamber contract, increases the project maintenance budget to \$25,000 and allows for \$50,000 in annual priorities. It leaves the DAO with about \$38,000 in the bank heading into 2023.

Natalie suggested that the project maintenance budget be reduced slightly to allow for enough carry over into 2023 to cover for one month of expenses.

The committee will review again next month once expenses are closer to finalized.

A brief discussion ensued about the lack of marketing budget and the need for the Board to clearly set their priorities for 2022 if they wish the same level of attention be paid to events in Courthouse Square and activating the area the public. Just under \$50,000 was raised to put on all of the events connected with Open & Out and Fall Fun Fest.

10.0 2022 BOARD MEMBER NOMINATIONS

Cadance shared the following information from the bylaws about the nomination process:

After consultation with the Board, the Board Chairperson shall appoint a Nominating Committee of no fewer than three Directors, of whom at least one shall be an Officer, no later than thirty calendar days before the end of the fiscal year, which shall nominate candidates for expiring Directorships for consideration by the Board. The President shall also appoint the chair of the Nominating Committee who shall be a member of the committee. The Nominating Committee shall promptly after its formation issue a communication to Directors, owners of real property, and businesses within the District, soliciting nomination suggestions. Nominations from the committee shall be presented to the Board at the first Board meeting of the fiscal year as part of an agenda item under which the Board shall appoint replacements for the expiring Directorships.

Natalie will share her nominations for the Nominating Committee and consult with the board at the November meeting. Once the Nominating Committee is finalized, Cadance will determine a deadline for nominations and conduct outreach to business and property owners to solicit nominations. Cadance will set meetings with

all those nominated and request a short bio and statement of interest. New nominees will be reviewed and interviewed by the committee. Natalie will discuss with board members whose terms are expiring whether they have an interest in taking another term.

Board members will be voted in at the January meeting.

11.0 NOVEMBER BOARD MEETING AGENDA

The November Board Meeting will mirror the Executive Committee agenda with the exception of Item 9.0 pushed to the December meeting.

12.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 12:51pm.

**Executive Committee Meeting
December 8, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:01pm.

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 CONSENT ITEMS

4.1 Motion to approve consent item, November 10, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen reviewed the DAO's financial documents ending November 30. There were no significant changes or numbers of note. The StreetPlus line item has increased, but is still less than budgeted.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson shared the following updates:

The StreetPlus team is back to five people, though they'll be shortly back down to four as Danielle's leave should be starting soon. The staff will be receiving gift card bonuses from the DAO.

Downtown Subcommittee was once again canceled.

Business owners have shared complaints and issues recently about the extremely slow permitting process, especially for buildings that need a significant amount of tenant improvements. A brief discussion ensued on the topic. Hugh suggested that outreach be conducted to city to ensure that TI related improvements in Downtown core are at the top of the permit list.

There have been entirely positive comments on the snowflake installation, so it should be something the DAO considers doing annually.

The trees have been planted and the project, including signage, should be finished soon.

There were some issues with the lighting installation, but a number of intersections should be completed this week while others will not happen until 2022. There has been positive feedback so far.

There was a conversation with city staff and councilmember Schwedhelm about Mickey Zane Place. City staff wanted to connect directly with property owners who have been impacted. Cadance asked committee members to provide her with that detail.

Garage parking incentives have been extended for another six months, which allows time to figure out permanent parking incentives with the new Parking Director, once they're in place

The synthetic rink has been getting mostly positive feedback so far and has been beneficial to surrounding businesses.

A discussion ensued about whether it would actually be beneficial to the District if the Museum of Sonoma County were to join and whether assesses needed to weigh in on the subject. Cadance will look into details and share at the next meeting.

7.0 STREET LEVEL SERVICES REVIEW

Cadance shared that she has looked into dividing StreetPlus's services into three different contracts: landscape maintenance, security and daily sanitation and support. She has received quotes on security as well as landscape services and has rough estimates for sanitation and maintenance. She believes it is ultimately manageable within the current budget depending on the level of security service provided and would allow for greater presence and visibility throughout the District.

Natalie asked her to look for a security service that provided on site presence during the night as well as during the day. There was agreement that continuity of current staff and the ability for business owners to call someone during regular hours would be important.

Doug Van Dyke brought up the need to establish a system to track petty crime so that the Police Department is aware of the scope of the issues.

The committee determined that they would like to figure out what the costs of an ideal street level service are and have a sense of the full scope that would enable the District to operate at the best possible level.

Cadance will research further options for discussion at the January meeting.

8.0 2022 BUDGET REVIEW

Cadance shared that the budget presented included \$90,000 carried over from the current calendar year, thus allowing there to be a negative budget including \$50,000 in priorities and \$25,000 in project maintenance. There was a brief discussion about the need to explain to

the board the ability to allocate so much to those categories is solely because there was remaining money from the current fiscal year and normally this would not exist.

The committee reviewed the budget and agreed to bring it to the board for approval at the next meeting.

9.0 2022 BOARD MEMBER NOMINATIONS

Cadance shared that Joe is chairing the nominating committee and Stevan Stankovich and Pauline Block will be joining him. They meet in January to review and recommend candidates.

Hugh suggested that there are some steps that could be taken to increase board ownership and energy. He suggested going to a more typical Executive Committee structure through some minor changes to bylaws. The changes would increase the number of members to five, which would add immediate past chair as the new position. Changes would also limit the term of board chair to typically no more than two years and include the expectation that the Vice Chair would step into Chair Role and Chair move into Past Chair role.

Committee members agreed this was a good plan to increase energy and commitment and encourage the whole Board to get involved. The committee agreed that Hugh should write up the changes for presentation at the next board meeting.

10.0 DECEMBER BOARD MEETING AGENDA

Cadance will include nomination committee and timeline in her report out. In addition to budget review and approval, the board will review and approve bylaw changes to the structure of the executive committee.

11.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:32pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
January 13, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Present: Natalie Balfour, Andrea Ballus, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Sara Woodfield

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

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02 am.

Chair requested to amend Item 9.0 to include the review and discussion of criteria for selecting new board members. Motion to approve was unanimously passed.

Chair requested to move Item 8.0 before Item 7.0. Motion to approve was unanimously passed.

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 CONSENT ITEMS

Motion to approve consent items, December 16, 2020 Board Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Tom Robertson reviewed the financial statements ending December 31 and shared that the assessment check was received and was slighting more than anticipated at \$347,663.16 and that the budget was in good shape.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided the following update.

StreetPlus is fully staffed and have been very busy engaging with the current homeless population Downtown, which continues to grow as shelters are not taking in new people.

The holidays were a very difficult time for businesses Downtown, but general reports are positive. Both businesses and community members were pleased with the Winter Lights experience, which created a safe, festive experience for the community.

Meetings have been held with each block on 4th Street to gather their feedback on what they might like to see in Downtown moving forward. A Community Engagement Committee will be formed to come up with a COVID-19 recovery plan and figure out safe ways to engage the community over the coming year. There will be representatives from each block on 4th Street, as well as North and South of 4th Street.

The Asawa Fountain project is working through what is hopefully the last hurdle prior to breaking ground, which will hopefully happen this quarter.

Regarding 2021 Priorities, the Design & Improvement Committee will be meeting in the next month to discuss options for expanded lighting as well as powder coating light poles. Research has begun to find someone to review the trees Downtown and determine a potential plan for pruning and replacement. The feasibility of the Ice Rink has not moved forward, but the goal will be to find out details around the power supply issue prior to the next board meeting.

Cadance asked if any business owners had concerns about the 15-minute parking zones being removed. These were originally installed when the streets were closed, but the Parking District has recently gotten requests to remove them. It was suggested that restaurants

would have an opinion. Cadance shared she had reached out to some and would touch base with others.

Cadance shared that she'll be sending out new calendar requests. She also shared that anyone interested in serving on the Executive Committee should email their interest to her by February 8. Executive Committee officers will be selected at the February 17 board meeting by a simple majority vote. She will share the list of those interested in serving as officers in the agenda packet for the February meeting.

Bernie Schwartz addressed the continued closure of the 500 block and shared that having it closed is bad for business on his block. There is currently no outdoor dining allowed. He asked the board to discuss and consider temporarily suspending the block majority rule that had been used to allow businesses on each block to determine what happens on their block. It was clarified that the DAO board does not have the authority to take that action as the City maintains the street closures.

Discussion ensued and general support was shared for reopening the street as soon as possible. It was requested that this item be placed on the agenda for the annual meeting to give others the chance to weigh in and determine whether the DAO should take a position and write a letter to the City requesting the road to be reopened.

8.0 COUNTY CENTER LOCATION DISCUSSION

Hugh Futrell provided background information on the County's decision to appoint an ad hoc committee to look further into the potential of relocating the county center to Downtown. He asked for feedback on whether the DAO should take a leading role to provide technical assistance and support of the ad hoc committee.

Discussion ensued about the various benefits of the relocation and potential challenges. Raissa shared that the issue is extremely complex. There was general agreement that the DAO should offer as much assistance as possible to help the county's ad hoc committee in their work.

Tom Robertson made a motion that the chair should write and send a letter to the Board of Supervisors advocating for a Downtown relocation of the county center. Hugh suggested that the motion be amended to also authorize the chair to appoint an ad hoc committee to work with both the City and county on the issue.

Tom made the motion to authorize the Chair to appoint an ad hoc committee to work with both the City and county on the issue as well as write and send a letter to the Board of Supervisors advocating for a Downtown relocation of the county center.

Motion was amended and unanimously approved.

7.0 2021 PROPOSED BUDGET

Tom Robertson shared the proposed budget, which had nothing of note. Cadance shared that there is \$45,000 allocated to annual priorities this year, but this is due to carry-over funds from 2020 and it is not expected that this amount will remain as high in coming years.

Proposed Budget for 2021 Fiscal Year beginning January 1, 2021

	2020 Budget	2020 Projected	2020 Difference	2021 Proposed Budget	Notes
Income					
District Assessment	\$ 529,686.00	\$ 533,025.00	\$ 3,339.00	\$533,025.26	
Interest Income	\$ 1,000.00	\$ 1,465.00	\$ 465.00	\$ 1,000.00	
TOTAL INCOME	\$ 530,686.00	\$ 534,490.00	\$ 3,804.00	\$534,025.26	
Expense					
Primary District Services	\$ 320,200.00	\$ 281,395.00	\$ (38,805.00)	\$325,000.00	
					StreetPlus and DAO office use, utilities, IT, supplies and equipment, HR support, accounting and bookkeeping, Chamber employee salary/benefits
SR Metro Chamber Contract	\$ 145,000.00	\$ 145,000.00	\$ -	\$150,000.00	
Insurance/Taxes	\$ 10,000.00	\$ 7,541.00	\$ (2,459.00)	\$ 10,000.00	
Annual Priorities	\$ 50,000.00	\$ 58,140.00	\$ 8,140.00	\$ 45,000.00	
Project Maintenance	\$ -	\$ -	\$ -	\$ 5,000.00	
Website/Marketing	\$ 1,500.00	\$ 614.00	\$ (886.00)	\$ 1,500.00	
Misc Direct Expenses	\$ 2,400.00	\$ 1,010.00	\$ (1,390.00)	\$ 2,400.00	
Contingency	\$ 31,781.00	\$ -	\$ (31,781.00)	\$ 32,000.00	Provides 6% contingency
TOTAL EXPENSE	\$ 560,881.00	\$ 493,700.00	\$ (67,181.00)	\$570,900.00	
NET INCOME	\$ (30,195.00)	\$ 40,790.00	\$ 70,985.00	\$ (36,874.74)	

A motion was made to approve the 2021 budget as presented. Motion was unanimously passed.

