



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting, January 11, 2023, 9am
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Suite 110

Members of the public are able to join via Zoom or phone:
Zoom Meeting ID: 806 654 7370
Passcode: Downtown
Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

AGENDA

- | | | |
|------------|---|-------------------------|
| 1.0 | CALL TO ORDER | Hugh Futrell |
| 2.0 | PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each) Comments from the public will be allowed on all agenda items at the time each item is called. | |
| 3.0 | CONFLICTS OF INTEREST OR ABSTENTIONS | Hugh Futrell |
| 4.0 | ACTION: CONSENT ITEM 4.1 December 14, 2022 Meeting Minutes (<i>Attachment 1</i>) | Hugh Futrell |
| 5.0 | REPORT: FINANCE Review of DAO financial statements ending December 31. | Joe Dietzen |
| 6.0 | REPORT: EXECUTIVE DIRECTOR Update provided on committee work, business and development within the District, street level services and 2023 plans. | Cadance Hinkle Allinson |
| 7.0 | REPORT: BOARD CHAIR Chair to report on items relevant to progression of DAO annual work plan | Hugh Futrell |
| 8.0 | DISCUSSION: ANNUAL WORKPLAN, PRIORITIES & STRATEGY All Committee to review draft 2023 Workplan (<i>Attachment 2</i>), potential items of focus for annual priorities, strategies for connecting with council and supporting the work of City staff. | |
| 9.0 | ADJOURNMENT | Hugh Futrell |

Attachment 1

**Executive Committee Meeting – December 14, 2022, 9am
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

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

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell 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.

10.0 ACTION: BUDGET (ATTACHMENT 4)

Item 10.0 was moved to accommodate Treasurer availability.

Joe Dietzen presented the proposed budget for 2023.

A discussion incurred about the significant structural deficit that exists moving into 2024 and the committee agreed that the board needed to take up the potential of a 5% assessment increase. Natalie shared concerns about this not being the right time to increase assessments.

A brief discussion occurred about the lack of funding available from the City, even though Downtown has been made a priority, and potential avenues for future funding sources. The board will need to prepare a longer-term plan, potentially utilizing additional resources, to address ongoing issues facing Downtown, particularly around the impacts of the homeless population.

A motion was made to approve the budget for presentation to the board, but with a reduced contingency of 3.5%.

Hugh suggested highlighting the recurring and non-recurring budget items to help better illustrate the structural deficit for board members.

Natalie requested that the BIA be revisited in 2023.

4.0 ACTION: CONSENT ITEMS

4.1 Motion to approve consent item, November 9, 2022 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 REPORT: FINANCE

Financial documents ending November 30, 2022, which will be presented and approved by the board at the December meeting, were shared.

6.0 REPORT: EXECUTIVE DIRECTOR (ATTACHMENTS 2, 3)

Cadance shared the following updates:

The wayfinding project has been significantly delayed and she now anticipates it to complete early second quarter. There are about \$36,000 of expenses still attached to this project that will carry forward in 2023.

She shared that council approved an extension of the Park Fee incentives through 2026.

There have been ongoing conversations about the benches in Courthouse Square.

The DAO's 2021 taxes have been completed and insurance policies for 2023 have been renewed and sent to the City for review. She aims to have the annual report complete by the January meeting.

City staff have worked with Catholic Charities to increase the number of outreach days Downtown from one, to two.

The old Bollywood space has been leased to Stark Restaurants, who will be opening a French concept in 2023.

The transition for Chamber staff to take over events on Courthouse Square is complete.

Unum installation should be complete in the next week.

A brief discussion occurred about NexStreet's involvement with events and whether their time should be allocated to event support. Cadance shared that their work related to events is minimal. It was suggested that the board receive more details and be able to weigh in during a meeting in the new year.

7.0 REPORT: BOARD CHAIR

Hugh Futrell shared that the board will look to Cadance to connect with Mayor Rogers and help bring her up to speed on Downtown related issues. The mayor's appointments to the Downtown and Economic Development subcommittees will be critical.

He shared concerns around the limited nature of the development incentives that were approved by council, which doesn't create a long-term solution or opportunities for projects not already moving forward.

Pauline shared that the EIFD contract has been sitting with the City Attorney's office. Concerns were raised about the delays that are caused when projects have to go through the City Attorney's office.

8.0 REPORT: NOMINATING COMMITTEE CHAIR

Nominating Committee Chair, Pauline Block, shared that the Nominating Committee, comprised of herself, Stevan Stankovich and Don Tomasi interviewed candidates and is recommending a slate of three new candidates to the board: Nicole Gaddis, Chad Asay and Argo Thompson. She spoke a bit about each nominee and shared that their bios would be provided to the board prior to being voted in at the next meeting.

Cadance reminded everyone of the voting process and let them know she had connected with each candidate and expected them to be in attendance.

9.0 **DISCUSSION: DISTRICT EXPANSION DISCUSSION**

Cadance shared that the Executive Committee was now reviewing adding the museum via contract, rather than formal assessment. The addition of the museum has been separated from Catholic Charities, which will need to be further reviewed and discussed later. She reminded everyone that the board had already authorized the Executive Committee to move forward for a contractual agreement prior to taking steps to move forward with a formal expansion.

Hugh shared his concerns about liability were excessive and that likely they could be addressed contractually.

Cadance will work to obtain a copy of a contractual agreement between another district and property so that the Executive Committee can draft an appropriate document, prior to presentation as a consent item for the board to approve.

11.0 **DISCUSSION: FUTURE BOARD MEETING TOPICS**

The committee discussed the memo from Hugh Futrell about vacant buildings:

Under the police power, the City Council could adopt an ordinance imposing a "Duty to Maintain" on properties within the Downtown Station Area Plan. The ordinance would require property owners to:

1. Maintain building exteriors: painting, graffiti removal (note 1), repairing broken windows, keeping up any private landscaping, repairing damage to exterior materials and private urns and benches and planters.
2. Secure vacant premises: exterior locks, lighting, temporary fencing (note 2).
3. Ensure health and safety: trash removal, prevention of infestations.
4. Prevent criminal behavior: prevent trespassing, drug-dealing, consumption of alcohol or drugs (note 3).

Notes:

1. The district may have some graffiti responsibilities.
2. The ordinance would give the City the power to require fencing to prevent trespassers and unlawful activity.
3. Mandatory no-trespassing letters and providing contact information to police/city; authorize DAO to seek restraining orders/injunctions against property owners upon documented cause.

Procedurally,

- A. The City would notice the property owner, providing x period to cure the violation;
- B. Should violation not be cured, the City could due to the necessary work itself, charging the property owner (lien on property)
- C. Any land use actions benefiting the property would be suspended until violation cured.

The City already has certain code enforcement powers. This would expand those powers within the downtown core.

The committee agreed to have this as a discussion at the next board meeting.

A brief discussion occurred about the best path for achieving the annual goals of the board in 2023 since little was accomplished in 2022. Utilizing the appropriate subcommittees and educating councilmembers about priorities, goals and challenges, will be critical.

Cadance shared she would follow up on the sign policy, business licensing incentives and tenant improvements, which have had little movement over the past year.

The December meeting will be held at coLAB. The 2023 budget will be presented and new board members will be voted in.

The Executive Committee will be elected at the January meeting, and Cadance will remind board members to express their interest to her directly.

12.0 ADJOURNMENT

Chair Hugh Futrell adjourned the meeting at 10:33am.