9.0 2021 PROPOSED BOARD NOMINEES

Natalie Balfour repeated that this item had been adjusted to include a review of the nomination process and qualifications. She shared that the board is open to suggestions and edits, as this is the first year of the formal nomination process and there is undoubtedly room for improvement. Natalie explained that keeping at least two thirds property owners was a key factor in the decision making, as was creating a board with diversity of experience and background. Cadance talked through the steps leading up to the selection process, which were outlined at the November and December board meetings.

Sonu Chandi and Charles Evans both spoke about how challenging it was to make recommendations as a Nominating Committee, given that there were 21 very qualified nominees. Charles shared that it was important to give current board members who wanted to return and who erroneously had a one-year term in 2020, the opportunity to serve a full three term.

Natalie opened the floor for discussion on improvements and direction to staff.

Raissa asked if there were term limits in place and suggested that it would be helpful to share a full list of nominees and not just the recommended slate.

It was reiterated that the board wanted the process to be as open, inclusive and transparent as possible and general agreement was that incorporating interviews could help.

Tom Robertson made a motion to thank Michael, Sue, Andrea and Sara (not present) for their involvement and support. The motion was unanimously passed.

The floor opened for public comment and Chris Denny shared how important the long-term viability of the DAO was. He shared his perspective on the nomination process, including the importance of putting any changes into effect this year, rather than in future years. He repeated the need for the DAO to be transparent and intentional to build trust with business owners.

Pauline Block mirrored comments made from Chris Denny and added that all businesses and property owners want to see Downtown thrive and inspire, as the success impacts the whole City and region. She shared that evaluating nominees based on written information was not sufficient and that further evaluation should be done by nominating committee members. She asked for full transparency around the process and structures so that there was no question as to how the nomination and selection process was conducted.

Discussion ensued with overwhelming support to make the process more transparent and open and that doing so would strengthen the DAO as an organization. Board members also shared that they believed that the Nominating Committee evaluated candidates fairly, but that it was still important to make the changes.

It was determined that Cadance would ask all nominees if they were still interested in joining the board. Nominating Committee members would then arrange to speak to all of the nominees still interested as soon as possible. Afterward, the Nominating Committee would meet to review their selections. The recommendations of the Nominating Committee, and full list of all nominees, will be provided in the annual meeting agenda packet and voted on by the board at the annual meeting. There will also be work done to update and formalize the nomination process.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 11:15am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
February 17, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello, Natalie Balfour, Pauline Block, Sonu Chandi, Charles Evans, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Steven Stankovich, Peter Stanley, Doug Van Dyke

Absent: Zach Berkowitz, Raissa de la Rosa, Joe Dietzen

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

2.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02am.

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 CONSENT ITEMS

Motion to approve consent items, January 20, 2021 Annual Meeting Minutes, with inclusion of nominee names, was unanimously passed.

5.0 FINANCIAL REPORT APPROVAL

Tom Robertson shared that there was nothing of note in the financial statements ending January 31.

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

6.0 VOTE: 2021 EXECUTIVE COMMITTEE

Cadance shared that Natalie Balfour and Hugh Futrell both expressed a willingness to stay on in their current roles as Chair and Vice Chair. Doug Van Dyke has expressed an interest in serving as Secretary and Joe Dietzen in serving as Treasurer. Nominations from the floor are allowed.

Tom Robertson made a motion to elect Natalie Balfour (Chair), Hugh Futrell (Vice Chair), Doug Van Dyke (Secretary) and Joe Dietzen (Treasurer) to the board for the 2021 year. Peter Stanley seconded the motion and it was unanimously passed.

7.0 BOARD MEMBER REQUIREMENTS AND EXPECTATIONS

Cadance shared the following board member requirements and expectations.

Board members are expected to attend monthly board meetings, and review and familiarize themselves with the agenda packet ahead of each meeting.

If unable to attend, members must notify either Executive Director or Board Chair prior to the meeting. If a meeting is missed, it is the responsibility of the board member to review the minutes and familiarize themselves with discussions and decisions that took place. Draft minutes can be requested from the Executive Director after each meeting.

Members must abstain from voting on minutes from any meetings they were unable to attend.

Attendance is taken at every meeting and the Board may declare vacant the seat of any board member who fails attend four meetings during any calendar year.

Board members are expected to join and participate on one of the DAO's subcommittees or ad hoc committees.

Members are also expected to represent the DAO at Community and City meetings, as needed and as members are available to do so.

8.0 EXECUTIVE DIRECTOR REPORT

Cadance provided updates on the following:

The Annual Report has been completed and is available online. The Statement of Activities will be mailed out to property owners by the end of the month.

The District is again partnering with Bayside Church who are putting together a downtown egg hunt that is meant to bring families Downtown safely for spring time fun. There are about 30 businesses participating, mostly Downtown with a few in Santa Rosa Plaza and Railroad Square.

The Santa Rosa Public Art Program has shared a call for artists for the 5th Street Garage and they are looking for a DAO representative to serve on the selection panel. Cadance will provide Call for Artists for anyone interested.

Cadance is working with the Museum to try and fill some of the vacant storefronts with either large scale historic photographs or artwork.

Cadance has been meeting regularly with Danielle to try and make sure some of the maintenance issues are resolved. StreetPlus have been working on weeding and getting the pressure washer functioning. They have had a lot of trouble with the homeless population recently, and SRPD has been a huge help. Cadance reminded everyone to contact Danielle directly with any maintenance requests.

The following updates were provided on 2021 priorities:

Light poles, additional lighting and pruning/replacing trees on 4th will be discussed at the Design & Improvement Committee's meeting on Friday, February 19.

Cadance is still looking into the potential costs of the Ice Rink and it will likely take a while to get the details. The Community Engagement committee will discuss options, including potentially bringing in a fake ice rink.

Cadance, Raissa and Peter met to discuss the BIA. Work is currently being done on a staff level to assess other potential funding options that could help meet the need as well as the feasibility of starting a BIA.

Cadance met with Jason and Raissa last week to talk about Baseline Services and is meeting with the Parks crew next week to talk more specifically about the baseline services and the regularity with which they can happen, once they are fully staffed. The goal is to meet regularly to address maintenance and some of the more challenging service issues and projects.

City staff will be coming through to remove all the lighting on the smaller trees, unless business owners specifically request for it to remain. Already notified business owners via our newsletter and trying to give them as much advance notice as possible. Most of the lights are completely broken and do not function.

Cadance is working on getting some of the old, dilapidated newspaper boxes removed.

The City is going to reseed the grass on Courthouse Square and is hoping that can become an annual project.

9.0 COMMITTEE UPDATES

9.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that the committee, comprised of Charles Evans, Tom Robertson and Peter Stanley has had a few meetings so far with the main focus on the County Civic Center. Their objective is to narrow in on some preferred alternatives for feasible locations and be able to make a defensible case and honest analysis, bearing in mind the studies already conducted by the county. They will be talking with City officials and the County to share their work and present the alternatives to them.

Hugh reminded everyone about the function of an EIFD and the potential it has for Downtown. He let everyone know Raissa is working on this as a staff level and that the Ad Hoc committee has this in their purview as well, though are currently focusing on the timelier issue of the Civic Center.

9.2 Community Engagement

Sonu Chandi shared that the Community Engagement Committee has been formed and the first meeting is set for February 24 at 3:30. Matt Vella is serving as co-chair. Leeanna Ausiello, Caitlin Kurasek and Stevan Stankovich are joining from the board and there are six non board members joining to get good representation from businesses Downtown. The goal is to create summer and winter programming and create community engagement between the business community and the customer coming Downtown.

Chandi Hospitality is conducting a fundraiser and is committing \$15,000 to get the effort started.

Pauline asked about working with Wednesday Night Market.

Natalie thanked Sonu and his partners for generosity.

9.3 Business Development

Doug Van Dyke shared that there have been initial discussions on the open storefronts and how more businesses can be brought Downtown. Pauline Block, Chris Denny, Ken LaFranchi and Michelle Zyromski will be joining Doug on the ad hoc committee. They will meet on February 25 at 11am.

9.4 Design & Improvement

The next meeting is on February 19 at 11am to talk through 2021 priorities as well as wayfinding and the benches in Courthouse Square.

9.5 Parking

Cadance is going to set up a meeting with Kim Nadeau and will look to set a meeting with the committee in the next few months.

10.0 BYLAW UPDATE DISCUSSION

Chair Natalie Balfour shared that it is time to review the Bylaws. Cadance will email a copy to everyone after the meeting. She requested that everyone review the bylaws and submit any suggested changes by March 4. The Executive Committee will review at their next meeting and bring the suggested edits back to the board for their meeting in March.

Tom asked if this was for the nominating process. Natalie clarified it was for the full bylaws. Hugh reminded everyone that though the nominating process had been formally adopted, it had not yet been incorporated into the bylaws and would likely be part of this discussion. Cadance will also share the adopted nominating process.

11.0 ADJOURNMENT

The Chair adjourned the meeting at 9:50am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
March 17, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello, Natalie Balfour, Zach Berkowitz, Pauline Block, Raissa de la Rosa, Charles Evans, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Steven Stankovich, Doug Van Dyke

Absent: Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Peter Stanley

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

3.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02am.

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 CONSENT ITEMS

Motion to approve consent items, February 17, 2021 Board Meeting Minutes was unanimously passed.

5.0 SHARED MOBILITY DEVICES

City Staff member, Nancy Adams presented on Shared Mobility Devices. Santa Rosa is trying to figure out how to provide these types of transportation options and the impact they might have. SMDs fit into the context of the bicycle/pedestrian master plan to reduce vehicle use and council has given guidance to develop an ordinance and a permit process which will be worked on for next 8 to 10 months. Scooter companies are showing interest, but staff want to figure out what the market is for these devices which is why they are focusing on a one year pilot program. Council will introduce an ordinance and permit process at the end of the year or early next. They will seek to get input from the DAO as they begin to develop documents.

DAO board members asked questions about the following:

- Issues and hazards with people leaving scooters wherever they'd like after use
- Potential for scooters to be stolen or vandalized
- Need for no parking spaces to be lost
- Concerns about prices being too high if only one provider were allowed to operate
- More information about the geographic area
- The need to coordinate with developments that might be implementing shared bike programs
- Licensing fees and the revenue stream to the City
- Potential conflicts with outdoor dining
- Monitoring of sobriety prior to use
- Need to add to, and not detract from, the Downtown landscape

Hugh reiterated that the DAO needed to have an opportunity to review the draft ordinance prior to presentation to council and that that the DAO should be involved in this process working with the City. Hugh suggested that the board should discuss and take a formal position that be communicated to staff as early as possible that clarifies elements of DAO participation and concerns about the program.

6.0 FINANCIAL REPORT APPROVAL

Cadance shared that there was nothing of note in the financial statements ending February 28 and pointed out that the name of one account has been changed to show that the funds are earmarked for specific projects and not for general use. The current fund is earmarked for the Asawa Fountain.