| Attachment 2 | | | | | | | |
|---|--------------------------------|----------|--------------------------------|-------------|------------|-----------------|---|
| 2023 DAO WORKPLAN | | | | | | | |
| Staff: Cadance Hinkle Allinson | | | | | | | |
| ACTION | RESPONSIBLE | PRIORITY | FUNDING ALLOCATED | STATUS | START DATE | COMPLETION DATE | NOTES |
| 1. Policy Initiatives | | | | | | | |
| 1. Expedite launching of EIFD | ED / Board | High | n/a | In Process | 2022 | | Contract with City Attorney's office |
| 2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 23 | ED / Board | High | n/a | In Process | 2022 | | Discussed at August Downtown & Econ. Development Subcommittees with focus on sign updates and TIs. Ongoing follow up with City staff. |
| 3. Complete a long-term downtown surface and garage parking plan (including no development on designated lots or garages) | Board | High | n/a | In Process | 2022 | | Ongoing discussions as future use of 3rd Street Garage |
| 4. Extend Parks policy (park fees collected downtown spent downtown) beyond 2026 to exist in perpetuity, with opportunity to review | ED / Executive Committee | High | n/a | Not Started | January | | |
| 5. Work with City staff on code enforcement regulations related to unmaintained buildings in Downtown core | ED / Executive Committee | High | n/a | Not Started | January | | |
| 6. Homeless Intervention Policy Initiative to expand current city ordinance development | ED / Executive Committee | High | n/a | Not Started | January | | |
| 2. Homelessness & Public Safety | | | | | | | |
| 1. Working with Catholic Charities and City, improve intervention with homeless in the downtown and improve access to caseworkers | ED / Street Level Service Team | High | tbd | In Process | 2022 | | Increased to twice weekly outreach Downtown - looking into long-term solutions that will begin to address negative impacts of increased services in the Downtown core |
| 2. Support creation of Assistant City Attorney dedicated to ordinance enforcement | Board | High | tbd | Not Started | January | | |
| 3. Support City work in finalizing ordinance related to camping and excess belongings in Downtown core | Board | High | tbd | Not Started | January | | |
| 4. Advocate for stronger, more regular and visible police presence in Downtown core | Board | High | tbd | Not Started | January | | |
| ? Push for installation of city-wide CCTV system in Downtown Core | ED / Downtown Subcommittee | Low | tbd | In Process | 2021 | Q4 | SRPD has requested additional funding for surveillance, though no update on whether it will be received. Chamber and DAO supported grant application. |
| 3. Event Management & Marketing | | | | | | | |
| 1. Develop annual plan for marketing of Downtown Santa Rosa in collaboration with Chamber | ED / Committee | High | tbd | Not Started | January | | |
| 2. Business Attraction Marketing Plan | ED / Committee | Medium | \$40,000 from City Sponsorship | In Process | 2022 | 2023 | |
| 4. Design & Improvements | | | | | | | |
| 1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation | ED | High | dollars previously raised | In Process | 2020 | | Expecting shop drawings from City contractor by December, then able to proceed with fountain engineering |
| 2. Support City's installation of artwork on Courthouse Square | ED | High | n/a | In Process | 2020 | | Completion expected January 2023 |
| 3. Work with City (city cost) to replace broken benches with benches selected by DAO | ED | High | n/a | In Process | 2020 | | Ongoing discussions |

| 2023 DAO WORKPLAN | | | | | | | |
|---|---------------------------|----------|-------------------|-------------|------------|-----------------|--|
| Staff: Cadance Hinkle Allinson | | | | | | | |
| ACTION | RESPONSIBLE | PRIORITY | FUNDING ALLOCATED | STATUS | START DATE | COMPLETION DATE | NOTES |
| 4. Implement wayfinding program throughout District | ED / Design & Improvement | Medium | needed | In Process | 2022 | April | Design, fabrication, installation and online estimate at \$35,000. Final sign design approval delayed by committee until January 2023 - installation in spring. |
| 5. Oversee removal of vacant media boxes and establish media box installation policy | ED | Medium | n/a | In Process | 2022 | | All media boxes have been surveyed (71). City staff have said they'll be removed by the end of the year and have been in contact about doing so. Requested that there be limitations on the number of boxes available in the Downtown area moving forward. |
| 6. Replacement and addition of movable furniture and entertainment in Square | ED / Design & Improvement | Low | \$5,000 | Not Started | 2022 | | |
| 5. Board Culture/Governance | | | | | | | |
| 1. Develop pipeline of Executive Committee members and potential new board members that fill critical experience gaps | Board | High | n/a | In Process | January | | |