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

7.0 EXECUTIVE DIRECTOR REPORT

Cadance shared that board members had another month to provide updates and suggestions to the bylaws before the Executive Committee would review.

She shared that the new plant store on D Street, Botany Zhi, has been doing really well and that Fleet Feet will be opening back up on 3rd in the next month. A sushi restaurant and peruvian restaurant are slated to open on the 500 block in the coming months.

StreetPlus is continuing to meet weekly with Catholic Charities and have walk throughs about three times a month. They are targeting individuals who are causing problems and trying to find housing and services for them, but given how busy it is Downtown it is hard to see change there. The StreetPlus team has also been able to move forward on some of the maintenance items involving the pressure washer.

The Egg-Cellent Adventure Easter Egg Hunt which was created by Bayside has kicked off and has had an incredibly positive response so far including good publicity in the Press Democrat.

The Poet Tree project will start in Courthouse Square on April 1 and is being managed by CalPoet in Schools.

The window project with the museum will hopefully kick off in the next month to fill three vacant windows with artwork and historic photos.

Cadance will share more updates on the beautification priorities during committee updates.

A discussion ensued about the City's inability to prevent encampments from forming and the possibility for the DAO to take more of a role in dealing with the issue. It was explained that the DAO is constantly advocating with city staff and council to address these issues and will look into whether there are any policies in effect that are preventing more proactive action to end encampments before they begin.

Tom suggested the installation of cameras in areas of high issue might be worthwhile.

8.0 COMMITTEE UPDATES

8.1 Ad Hoc on County Center and EIFD

Hugh Futrell provided an update on the ad hoc committee's work to review potential sites for the civic center and the extend of the analysis completed. He shared that the committee has proposed to the City that the committee could take the next steps of providing relevant information that would help to expedite the process, which would require outside fundraising.

The City has determined the process needs to be managed by the County and the committee sent a detailed memo to the members of the county ad hoc committee.

Hugh shared that the odds of success are significantly reduced unless the process is changed in such a way there is professional and technical guidance that comes from outside the current process, which the DAO is offering to provide. The county's perspective on whether the DAO can play that role will be known soon.

8.2 Community Engagement

Sonu Chandi shared that the Community Engagement committee is launching a social media giveaway that will happen monthly. The first community wide meeting will happen next week on March 23 to gather feedback on potential summer opportunities for the Downtown area.

He also shared that Cadance is still working on the feasibility of an Ice Rink for the winter.

8.3 Ad Hoc Business Development

Doug Van Dyke shared that the committee met and is moving forward with plans to try and remove some of the barriers to attracting new businesses Downtown. The group is going to try and streamline the process for setting up a new business as well as come up with a target list of businesses, a sales deck for joining the Downtown community and work with landlords to identify and promote open spaces.

8.4 Design & Improvement

Cadance shared the committee is working with the \$45,000 budget to address refurbishing light poles, pruning and updating the trees Downtown and decorative lighting off of 4th Street. The committee will meet on Friday to figure out next steps for these three projects.

They are looking to create a tree inventory and plan for addressing all the trees Downtown as well as identifying creative lighting solutions that are tamper proof, which is a big challenge, especially while it is still quiet. The committee will also review a number of different options around ways to refurbish light poles which could include painting, powder coating, wrapping or artwork.

Bill asked if we'd determined what city's basic services are. Cadance provided some feedback on how that was being managed and how the DAO's priorities can push DAO involvement on certain issues.

8.5 Parking

Cadance shared that she and Michael Hyman met with Kim Nadeau to hear more about the plans for garages when the County reaches the yellow zone. Cadance will get feedback from business owners and the Parking Committee will then propose to the DAO what should be requested. Cadance will work with Kim to propose to council what would have the greatest benefit to the business owners.

Members of the board agreed that keeping all the garage incentives in place was key, as was promoting the program as much as possible.

Bernie asked for clarification around the cost of the voucher program and urged that the Parking Committee make continuing that a priority.

9.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 10:26am.

DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
April 21, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399

Present: Leeanna Ausiello, Natalie Balfour, Zach Berkowitz, Pauline Block, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Peter Stanley, Steven Stankovich, Doug Van Dyke

Absent: Charles Evans

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

4.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02am.

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 CONSENT ITEMS

Motion to approve consent items, March 17, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that there has been little deviation from the budget.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson apologized for not sending out the agenda ahead of time and reminded everyone that the agenda is always posted on the website as well. She shared that the bylaw review would take place in the fall and encouraged board members to take some time to review and pass feedback along to her, even if they felt no changes should be made.

There are several new businesses in the process of opening and two opened in the past month: Fleet Feet on 3rd Street and Grill Santa Rosa at the Plaza.

She shared that there continue to be a lot of issues with crime, including break-ins and theft. These have been shared with SRPD. She reiterated the importance of reporting and notifying SRPD as it helps them to allocate their resources.

Pauline Block has been selected to represent the DAO on the new public art committee for the selection of the art installation on the 5th Street Garage.

Pauline shared that the committee has met and is reviewing. They will finalize their decision in August and the installation is scheduled for early 2022.

Cadance shared that she hoped to have more details soon regarding the community outreach portion of the Blessing Hancock installation in Courthouse Square.

The Egg-Cellent Adventure wrapped up and received extremely positive feedback from both businesses as well as participants. Bayside has been a great partner in these activities and Cadance nominated them for a City of Santa Rosa Merit award for their work. She encouraged business owners to do the same and will send the details out to the board as well.

Conversations with City staff are beginning about what it means to be advancing through the tiers and the next steps for business owners who are interested in the permanent parklet program. Raissa shared that those with temporary parklets would be allowed to have them for a year from the date they completed the application, but that ADA issues would need to be addressed in the meantime. Hopefully there can be a smooth transition to the permanent parklet program, which will be presented to council in June.

Cadance shared that the 500 Block is meeting regularly to discuss the closure there and that there is general support for keeping it closed until restaurants can operate normally again. This is where the majority of summer activities will be focused since it is a closed and safe space, though they are working on getting new barricades.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell reminded the board that the Ad Hoc committee is working to support positions already taken by the DAO around the EIFD and the County Civic Center relocation to the Downtown core. The committee has done significant analysis around the relocation of the County civic center and made proposals to both City and County elected officials to provide support and further refine their analysis.

Raissa shared that the City Council study session on April 27 will explore the city's desire to move forward with a P3 and consolidate administrative services into a new building as well as present the County's position and authorize staff to move forward with negotiations with the County.

A discussion ensued about the parking needs of the County.

A question was raised about feasibility of Santa Rosa Plaza as a location and Hugh shared that it is a possibility, but unlikely based upon their corporate objectives.

7.2 Community Engagement

Sonu Chandi shared that the Community Engagement Committee has been meeting regularly. They have launched a social media contest and are discussing summer programming as well as budget and funding at their next meeting.

Cadance shared that she is still moving forward on the Ice Rink, and that there is mixed opinion on whether there is significant work, upwards of \$100,000 that needs to be completed, or a simple solution to get the Ice Rink to work. Cadance is going to connect the Chiller company with the City to determine the next steps.

A brief conversation ensued about outdoor markets and Pauline will pass along prospects to Cadance.

7.3 Ad Hoc Business Development

Doug Van Dyke shared that the Business Development committee is continuing to pursue their agenda with streamlining and identifying barriers, creating sales and marketing materials and identifying open spaces.

7.4 Design & Improvement

Cadance shared that the Design & Improvement Committee is moving forward with pruning and replacing trees on 4th Street, which was the priority with the potential to make the most impact. A final estimate is expected soon and a \$5,000 grant from Suburban Propane will be very helpful in completing the project. The hope is that the work can begin in May.

The committee has reviewed the priorities and wants to focus on some alternate projects which could have a bigger impact, including wayfinding, which the DAO could partner with the Railroad Square association to accomplish.

Hugh shared some of the challenges around the Asawa Fountain. The structural design is ready to go, but the architect still needs to take into the account the dimensions and how the panels will be installed, which is part of the City's scope.

Raissa shared that the City is working with the Asawa family to figure out next steps to help reinforce the panels prior to installation.

8.0 DAO POSITION ON GARAGE PARKING CHANGES

Cadance shared that the Parking Committee met to discuss upcoming changes to Downtown garage parking. The District has shared that they anticipate a loss of \$700,000-\$750,000 annually for all three of the current incentives to continue.

The committee met to bring forward a recommendation to the DAO board about taking a position. During that meeting, Bernie Schwartz made a motion that the committee recommend keeping free garage parking on weekends and the first hour free through the end of calendar year 2021. He also motioned that the DAO advocate using Rescue Act funding to make the parking district whole, if possible.

Bernie shared his concern for the health of the Parking District and that he felt it would be better to offer free after 5pm and not free first hour because that would be more of a benefit to restaurants. Discussion ensued around what the appropriate request from council should be as well as the need for long-term garage parking incentives and whether determining those would be possible given the current circumstances.

Doug made a motion that the DAO request to Council that the Parking District keep all three incentives in place through the end of the calendar year. The motion was seconded and passed without dissent. Bernie Schwartz and Stevan Stankovich abstained from voting.

Tom Robertson made a motion to advocate for Council to utilize Rescue Act funding to make the parking district whole. The motion was seconded.

Discussion ensued about whether the DAO should take a role in directing Council about how to spend funding when they did not know the full circumstances of the funds available or possible avenues for spending. There was agreement that there was no opposition to the Parking District being made whole, but that it was not the place for the DAO to step into the budgeting process.

The motion was rescinded.

9.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 10:18am.

CLOSED SESSION

1.0 DAO MANAGEMENT CONTRACT NEGOTIATION

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
May 19, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Pauline Block, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Peter Stanley, Steven Stankovich, Doug Van Dyke

Absent: Sonu Chandi

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

MINUTES

5.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02am.

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 CONSENT ITEMS

Motion to approve consent item, April 21, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that there has been little deviation from the budget. The district assessment has been received and is noted on the cash flow document. Joe noted that the StreetPlus budget reflects hours worked, rather than a set monthly fee.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided the following updates.

The DAO continues to support the City through outreach to business owners as the City develops policies that need their feedback.

Last year the DAO hosted a meeting for restaurant owners to weigh in on the new Zero Waste Food Ware Ordinance coming from the Climate Action Subcommittee. The draft policy was recently sent to restaurant owners for their review with the request to provide feedback directly to the City staff. The ordinance limits the supplies restaurants can use and puts some requirements in place around trash receptacles. If approved by council this summer, it will go into effect on Jan 1.

The DAO hosted a meeting on Tuesday, May 18 with Gabe Osburn and Raissa de la Rosa around the permanent parklet program. Downtown businesses with parklets and Railroad Square businesses were invited to attend to provide feedback and better understand the transition from the temporary to permanent program this fall. All businesses interested in applying for a permanent parklet are encouraged to reach out to Gabe directly.

The 500 Block will remain closed through the end of summer, and will reopen to vehicular traffic as soon as the parklet policy goes into place.

At the May Downtown Subcommittee meeting, the need to keep the garage incentives in place through year end was discussed. Chair Tibbetts said he would bring the issue up to Council. He has not been able to yet, but confirmed he would bring it up at council meeting on May 25.

The Downtown Subcommittee is working on a few initiatives around safety. Chair Tibbetts directed staff to investigate the cost of installing CCTV cameras as well as establishing a financial reward program for turning in footage of aggressive drivers or drivers who do sideshows. Updates are expected at the June meeting.

Cadance is working with Jason Nutt and Raissa to finalize the list of baseline services, which they reviewed earlier in the year.

The Ice Rink company and the City are still in conversations around the feasibility of the equipment needed to manage the power. The goal is to set a meeting with an electrical engineer to discuss and finalize the options.

Coordinating the logistics of Open & Out has been incredibly time consuming. \$22,500 has been raised and the goal is to raise another \$10,000-\$20,000 so that all programming the Community Engagement Committee wanted to offer would be possible. Much appreciation is given to Chandi Hospitality, Ausiello's and Sonoma Clean Power for joining as sponsors already.

The following is planned starting Memorial Day:

- Live acoustic music Thursday, Friday and Saturday
- Student Music Series on Sunday, planned by Julie Montgomery
- Fitness on the Square on weekends
- Movie Nights on Wednesdays in July
- SOCO Market – June 18, 5-8pm
- Open Air Craft Fair – tentatively scheduled for August 7

There are plans in the works for another passport concept to begin in July as well as a Downtown Bartender Battle.

The Open & Out website will launch next week and signage will be printed and displayed Downtown as soon as final sponsors are confirmed. The program will be advertised through a sponsorship with the Press Democrat as well as through social media purchases. A Summer Guide, featuring 45 restaurants and retailers, will be printed and distributed to promote supporting local Downtown businesses.

Looking forward, California Luggage has committed to sponsoring Halloween activities and planning for that will begin soon.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that there has not been much progress on getting the County to accept the support offered by the DAO, although the City and the County continue to work together to address the County's needs to relocate Downtown. The primary concern of the County remains parking. It is doubtful the County will choose to move Downtown without an independent analysis of the economic benefits, and that has yet to be conducted.

Some members of the DAO's Ad Hoc Committee think there could be benefit in conducting a public campaign around the issue. The current strategy is going to be to continue to try and work with the Supervisors on the County's Ad Hoc Committee.

7.2 Community Engagement

Cadance shared there was nothing additional beyond what was included in her report.

7.3 Ad Hoc Business Development

Natalie shared that there is no update, but that the ad hoc committee is meeting next week.

7.4 Design & Improvement

Cadance shared that tree pruning will begin on Friday, but tree removal and planting will not take place until the fall when hopefully drought conditions have lessened, and weather is more suitable.

The black planters will be updated this week and monitored throughout the summer.

The committee is working on additional festive lighting and will be reviewing at their next meeting.

A brief discussion ensued about the bollards and whether the DAO should look into covering them in some capacity at some point.

8.0 ASAWA FOUNTAIN UPDATE

Hugh Futrell reminded the board of the reinstallation process of the Asawa Fountain. The Fountain is being rebuilt at cost by the Hugh Futrell Corporation and funded through park funds, DAO contributions through the Sesquicentennial funding, private donations solicited by the DAO and in-kind contributions from Hugh Futrell Corporation and others. The City is responsible for storing, maintaining and reinstalling the panels on the fountain, once built.

There has been a slight problem that the City needs to address around preserving the deteriorating panels. One possible option is to recast the panels in bronze, though that changes the potential size and weight of the panels, so has put a slight delay on the actual

building of the fountain. Hugh reminded everyone that the original concept was for the fountain to be made in bronze, but due to funding it was cast in a concrete material. Tara Thompson is working with the Art in Public Places Committee and possibly City Council to figure out funding.

All parties are now in a collaborative discussion to figure out best steps forward.

Stevan brought up concerns about installing a fountain during the drought and recommended that a visible sign specifying recycled water was used.

9.0 MOTION ON DOWNTOWN PARK & CAPITAL IMPROVEMENT FEES

Hugh reviewed the details of the memo provided in the agenda packet which referenced putting together a proposal for the DAO to support the City by becoming involved in determining how park and capital improvement fees should be spent in the Downtown core.

Doug motioned that the Design & Improvement Committee put together a formal proposal and bring it back to the DAO board for review and approval. The motion was seconded and unanimously passed.

10.0 CHAMBER CONTRACT AND BUDGET RECOMMENDATION

Peter shared that at the closed session in April, the board gave direction for the Chamber to provide recommendations around adjusting the chamber contract with explicit goal of increasing the Executive Director's salary. In follow up to that direction, the recommendation of the Chamber is to utilize one-time funds that can cover the change without any action from the DAO board or adjustment to the Chamber contract this calendar year. Because these are one-time funds, he recommends that the board include this in their budget and priority setting for future fiscal years.

Although no action was needed, it was noted that both Hugh and Joe Dietzen, as members of the Chamber board, abstained from commenting. There was general support from members of the board.

11.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 9:56am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
June 16, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Natalie Balfour, Pauline Block, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Peter Stanley, Steven Stankovich, Doug Van Dyke

Absent: Leeanna Ausiello-Kane, Zach Berkowitz, Sonu Chandi

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

MINUTES

6.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:03am.

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 CONSENT ITEMS

Motion to approve consent item, May 19, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that the second district assessment was received in May. Open & Out funds are now being shown on the cash flow projection through Events/Programming.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided the following updates.

Currently the City is proposing that only the first hour free be extended in garages through the end of the year, but business owners have requested that the other current garage incentives remain in place through year end as well: free weekends and free after 5pm. This item is going to council on Tuesday night, and Cadance will conduct outreach to let business owners know they should participate and submit comments if they wish to see parking incentives extended.

The StreetPlus team recently had an employee quit and are now hiring for one of their afternoon shifts.

Cadance has been working with business owners around the transition from temporary to permanent parklet program. It is unknown how many will take advantage, but she is encouraging them to work with the City to make sure they are following the process correctly. All those who do not get a permanent permit, will need to remove their structures by the end of the summer. The 500 Block will be fully reopening once the parklet program is in place.

Open & Out has been running for three weeks. Over \$40,000 has been raised to put the events on thanks to Poppy Bank coming in as a presenting sponsor. Outside events, like the Bartender Challenge, are now being planned to help showcase Downtown bars, breweries and restaurants. There might also be a wine event that will focus on retail locations. The following activities are currently taking place:

- Live acoustic music on Thursday, Friday and Saturday
- Student Music Series on some Sundays, planned by Julie Montgomery
- Fitness on the Square on some Saturdays
- Movie Nights on Wednesdays in July with entertainment beforehand
- Three markets:
 - SOCO Market – Friday, June 18, 5-8pm
 - Pop Tha Trunk Art Show on June 26, 11am to 4pm
 - Open Air Craft Fair – date to be determined
- Obstacle course on the 500 block

- Two different cultural performances
 - Taiko Drummers and Ballet Folklorico
- Partnering with medical groups to host vaccination clinics on the Square

Cadance shared that it looks like the ice rink might not be feasible due to power concerns. Others have already raised concerns about water use during a drought. Peter Stanley asked how much water was needed during the period the Ice Rink would be installed. Cadance will look into it and provide more information. She shared that considering a fake ice rink might be worthwhile for this year.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that the City and the county are having discussions and conducting analysis on relocating the Civic Center Downtown, though it is unclear if that includes a thorough economic analysis. It is possible that the DAO could still be invited to conduct further analysis and be offered the opportunity to discuss and present on the impact to relocate Downtown.

Committee members shared optimism from other outreach on the issue.

7.2 Community Engagement

Cadance shared that the committee is meeting tomorrow and will review Open & Out, the ice rink and Halloween plans. They are still running the monthly social media contest, which has been going well.

7.3 Ad Hoc Business Development

Doug Van Dyke shared there is currently nothing to report and he will provide a more in depth report at a future meeting.

7.4 Design & Improvement

Cadance shared that the committee is working on two new lighting concepts, including stringing lights across 4th Street between the redwoods at the intersections at B and E. The city has given permission, but details are still being worked out. An additional lighting concept on the frontage of buildings is being considered if property owners are interested in implementing. More details will be shared as they are available.

Cadance shared details on the progress of the Asawa Fountain installation. The DAO and Hugh Futrell Corporation are waiting on final specs from City consultants as they work to figure out the bronze casting. Once received, building plans can move forward.

Hugh shared that there was a meeting regarding park fees with Jason Nutt and Jen Santos and that an RFP was circulated for the revisioning of Fremont Park. It was agreed that the DAO would have an important role in providing review and input into that process, although it was not clarified what that role would be.

Development fees within the Downtown core are currently being used Downtown, though follow up council action might be needed to extend.

It was clarified that park fees can be used for capital replacements but not for routine maintenance and that Courthouse Square does qualify for the use of park funds.

A brief discussion about lighting in public alleys occurred. Hugh shared that city said that park fees cannot be used for Jeju or Comstock, as they are technically roadways. Jason Nutt is looking into whether they can be qualified as open space amenities for the Downtown

community, which means that if a developer paying those fees raises no objection, those areas could receive funding from development fees.

8.0 MOTION ON SAFE PARKING LOCATIONS

Hugh Futrell shared that the Executive Committee discussed the safe parking proposal council has been evaluating. It does not look likely that council will support the further introduction of homeless services into the Downtown core due to the overconcentration of facilities and the increased population. The item will be discussed on next week’s agenda.

The question for the board to consider is whether the DAO should still take a motion on the Executive Committee’s recommendation that the City not locate any safe parking sites in the Downtown core.

Hugh suggested that the board could take a position and write a letter recognizing the difficulties of the homeless situation and the resources being developed, but express concern around the over concentration in the Downtown core.

A brief discussion ensued and Tom moved that the DAO write the letter and indicate that the concentration of homeless services in the Downtown core suggests that no more be added.

The motion was unanimously passed.

9.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 9:47.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
July 21, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Pauline Block, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Caitlin Kurasek, Bernie Schwartz, Peter Stanley, Steven Stankovich

Absent: Natalie Balfour, Zach Berkowitz, Tom Robertson, Doug Van Dyke

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

MINUTES

7.0 CALL TO ORDER

Vice Chair Hugh Futrell called the meeting to order at 9:05am.

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 CONSENT ITEMS

Motion to approve consent item, June 16, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that expenses are running under budget, but will probably catch up later in the year. \$30,000 was received in July for Open & Out.

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

6.0 WATER USE EFFICIENCY AND DROUGHT IMPACTS FOR BUSINESSES

Deb Lane from Santa Rosa water shared that there are record lows leading to the City adopting stage 3 drought restrictions. She shared a list of water use restrictions as well as opportunities available to business owners that include rebates and discounted water saving equipment.

7.0 EXECUTIVE DIRECTOR REPORT

Cadance shared that there have been no recent Downtown Subcommittee meetings, so there are no updates on the potential expanded CCT system.

It has been great to have a stronger DET presence in the Downtown area over the past month, especially with ongoing homeless challenges.

Parking incentives are in place through year end and the parking committee will be meeting to bring their ideas back to the board for requests in 2022.

The StreetPlus team is short one staff member and are trying to hire. It will be interesting to see how they're able to recruit in the current climate and whether the StreetPlus team can meet the needs as downtown returns to "normal".

Due to the drought, the StreetPlus team is only pressure washing for hygienic and sanitary purposes at this point. Cadance is looking into whether or not they can somehow access grey water.

Open & Out has been an incredible amount of work to coordinate, but the community seem to be enjoying it, though there has not much response from business owners as to whether or not they are seeing any benefit. She shared details of all the upcoming planned events and let the Board know that she's looking into the potential of an end of summer block party.

The Community Engagement committee is starting to talk about a Halloween event as well as Winter Lights, so there will likely be more specific details to share at the next Board meeting.

Bernie commented that the no parking signs have been challenging for customers to understand. Cadance shared that she has already addressed this with the parking district and they should be making the font larger on future signage.

8.0 DISCUSSION ON POTENTIAL SYNTHETIC ICE RINK AND OTHER HOLIDAY ACTIVITIES

Cadance reminded the committee that after the last meeting, it was determined the only option for a rink moving forward was a synthetic rink, due to high water usage and power challenges. She shared details about the synthetic ice product called Glice and that she's gotten recommendations from other organizations that have used it. If a synthetic rink is to

be installed, it will be important to activate the Square around it to create a positive experience.

The current synthetic rink option that has been presented involves a company purchasing the rink and operating it on the Square. Because of the cost to purchase the rink, the operator would like to be guaranteed to have access to Courthouse Square for three years.

Cadance clarified that this is not solely a DAO decision, as both the Chamber and the City need to be involved before anything is finalized.

There was general concern over a three-year commitment, but the board discussed and suggested that Cadance keep looking into the options.

9.0 DISCUSSION AND POSSIBLE ACTION ON DOWNTOWN CIVIC CENTER PROPOSAL TO SUPERVISORS ON JULY 27

Item 9 was moved prior to Item 5 to accommodate for staff availability.

Peter Rumble shared that at the Supervisors meeting on Tuesday, July 27 they will be reviewing an option to enter negotiations with Simon for potential development of the Sears site as the sole alternative for building out on the current county campus. There is slight optimism for a positive vote to come Downtown.

Hugh shared that there was no third-party analysis conducted and the county models show moving Downtown at a higher cost than staying on the current campus. He reminded the committee that the DAO offered multiple times to conduct such analysis and that the Board has already taken a position to support the County campus moving Downtown.

A discussion ensued about how and if the DAO might want to choose to communicate their opinion on the issue.

It was clarified that the library site is no longer a viable option.

A motion was brought to the table to support the County moving forward with the Sears site and to repeat the DAO's offer of assistance. The motion was seconded.

A discussion ensued about whether or not the DAO should provide specific site support having not seen any existing plans or details about the project. There was also discussion about the DAO not appearing supportive of the sole remaining Downtown option and the need for any communication to show support.

The motion was amended to reiterate the DAO's support for a Downtown Civic Center, encourage the Supervisors to move forward with a Downtown location and reiterate the DAO's offer to assist with further analysis. The motion was seconded.

Raissa and Stevan abstained from voting due to conflicts. Peter Stanley and Pauline Block abstained from voting due to lack of information from the County. The motion passed.

Cadance will prepare the draft of a letter and send to the Supervisors prior to July 27.

10.0 DISCUSSION AND POSSIBLE ACTION ON IMPLEMENTING PLANS TO IMPROVE THE DOWNTOWN OFFICE LEASING LANDSCAPE

This item was deferred to the August meeting due to issues of timing.

11.0 ADJOURNMENT

Vice Chair Hugh Futrell adjourned the meeting at 10:27am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
August 18, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Natalie Balfour, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Peter Stanley, Steven Stankovich, Doug Van Dyke

Absent: Zach Berkowitz, Pauline Block

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

8.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:03am.

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 CONSENT ITEMS

Motion to approve consent item, July 21, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that through July we're tracking budget closely in terms of assessments and have received slightly more than budgeted and expenses have been lower.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance shared there have been a few staffing challenges with StreetPlus, and she has been working with their manager to address them with the hope that they can become fully staffed and address some of the ongoing issues throughout the District.

The Downtown Subcommittee will likely be moving to the first Tuesday of every month at 8:30am and Cadance will let everyone know once that change has been made. She is expecting the September meeting to share further detail about the expanded CCTV options and parking budget.

Open & Out has been going well and wrapping up with an End of Summer Block Party in the Square and on 4th Street from B to D on September 18 from noon to 4pm. She shared details on the plans in place and encouraged the board to volunteer if they're available.

Plans are underway for a Fall Event on Friday, October 29, partnering with Bayside to bring more activity to the Square, as well as trick or treating throughout businesses like in past years.

The Ice Rink is moving forward as part of the Chamber's Winter Lights event. The DAO will not be contributing funds but will be contributing staff time to support the event.

The DAO will be hanging banners and distributing wreaths again this year for the holidays.

A discussion ensued about the availability of county mental health services to address some of the ongoing issues in the Downtown area. There has been no intervention from the county in the Downtown area so far, as Catholic Charities is the vehicle for funneling people to the appropriate service.

A request was made for StreetPlus to dedicate more time to the edges of the District, which has been a challenge due to staffing shortages. Positive comments were shared about the quality and friendliness of the staff.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that the committee hasn't met since the county made their decision, but they will be monitoring what goes on and look forward to working with the county as the process moves forward. Discussion ensued about the county's parking requirements for the project.

7.2 Community Engagement

Sonu Chandi encouraged the board to visit the DAO website and social media and attend the Block Party on September 18. He shared that Committee agreed to close 4th Street as part of the event.

7.3 Ad Hoc Business Development

Doug Van Dyke shared that committee members continue to work on different items and will come together to discuss their plan in the coming months.

7.4 Design & Improvement

Cadance shared the lighting project at 4th & B is moving forward, the tree planting will happen later this year (weather permitting) and the plants will be updated soon.

Hugh shared an update on the Asawa Fountain. The City has decided to cast the panels in bronze prior to the installation and is seeking funding to finalize the project. Construction will begin once funding has been secured and City contractors have finalized all the details related to size and installation.

Hugh shared that although wayfinding was not a top priority for the DAO this year, Railroad Square has been working to get a signage plan in place. The DAO might decide to prioritize wayfinding next year to bring wayfinding to Courthouse Square, so it is worth staying aware of their progress. The project has stalled a bit, but the DAO will be kept updated as it moves forward. Raissa was able to share information from the City's perspective.

Hugh reminded the DAO of the transition taking place at the City and urged the DAO and its member to be conscious of that challenge. The degree to which the DAO can take initiative and get things done will be a positive.

Cadance shared she's been working with Tim Finegan and the parks department on getting the benches in Courthouse Square replaced with something more appropriate.

8.0 PARKING RECOMMENDATIONS FOR 2022

Cadance shared that the following recommendations came from the Parking Committee and Executive Committee.

5. Change garage operating hours to 9-6 to be in line with street parking and surface lots
6. Keep free weekends in the garages to promote people using the garages on Saturdays when street parking is paid and on Sundays when free in lots and on streets
7. Offer first hour free to incentivize use of garages
8. Institute reductions for business and property owners entering into contracts to acquire long-term garage parking permits

The goal of the recommendations is to implement parking changes starting in 2022 to simplify and create uniformity of all parking options Downtown, as well as promote and incentivize use of City garages.

Partnering with the City on a parking marketing campaign was discussed, but ultimately it was determined it is more important to secure long term changes prior to working on a marketing plan.

Hugh elaborated on item 4, which is crucial to bringing employers Downtown. Parking is now a requirement for many lessees. A reduction to long term passes will impact the city's finances, but it needs to be addressed as a critical barrier to leasing space.

A motion was made to authorize the Executive Director and the DAO Executive Committee to work with City staff and elected officials to secure the four parking recommendations made to the Board.

Discussion ensued about whether to include marketing request.

The motion was unanimously approved as presented.

9.0 DISCUSSION AND POSSIBLE ACTION ON IMPLEMENTING PLANS TO IMPROVE THE DOWNTOWN OFFICE LEASING LANDSCAPE

Hugh shared that leasing in many of the Downtown office spaces had slowed significantly and the DAO could take a role in working with the City to reduce as many barriers as possible.

Peter Stanley stressed that this is a pending crisis for Downtown and that it will impact all existing and future businesses. Council would need to weigh in on this item for resource allocation.

A motion was made for the DAO to authorize discussion via the Executive Director with the chief building official to discuss how to expedite and further the objective of reducing barriers to leasing commercial spaces in the Downtown core.

The motion was unanimously approved.

10.0 FUTURE MEETING TOPICS

No topics were brought forward at this time.

11.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 10:18am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
September 15, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Pauline Block, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Hugh Futrell, Caitlin Kurasek, Bernie Schwartz, Steven Stankovich

Absent: Charles Evans, Tom Robertson, Peter Stanley, Doug Van Dyke

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

9.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02am.

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 CONSENT ITEMS

4.1 Motion to approve consent item, August 18, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT APPROVAL

Joe Dietzen shared that the budget is tracking well. Expenses look better than budgeted but that's primarily due to staffing with StreetPlus contract.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson shared the following updates:

The StreetPlus team is still short two staff members, but they are interviewing and beginning to discuss alternative plans and schedules should they be unable to hire.

There have been some very positive steps forward with the Downtown Enforcement Team trying to address the concerns around the homeless population, but it remains a difficult and ongoing issue.

New lighting has been installed across 4th Street at the intersection of B. The Design & Improvement Committee will determine if additional installations across 4th will happen later this year.

Plants have been updated and StreetPlus has committed to maintaining them.

Parklets on the 500 Block should be reduced by the end of the month, but all parklets will be allowed to remain until the permanent program goes into place later this year. They will either have to completely remove the parklets or comply with the new regulations.

Raissa shared that she thought the parklet program was going to council in November.

Over the next month, Cadance will be working to address the media boxes and clearing out the unused ones. She is also working to set a meeting with the Mayor and Councilmember Tibbets about parking in 2022.

The Community Engagement Committee is looking for a new meeting date and time. Cadance will share once confirmed.

The End of Summer Block Party is taking place on Saturday and a lot of businesses are involved, which has been a positive. Volunteers are still needed if anyone is available.

The Fall Fun Fest on October 29 will include business trick or treating, carnival games and inflatables, a costume contest with Amber & Tanner and a movie night featuring Hocus Pocus.

The Synthetic Ice Rink, part of the Chamber's Winter Lights event, will be operating from November 18 through January 9. There are great sponsorship opportunities if anyone is interested in learning more.

Pauline shared that the Selection Committee for the 5th Street Garage installation is recommending Rough Edge Collection's artwork to be the chosen piece. The Art in Public Places committee will review and hopefully approve at their next meeting and the project will get underway in 2022.

7.0 APPROVAL OF BYLAW REVISIONS

Cadance shared the primary changes to the bylaws were to make clear the connection to the 1994 Act, bring in previously approved language around the Board member nomination process and clarify the Conflict of Interest policy. She read through all the proposed changes provided in the agenda packet.

Discussion ensued around Santa Rosa being a Charter City and the DAO operating under the 1994 Act.

Hugh clarified that the DAO, the nonprofit organization that serves as management group of the District, is not the same as the District. He reiterated that the board is a self-interested entity that falls under the 1994 Act, which makes specific reference to owners associations and is the reason why the DAO does not operate like a typical nonprofit organization. The changes to the bylaws are meant to provide further clarity to that topic.

Hugh also clarified that there is an existing conflict of interest policy requiring no self dealing, in the Bylaws and the additions to the policy in Section 13.5 are meant to ensure complete transparency. DAO Board members are not public officials so the conflict of interest rules that apply to public officials, are not relevant to the DAO board.

Due to the self-interested nature of the organization, the additional conflict of interest policy addresses very specific circumstances when a single member/property owner benefits from a potential decision that could also cause detriment to another member/property owner.

Under those specific circumstances, board members should recuse themselves from taking any action, but the Chair can request information from the recused party. When no action is being taken, no recusal is needed.

This language was added in respect to Simon's involvement in the Civic Center relocation, but is relevant for any member of the board participating in future decisions under which the specific conditions are met.

There is no suggestion that Simon has interfered with the process in any way to this point. Discussion around the Civic Center moving forward will likely be purely informational and no recusal would be required unless specific action is taken.

Cadance talked through Section 7.2 which references the nomination process that will take place in the coming months. Natalie will select a nominating committee of at least three people, one of whom must be on the Executive Committee. The nominating committee, through Cadance, will solicit nominations to join the board and will review the candidates before making a recommendation to the board at the first meeting of the year. The specific approval process that will take place during that meeting has been included as Exhibit B.

A motion was made to accept the Bylaw changes as presented and was passed by all members present except for Stevan Stankovich who abstained from voting.

8.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 9:48am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
October 20, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Pauline Block, Raissa de la Rosa, Joe Dietzen, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Steven Stankovich, Peter Stanley, Doug Van Dyke

Absent: Sonu Chandi, Charles Evans

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

MINUTES

10.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:03am.

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 CONSENT ITEMS

4.1 Motion to approve consent item, September 15, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT APPROVAL

Joe Dietzen shared that through September the budget is tracking well. Assessment income is on track with budget and have raised over \$50,000 for special programming. Expenses are currently less than budgeted due to StreetPlus staffing issues and annual priorities spending. The contingency fund has also not been utilized yet.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance shared that the Downtown Subcommittee meeting in October was canceled.

She has no additional information on parklets beyond that the item is expected to go to council in November.

There was a meeting with Mayor Rogers to discuss the continued garage incentives and improved garage parking passes to incentivize office leasing. Cadance will stay in touch with the mayor and council on this item and will connect with the new parking director once they've been hired.

StreetPlus has remained a challenge as they have not been able to hire any new employees and have been looking since June. Cadance has requested they provide her with an alternate schedule and rates, but they have not provided that information.

The tree planting project will be moving forward shortly. The diseased and dead trees (approximately 30) will be removed and replaced with either crape myrtles or ginkgoes. This was delayed from the spring so that it could happen when the weather would be more appropriate.

Cadance is working on additional holiday décor as well as lighting. The banners designed last year will be hung again and wreaths have been offered to business owners.

The Block Party went well other than the inclement weather which definitely reduced the crowds. Fall Fun Fest is a new event that is coming Downtown next week and will hopefully bring a few hundred families to the area. The Ice Rink is moving forward and scheduled to open next month.

She shared that three new retailers have opened or are in the process of opening and that the restaurant Warike has also finally opened.

7.0 IMPACTS OF HOTEL AZURA / MICKEY ZANE PLACE

The committee discussed the negative impacts of Mickey Zane Place on the surrounding neighborhood and the potential concern that the negative impacts could expand further into Downtown. Peter Rumble shared that the facility is currently being managed by an out-of-town company while it serves as housing for homeless individuals at higher risk of COVID-19. Afterward it will transition to transitional housing. The county is the ultimate responsible party.

Discussion ensued about the best path forward and the need for the DAO to be in front of this issue while ensuring that Downtown, and the pathways to it, are welcoming. There would be value in including the surrounding neighborhoods and other impacted organizations in any discussions.

It was agreed that Cadance should connect with city staff and Councilmember Schwedhelm to see where the City stands on this issue and how the DAO can best support their approach with the county to address it.

8.0 DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSED POTENTIAL PARKING LOT / GARAGE CONVERSIONS

Hugh shared that the Executive Committee received inquiries about the request that went to the housing authority to weigh in whether three Downtown parking lots should be determined to be surplus and thus available for development. The lots in discussion are two on fifth street behind the 500 and 700 blocks of 4th Street and the garage on 3rd Street.

A discussion ensued about how the DAO might weigh in on the issue and speak against developing these sites without taking a negative position on future housing or development in Downtown. The concern lies in the potential negative impact to retailers, and the property owners who rent to them, who rely upon this parking to operate.

Raissa shared this will be coming to a study session at the end of November and there would be opportunity for the DAO to weigh in once more information had been gathered.

Hugh suggested that the Executive Committee continue to gather information through discussions with councilmembers, city staff and potentially impacted business and property owners. At the next board meeting, the board can take a formal position based upon the further information gathering of the Executive Committee.

9.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 9:53am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
November 17, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Sonu Chandi, Raissa de la Rosa, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Steven Stankovich, Doug Van Dyke

Absent: Pauline Block, Joe Dietzen, Charles Evans, Peter Stanley

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

MINUTES

11.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02am.

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 CONSENT ITEMS

4.1 Motion to approve consent item, October 20, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT APPROVAL

Cadance shared that the October financials are tracking under budget. There will be a clear picture in next month's financials where the DAO will end the fiscal year.

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

6.0 REVIEW OF CITY OF SANTA ROSA SHARED SCOOTER SYSTEM PILOT PROGRAM PERMIT CONDITIONS (ATTACHMENT)

City employee Nancy Adams shared a presentation on the City's draft policy of the conditions for a pilot scooter program.

Nancy provided feedback on the comments from the Executive Committee.

A discussion ensued about the need for the DAO to weigh in on potential locations for the scooter banks. Bjorn Gripenburg from the City shared that further discussion could be had to determine where there should be reduced speeds and where the scooters would be prohibited using geo fencing.

City staff addressed concerns around limiting people from locking scooters to commercial wayfinding signage and expressed willingness to continue discussion.

Nancy shared that the parking district could make citations to help assist with enforcement. Operator will also address mis-parked devices within 2 hours during business hours and 12 hours outside of business hours. If not moved the City would impound the device.

This item is going to council on December 14.

7.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson shared the following updates:

The StreetPlus team is back up to four staff and have made an excellent new hire, Michael. They remain short one staff member.

The Downtown Subcommittee has still not addressed CCTV cameras and has not officially brought Councilmember Alvarez on board, though Cadance and Hugh met with him to bring him up to speed on the DAO and the District.

A meeting is set with Councilmember Schwedhelm, Kelli Kuykendall and Clare Hartman for November 22 at 4pm regarding Micky Zane Place. If anyone has specific details they would like to share about the impact, please email Cadance.

She has followed up with Mayor Rogers urging him to get the parking extension on the calendar because it will cause tremendous problems if it lapses. She will continue to reach out to him.

The ongoing tree maintenance project is scheduled to start within the next week. She has been working with Davey and Curt Nicholls to get trees tagged and notify business owners of which trees will be installed in front of their storefronts. The City is supposed to remove all the remaining string lights that were installed over ten years ago.

Snowflake ornaments are in the process of being hung in trees throughout the entire District. Lighting spheres under the redwoods will be installed in the next few weeks. Wreaths will be distributed before Thanksgiving and the holiday banners were installed last weekend.

Raissa might be able to provide an updates on the parklets.

Fall Fun Fest was a huge success. Thousands of locals attended and there was excellent feedback from both businesses and attendees. Bayside's partnership was instrumental in making it happen and hopefully the event can grow even more next year and close the streets.

Winter Lights and the synthetic rink are moving forward. Over \$100,000 has been raised and the Chamber will likely still take a loss on the whole program. It is a tremendous amount of work to coordinate but has received a good amount of interest and hopefully will support economic activity Downtown and bring in visitors.

Cadance shared the media box removal project has been pushed to 2022.

Even though the DAO is no longer having an annual meeting, Cadance will be sending a letter to property owners reminding them where they can find all the meeting details for 2022 and letting them know that they can nominate property or business owners to join the board. Property owners also receive an annual report in early 2022.

Raissa shared that the City was anticipating going to council for parklets at the end of the month, but due to internal challenges, it will likely not go to council until March. There is an issue between determining if the parklets are public or private, which come with different state requirements and expectations and fees from business owners. The City is modeling their program after other successful programs in the state

City staff will share details with current parklet owners, though they can extend their temporary permits for now. New owners can also apply for temporary permits. All parklets must remain ADA compliant.

8.0 ACTION REGARDING COUNCIL DECISION ON PARKING FACILITY CONVERSION TO SURPLUS PROPERTY (ATTACHMENT)

Hugh reviewed the recommendations of the Executive Committee's around council's potential action for declaring three Downtown parking facilities surplus and available for housing development.

Cadance shared this is no longer on council's agenda for November 30 and she will let everyone know when it is rescheduled.

Raissa will be abstaining from the vote.

Sonu motioned to take the Executive Committee's recommendation and address with the City. Motion was approved by all members present, with the exception of Raissa de la Rosa who abstained from the vote.

9.0 2022 BOARD MEMBER NOMINATIONS

Cadance explained the nomination process and will begin soliciting nominations from property and business owners next month.

Cadance will work with the nominating committee to set a nomination deadline and Cadance will schedule calls with all nominees and request a bio and statement of interest. She will

coordinate interview panels and the nominating committee will make their recommendations to the board at the January meeting.

Natalie shared that she would be reaching out to board members to join the nominating committee, but asked that anyone interested, contact her. Natalie will speak to potential members to join and Cadance will notify everyone who will be serving.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 10:08

**DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
December 15, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Pauline Block, Natalie Balfour, Zach Berkowitz, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Caitlin Kurasek, Bernie Schwartz, Peter Stanley, Steven Stankovich, Doug Van Dyke

Absent: Tom Robertson

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

12.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02am.

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 CONSENT ITEMS

4.1 Motion to approve consent item, November 17, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT APPROVAL

Joe shared that income for the year is exceeding budget due to StreetPlus coming in under budget and some expenses for 2021 that will not be reflected until the December financials come through.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson shared the following updates:

The StreetPlus team currently has four staff members as Danielle has started her leave. The current staff they have been really fantastic and they'll be receiving gift cards from the DAO.

The Downtown Subcommittee was once again canceled.

The Synthetic Rink has received a positive response. Cadance asked the board to come out to support T-Mobile's Free Skate Day today from 3-6pm to show support and appreciation for the presenting sponsor.

Three different markets have been held so far during the holiday season and there will be three skating shows before the end of the year.

The decorations have been well received with the exception of one negative comment from a business owner who wanted more decorations in front of their location.

The trees have been planted and signs will be put out shortly identifying them and letting people know they need space to grow.

The sphere light project is under way and the B Street intersection will be complete this week. Unfortunately, the last two intersections won't be done until 2022 due to supply chain issues.

Parking incentives have been extended for another six months which gives the DAO time to work with the new parking director and the City to come up with a compromise on permanent incentives.

Joe Dietzen will be chairing the nominating committee this year with Pauline and Stevan will be serving as well. Both Property owners and business owners have received notification that nominations are due by December 31. The committee will review applicants and conduct interviews in early January and then make their recommendations to the board at the January meeting.

7.0 2022 BUDGET REVIEW AND APPROVAL (ATTACHMENT)

Joe Dietzen reviewed the budget proposal. The projected budget income in 2022 is \$534,025. Total expenses are projected at \$605,900 with a negative income of about \$71,874. \$605,900 includes a \$10,000 increase to Chamber contract, an increase of \$5,000 to the annual priorities line item and a \$20,000 increase to the project maintenance budget. It is expected that the contingency will remain at 6%. The deficit cannot continue indefinitely, but given the net surplus in 2021, it is possible to cover additional expenses in 2022. In 2023 the goal will be a balanced budget.

Cadance shared that the Chamber is covering a portion of the contract increase and that the budget allows for enough cash on hand to cover the first month of expenses in 2023.

Sonu asked if the DAO can fund an events coordinator. Cadance shared the Chamber is looking into event support. The board will have to determine if events and marketing is a priority when they discuss annual priorities in 2022.

Hugh reiterated that the surplus dollars are a one-year option and would not be able to cover a multi-year project. Without the surplus dollars, it would be a break-even budget.

Pauline said she would hate to lose the momentum that's been created around events. Sonu suggested the board take the responsibility for fundraising to keep events moving forward.

Cadance reiterated that this would have to be discussed at the annual priority meeting.

Motion to approve the 2022 budget as presented was unanimously passed.

8.0 BYLAW CHANGES (ATTACHMENT)

Cadance shared that the suggested bylaw changes to Section 12.1 add the additional role of past chair person so that there would be five directors serving on the Executive Committee rather than four. The chair role would now have a limit of serving two years. This is in line with how many other nonprofit executive committees work and will allow for increased involvement on the board.

Hugh reiterated that no one should be stuck on the executive committee and that healthy turnover is needed. It will be critical to refresh the committee and maintain continuity, which is the goal of this proposed change.

Motion to approve the recommended bylaw changes as presented was unanimously passed.

9.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 9:33am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
February 19, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

MINUTES

Present: Hugh Futrell, Charles Evans, Ken LaFranchi, Kurt Nichols

Absent: Jenny Romeyn

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 11:01am.

2.0 2021 BEAUTIFICATION PRIORITIES

2.1 Light Pole Powder Coating

Cadance provided an update on the beautification priorities the DAO set in 2021, which were allocated a total of \$45,000.

She shared that the cost to powder coat light poles is \$1,500 for the large light poles (25) and \$450 for the small light poles (25). The City would pay for the removal and transportation.

A discussion ensued about how many different types of light poles were Downtown and the ultimate goal of having matching light poles. This might be possible in the future with EIFD funding. There was agreement that spending that much on light poles that should be removed, was not the best use of funds. Committee members discussed the possibility of less expensive options, including painting in place, turning it into an art project or wrapping the light poles.

2.2 Festive Lighting Expansion

Cadance reminded the committee that they had previously wanted to expand festive lighting off of 4th Street. About \$20,000 was spent in 2020 to create the Redwood tree lighting that is still up, but vandalism has become an issue.

The committee discussed opportunities for festive lighting expansion.

2.3 Pruning/Replacing Trees on 4th

Cadance shared that many of the trees on 4th street are dead or in very poor condition and it would be necessary to hire someone to assess and provide tree services to the area.

The committee questioned whether there is a City ordinance stating trees are the responsibility of the property owner. Ken said his previous research and experience showed that it was explicitly stated that the property owners had to manage tree and sidewalk repairs.

It was the committee's preference to have the work completed by the DAO, rather than by the individual property owners so that there is consistency and uniformity.

Charles shared that any new trees that are planted should be able to handle lighting. The committee discussed potential processes for removing and replacing trees and determined that a tree company would need to assess and provide feedback for next steps with the goal of having a very clear plan for any future replacements.

Ken suggested that the funds be allocated to manage select pruning of trees, additional festive lighting and some painting or wrapping of light poles. Committee members supported the idea and Hugh suggested that Cadance provide concepts at the next meeting, with the rough budget of \$15,000 to each area and the flexibility to shift as needed.

Ken offered to help with the street poles.

Cadance asked for recommendations for tree companies and Atlas Tree Service and Bright View were suggested by Curt.

Hugh said that the focus of the lighting should be to provide safety for the major areas. Cadance will look into all three areas and provide updates and options at the next meeting on March 19 at 11am.

3.0 WAYFINDING

Cadance shared that the City is eager to do a comprehensive wayfinding program.

Hugh shared that Railroad Square is already working on this and it was agreed that it would make sense to keep the same look.

The committee agreed that although no funds have been allocated, the DAO should still put together a plan that focuses on signage to civic areas and subareas, rather than to specific businesses.

Discussion continued about the future need for large scale signage or markers/monuments to demarcate the district.

There was discussion on park development fees from Downtown projects and it was determined that at the next meeting, a plan for possible park fee recommendations should be discussed further.

4.0 REPLACEMENT/PAINTING OF COURTHOUSE SQUARE BENCHES

Cadance shared that she didn't have any updates on the benches, but that they are in terrible shape and she'll continue to discuss with the City.

Hugh stated that the City needs to be pushed to replace the benches, as a baseline maintenance item. Curt is going to confirm if the benches were powder coated.

5.0 ADJOURNMENT

Hugh Futrell adjourned the meeting at 12:14pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
March 19, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

MINUTES

Present: Charles Evans, Ken LaFranchi, Kurt Nichols, Jenny Romeyn

Absent: Hugh Futrell

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

The meeting was called to order at 11:02am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 Motion to approve consent items, February 19, 2021 Design & Improvement Committee Meeting Minutes was unanimously passed.

4.0 2021 BEAUTIFICATION PRIORITIES

4.1 Light Pole Refurbishment

Cadance shared the information gathered so far regarding light pole refurbishment. The small light poles are in decent shape and do not need immediate work done, though the twenty-five larger poles are in terrible shape, all significantly peeling and with different light heads.

Powder Coating

- \$1,500 per large pole
- City will cover removal and transportation, but will not remove or transport the ten light poles on the corners with street signs and traffic lights

Painting

- Multiple painters were approached and one came back with a quote of \$1,000 per regular pole (15) and \$2,000 per corner pole (10)
- Using a painter will require a lot of additional logistics, including a traffic plan, lift rentals and road closures

Wrapping

- Signarama estimated about \$8,000, in mostly labor cost to wrap the large light poles
- They will do a free sample if the Committee wants to test the idea out prior to committing

Artist Painting

- Would put a call out for artists explaining the project and seek ideas for painting and camouflaging the poles
- Temporary option if there is hope of getting new poles in the near future

A discussion ensued about the best path forward with the committee ultimately deciding that it made no sense to powder coat if only a portion of the poles can be powder coated. Cadance is going to confirm with the City that they will in fact not powder coat the corner poles, which she had previously been told.

The committee ultimately wants to figure out replacement cost because the cost of painting is so high, and the lights are in bad enough shape that spending that much money does not make sense. It was agreed that the long-range goal should be to create a cohesive look and that a very temporary option like painting or wrapping would be preferred at this point. Cadance will reach out to the City to discuss what the process of replacement would look like and confirm feasibility of a temporary option.

4.2 Festive Lighting Expansion

Cadance talked through the options she and the lighting company had reviewed and ultimately decided that none would reach all the goals of improving the landscape and being tamper proof. She has someone else looking into potential products, but also presented additional ideas for consideration.

- The first option is artistic tube lighting, similar to what was installed on 4th Street over the summer. This could be any color and the cost is about \$1,000-\$1,500 per site.
- The second is up and down lighting on buildings, which might only be appropriate depending on the architecture
- The third was lighting wrapped around the features and edges of the buildings

The committee discussed and ultimately determined that the string lighting wrapped around the parapets and edges of buildings would be preferred. Cadance is going to discuss with lighting company and come back to the committee with a quote.

4.3 Pruning/Replacing Trees on 4th

Cadance shared that she reached out to multiple tree companies to get quotes and ended up meeting with two that each provided a quote for pruning and removing/replacing trees for the 600 Block of 4th Street. Both companies made the same recommendations to prune the ornamental pears and remove and replace honey locust trees. Both estimates were priced just under \$10,000.

She also shared that the committee might consider spending about \$4,000-\$5,000 to do a full tree inventory of all the trees within the District so that there can be a clear plan for the entire area and not just fourth street.

She has been looking into grant funds and has identified one grant that is currently open and one that should be opening up this summer that could provide funding for this project and for larger tree work throughout the area.

The committee discussed and ultimately decided they wanted to move forward with doing the estimated work on the 600 Block as soon as possible. They would like to take some time to discuss the options available for tree replacement prior to moving forward.

Cadance is going to reach out to the company that provided an estimate for 24" box trees and see what the cost would be for 15-gallon trees instead as the committee felt that smaller trees would be better suited. She will also touch base with Railroad Square to see if there is potential to collaborate since they are looking to do a similar project. Curt recommended that the trees be triple staked, rather than putting in fencing.

5.0 COURTHOUSE SQUARE UPDATES

Item five was not discussed due to time constraints.

6.0 ADJOURNMENT

The meeting adjourned at 12:10pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
April 2, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

MINUTES

Present: Hugh Futrell, Charles Evans, Ken LaFranchi, Kurt Nichols, Jenny Romeyn
Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 11:05am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 Motion to approve consent items, March 19, 2021 Design & Improvement Committee Meeting Minutes was passed. Hugh Futrell abstained.

4.0 2021 BEAUTIFICATION PRIORITIES

4.1 General Discussion

The committee discussed whether the projects being reviewed were the responsibility of the property owner or the City. It was determined that the committee would still like to move forward with the tree pruning and replacement, but would like to look at other projects that make more of an impact such as wayfinding or additional colorful planting.

4.2 Pruning/Replacing Trees on 4th

Cadance shared that Suburban Propane has contributed \$5,000 to support the tree planting project, which might make it possible to complete all three blocks of fourth street. She will request a quote from Davey, the company chosen to move forward.

The committee discussed the benefits of planting smaller trees versus larger trees. Curt shared that though 24" trees have more of an immediate impact, they also tend to not do as well in the long run, whereas 15 gallon trees might look small to start but will establish themselves better and possibly grow bigger.

The committee discussed attributes of trees on the City's street tree list and it was agreed that any tree installed should be sturdy enough for string lights in the future. Trees with color to make an immediate impact were also suggested. The committee was okay with the option of choosing two different trees to move forward. Curt suggested Ginko and Crape Myrtle, and will discuss those options with Davey before finalizing the decision.

Hugh suggested that Curt come up with the recommendation as to what type of trees will ultimately be planted. Cadance will set up a final meeting with Davey to discuss the options and move forward as quickly as possible.

4.3 Festive Lighting Expansion

Item 4.3 was not discussed.

4.4 Light Pole Refurbishment

Cadance shared that she had a meeting with Jason Nutt who asked that the DAO come up with a plan for the light poles Downtown. He is willing to have his staff price them out and figure out the work required once the DAO determines what types of poles they want. He also suggested that the number of poles could be reduced or increased as needed.

One suggestion was to keep the tall light poles as the spun aluminum traffic poles, similar to what has been installed at the corner of Mendocino and 4th. These last a long time and are very cost effective. With simple larger lights, there could be a focus on making the smaller pedestrian level luminaries more attractive to the streetscape and placemaking.

Council would need to allocate funding for this type of capital project.

Jenny Romeyn will share an old street furniture palette to see what options were presented there.

Hugh suggested at the next board meeting, the DAO should discuss putting a proposal to the City that the DAO play a role in determining the use of park fees and capital improvement fees paid by developers by create a working a working group to plan for expenditures in the Downtown core. The committee agreed to add this item to the agenda for discussion at the next DAO board meeting.

5.0 WAYFINDING

Cadance shared that she met with Noelle in Railroad Square to see where they stood in putting together their wayfinding needs. They have determined locations for signs, but nothing beyond that, so there is a good opportunity to be involved in the process and work together on the design and creation of the program.

6.0 COURTHOUSE SQUARE UPDATES

6.1 Benches

Item 6.1 was not discussed.

6.2 Bollard Project

Item 6.2 was not discussed.

6.3 Reseeding

Item 6.3 was not discussed.

6.4 Asawa Fountain

Item 6.4 was not discussed.

7.0 ADJOURNMENT

Chair Hugh Futrell adjourned the meeting at 11:57am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
May 7, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

MINUTES

Present: Hugh Futrell, Charles Evans, Ken LaFranchi, Curt Nichols, Jenny Romeyn
Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 11:03am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 Motion to approve consent items, April 2, 2021 Design & Improvement Committee Meeting Minutes was unanimously passed.

4.0 PRUNING AND REPLACING TREES ON 4TH STREET

Cadance shared that Davey Tree Experts will prune living and replace dead trees on all three blocks of 4th Street for \$22,000. This is \$2,000 over the original \$15,000 allocated due to the additional \$5,000 donation from Suburban propane.

This covers pruning of 12 trees and replacing 31 trees with 15 gallon ginkgos or crape myrtles, although it does not account for any post planting maintenance.

The committee determined to move forward with pruning, but not to plant anything until the fall when hopefully the drought situation will be slightly improved and the trees will have a better chance of survival.

Discussion ensued about whether this was a City baseline service and the committee determined to better understand how and when the City ordinance was put into place that made frontage the responsibility of the property owner. Ken said he would share the information he had.

5.0 ADDITIONAL PRIORITIES

The committee discussed what would be the best use of the remaining \$28,000 in the priorities and talked through options around wayfinding, planting, lighting, banners and the new bollards.

The committee agreed that projects that could be done immediately and would show impact are of the most importance. It was determined that the existing black planters should be updated as soon as possible, and that Ken would work with Cadance on a proposal for additional festive lighting featuring festoon and parapet options which the committee will review at the next meeting. Possible areas of focus for the lighting would include the Riley Street corridor, 5th Street, gateway redwoods on 4th and Comstock mall.

Cadance will keep working with Railroad Square on the wayfinding project, with the goal of being involved in design, but not spending money to implement this year.

6.0 ASAWA FOUNTAIN UPDATES

Hugh shared that the City provided more details on the panels, which are very fragile and need further support, but there remains concern about the accuracy of the specs provided from the conservators. The project has been bid and is ready to go once the specs of the panels are confirmed.

Cadance will coordinate a meeting with the City and their conservator to try and get questions answered.

7.0 ADJOURNMENT

The meeting was adjourned at 12:05pm.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
June 11, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128
M I N U T E S**

Present: Hugh Futrell, Charles Evans, Ken LaFranchi, Curt Nichols, Jenny Romeyn
Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 11:02am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 Motion to approve consent items, May 7, 2021 Design & Improvement Committee Meeting Minutes was unanimously passed.

4.0 PROJECT UPDATES

Cadance shared that tree pruning and plant maintenance happened in May and the plants will be maintained on an ongoing basis.

The city has given the preliminary go ahead on the lighting concept of installing festoon lighting across 4th Street between the redwoods. Krist Electric provided an estimate of about \$3,000 per location. There are six possible locations on 4th Street.

After the tree work happening later in the year, there is \$20,000 to \$25,000 left in the whole budget. The committee decided to move forward with installations on the corners at 4th and E and 4th and B as a test before moving forward with any additional installations.

Charles asked about setting up a parapet lighting example on a building Downtown and figuring out if the DAO could cover the cost of the lights, if the individual businesses could

cover the installation fees. He will think about the best possible buildings to test that concept and Cadance will reach out to property owners to discuss.

5.0 ASAWA FOUNTAIN UPDATES

Hugh reminded everyone of the status of the Asawa Fountain project. His firm is currently waiting for the City's consultants to provide accurate specs for the panels, once cast in bronze. Tara Thompson is working with the City's consultants to get the details and information needed for the build to begin. She is also working with the Art in Public Places Committee and City to secure the necessary funds for the panels to be recast in bronze, as originally intended.

It was clarified that the fountain build was structured in a way that it does not need a water treatment system, as it will not be accessible to potential swimmers.

6.0 IMPACT FEES FOR DOWNTOWN PROJECTS

Hugh shared that there was a discussion with Jason Nutt and Jen Santos to reiterate the importance of the DAO taking on a leading role in the master plan for Downtown park fees. Conversation included park fee availability, how the fees are applied and future opportunities for capital improvements and replacements in Courthouse Square, such as benches.

Comstock Mall and Jeju Way, do not qualify for park funding, as they are technically roadways. Hugh suggested that there might be other opportunities through the Quimby Act for development fees to go toward these areas as open space and recreational amenities. Jason is looking into the feasibility of that.

Hugh shared that the City just sent out an RFP for the full revisioning of Fremont Park and requested support and involvement from the DAO in the process. However, nothing formal was determined. It was suggested that the DAO should serve more as a referral organization than a passthrough or collector of information.

Hugh shared that the council's policy of using Downtown park fees in the Downtown core technically sunsets next year and it might be wise for the DAO to politely urge them to extend the plan. Curt suggested potentially requesting that council change the quadrant system to create a separate area for Downtown, which could be worth further discussion.

Discussion ensued about the master plans for Downtown parks and potential changes that could benefit the entire Downtown core.

7.0 ADJOURNMENT

The meeting adjourned at 11:51am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
August 13, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

A G E N D A

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 11:02am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 The June 11 Committee Meeting Minutes were unanimously approved.

4.0 PROJECT UPDATES

Cadance shared images of the lighting project to be installed at intersections of 4th & B and 4th & E.

The committee discussed the options and the amount of light that might be created through the installation. The committee unanimously decided to authorize the installation of lights at the intersection of 4th & B Street, prior to moving forward with additional intersections.



5.0 COURTHOUSE SQUARE UPDATES

Discussion ensued about the status of the Asawa Fountain. The Art in Public Places committee has decided to bronze the panels and City staff are currently finalizing the details of bronzing and seeking funding for the added expense. Construction will start after funding has been secured and the timeline, attachment methods and dimensions are determined. Discussion ensued around the benches in Courthouse Square which are badly in need of replacement. Cadance will follow up with Tim Finnegan to get an update as to the status. Hugh shared that Railroad Square is still trying to figure out wayfinding and will find out more details as to the status of the project. Cadance said she would be happy to participate more in the process for Courthouse Square, and that no locations for wayfinding signage had been determined at this point.

Curt shared the approved furniture palette from September 2010, which showed wayfinding signage similar to what Railroad Square is proposing.

Hugh shared that he is waiting on an update on Fremont Park.

6.0 ADJOURNMENT

The meeting was adjourned at 11:48am.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
September 24, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

MINUTES

Present: Charles Evans, Ken LaFranchi, Jenny Romeyn
Absent: Hugh Futrell, Curt Nichols
Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Charles Evans called the meeting to order at 11:09am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 The August 13 Committee Meeting Minutes were unanimously approved.

4.0 4th STREET LIGHTING PROJECT

The committee discussed the installation at B and 4th.

Charles commented that the installation was nice, but felt that \$3,000 could make a bigger impact. Both Jenny and Ken had not seen the lights at night so decided not to vote on whether additional intersections should be considered.

5.0 FUTURE MEETINGS

The committee discussed a number of options and wanted to make a decision at the next meeting regarding parapet lighting, which the DAO could potentially subsidize in some way, holiday décor and different span lighting similar to what was installed in Norfolk, Virginia.

6.0 ADJOURNMENT

The meeting was adjourned at 12:08

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
October 8, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

A G E N D A

Present: Charles Evans, Hugh Futrell, Ken LaFranchi, Curt Nichols, Jenny Romeyn
Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Hugh Futrell called the meeting to order at 11:02am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS

3.1 September 24 Committee Meeting Minutes were unanimously approved.

4.0 REVIEW OF 4TH STREET LIGHTING PROJECT

The committee discussed the lighting project again. There is approximately \$20,000 left in the budget to fund it. Discussion ensued about the best way to make the bridge lights worth while.

The committee agreed they might like to install something at the intersection at 4th and E, but that they needed more information before they could decide. Cadance will look into

whether the number of lights could be doubled or changed, as well as whether or not the redwoods can be thinned to let more light be visible.

The committee requested that Cadance look into whether and arch could be attached to the traffic lights on Mendocino and 4th.

A motion was passed to continue the meeting to 11am on Wednesday, October 13.

The meeting resumed at 11:05am on Wednesday, October 13.

The committee reviewed options presented by Cadance for enhanced over the street lighting between the redwoods and decided they did not want to move forward with any. Discussion ensued about the importance of improving street lighting, incorporating both the brightness of streetlamps as well as festive lighting.

The committee requested that Cadance discuss with the City what the options are for increasing streetlamp brightness and look into the potential of hanging lit spheres from the redwood canopies. Cadance will speak to appropriate city staff to find out requested information and research the budget and scope of sphere lighting in the canopies.

5.0 FUTURE MEETINGS

Committee will meet again at noon on Friday, October 22.

6.0 ADJOURNMENT

The meeting was adjourned at 11:59 am on Wednesday, October 13.

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
October 22, 2021, 11am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

A G E N D A

Present: Charles Evans, Hugh Futrell, Curt Nichols, Jenny Romeyn

Absent: Ken LaFranchi

Staff: Cadance Hinkle Allinson

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 12:02

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 CONSENT ITEMS

3.1 October 8 Committee Meeting Minutes were unanimously approved.

4.0 REVIEW OF 4TH STREET LIGHTING PROJECT

Cadance shared two potential options for incorporating sphere lighting under the redwood groves. The lights would hang above the sidewalk only.

The committee discussed and shared opinions. Charles expressed concerns about the quality of the lights and felt that an electrician should not be used to hang them.

The installation cost hasn't been finalized, but Cadance will work the electric company to get that detail. Hugh suggested that as long as the cost seemed reasonable, the installation should go forward.

Curt made a motion to move forward with the open sphere lights, 16 and 20" in diameter, as outlined by Cadance for the twelve redwood groves.

The motion was seconded and approved with three votes. Charles voted no.

5.0 REVIEW OF NEW WATTAGE IN CITY LIGHT POLES

The committee discussed the new light bulbs in the street lights on the 500 (49w) and 600 (72w) blocks. There was unanimous support for asking the City to make them as bright as possible.

Charles made a motion for Cadance to communicate with the City that they should make the lights as bright as possible and ask if they can also address and increase the wattage in the shorter street lights. The motion was unanimously approved.

6.0 ADJOURNMENT

Meeting adjourned at 12:26pm.

