



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting, March 9, 2022, 9am
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Suite 110

Members of the public are able to join via Zoom or phone:

Zoom Meeting ID: 806 654 7370

Passcode: Downtown

Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

AGENDA

- 1.0 **CALL TO ORDER** Hugh Futrell
- 2.0 **PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**
Comments from the public will be allowed on all agenda items at the time each item is called.
- 3.0 **CONFLICTS OF INTEREST OR ABSTENTIONS** Hugh Futrell
- 4.0 **ACTION: CONSENT ITEM** Hugh Futrell
4.1 February 9, 2022 Meeting Minutes (Attachment 1)
- 5.0 **REPORT: FINANCE** Joe Dietzen
Review of DAO financial statements ending February 28
- 6.0 **REPORT: EXECUTIVE DIRECTOR** Cadance Hinkle Allinson
Update provided on street level services, events and activation of Courthouse Square and business changes within District, as well as a presentation of the Work Plan document and an update on status
- 7.0 **ACTION: POTENTIAL EXPANSION OF DISTRICT / ACTIVITIES** Hugh Futrell
Discussion and decision on bringing potential inclusion of new properties to the District including the Museum of Sonoma County and Catholic Charities, to DAO Board for approval
- 8.0 **DISCUSSION: MARKETING STRATEGY AND POTENTIAL BIA REVIEW** All
Committee to review current status of Downtown marketing resources and determine whether to continue moving forward with BIA investigation
- 9.0 **ACTION: ROLE OF DAO COMMITTEES** All
Discussion and decision on role and responsibility of DAO Committees, including ad hoc committees, standing committees and potential new committees
- 10.0 **DISCUSSION: BOARD MEETING FORMAT AND MEMBER ENGAGEMENT** Hugh Futrell / Pauline Block
Discussion and review of changes to board meeting format and strategies for member engagement
- 11.0 **FEBRUARY BOARD MEETING AGENDA** All
- 12.0 **ADJOURNMENT** Hugh Futrell

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**Executive Committee Meeting
February 9, 2021, 9am
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

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:08am.

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, January 12, 2022 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Cadance Hinkle Allinson reviewed the financial report highlighting that \$90,000 was carried over from 2022 and the only expenses during the month were the ongoing DAO contracts with the Chamber and StreetPlus.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson reported out on the following:

Catholic Charities is interested in joining the District, dependent on the assessment amount. Cadance has asked the City to calculate their assessment.

Discussion ensued about whether the current assesses need to be consulted prior to expansion and it was determined that Cadance would reach out to the City Attorney for them to weigh in on the issue.

Cadance shared that Left Edge continues to move forward and she has asked Argo Thompson to speak at a future DAO meeting so that everyone can be aware of the theater's plans and support them moving forward Downtown. La Vera Pizza has also been leased and will now be a different pizza parlor. 4th Street Social Club has also been leased with plans to open this spring.

The permanent parklet program is scheduled to go to council in March with the temporary program ending in September. Businesses with temporary parklets can use that time to phase in a new parklet or can remove the current parklet by the September deadline.

The current nominations for Executive Committee are:

Natalie Balfour, Immediate Past Chair
Hugh Futrell, Chair
Pauline Block, Vice Chair
Joe Dietzen, Treasurer
Doug VanDyke: Secretary

No other board members expressed interest in joining the Executive Committee.

Nearly 20 external events are in motion for the Square and plans are also underway for the Chamber to coordinate summer movies and music as well as 2022 Winter Lights. The Chamber is moving forward with securing a full time staff member to provide Downtown event support.

There is a delay with the art installation, but it's still anticipated to be installed this year. There is no update on the casting of the panels for the fountain, but it is anticipated to be in the next few months. All of the events in the Square are aware of the potential impact construction and installation could cause.

The City has asked the DAO to notify members about a community meeting on February 16 regarding the redevelopment of Fremont Park. They might also want to set a separate meeting to discuss with Downtown businesses.

Creative Sonoma has asked Cadance to participate in ArtSurround and Cadance will report out as the program moves forward with the hope of getting additional public art installed Downtown.

A brief discussion occurred around the Board of Supervisor's meeting on Tuesday and the hold that they've placed on moving forward with the purchase of the Sears building.

7.0 STREET LEVEL SERVICES RECOMMENDATION

Cadance shared that she reached out to five companies regarding taking over the landscape maintenance of the District. Two declined to bid. One completed a partial bid at \$66,000 for planter maintenance. The other two companies bid at \$64,800 and \$390,000. BrightView had the lowest bid and also has extensive experience with this type of account, including the current maintenance of Courthouse Square and the Railroad Square CBD.

Separately, Cadance had a discussion with Christian Martin, who runs the Soma West CBD and shared that he has taken over street level services for his District. He has worked with a number of other CBDs to implement the same program and now also manages street level services in another San Francisco District. He has tackled a lot of the issues currently facing the Downtown District and Cadance is going to meet with him and continue discussions about the potential of working in Santa Rosa.

A discussion ensued and the Executive Committee recommended that the Board review the landscape maintenance proposals and authorize Cadance to move forward with entering into a contract with BrightView, subject to a 30 day mutual cancellation policy to provide flexibility, should the situation in the District change.

8.0 2022 DAO WORKPLAN RECOMMENDATION (ATTACHMENT)

The Committee reviewed the items listed for potential discussion in the 2022 work plan. A discussion ensued around the marketing section and it was determined that further clarification was needed prior to presenting to the board. Hugh reiterated that the purpose of

the plan was to put deadlines and action items into place while keeping the board focused on the items at hand and more actively engaged in what the DAO wants to accomplish.

9.0 FEBRUARY BOARD MEETING AGENDA

Cadance confirmed that she would report out about the progress with expanding the district in her report. There will be two action items on the agenda for approval of the landscape maintenance contract and the list of items for inclusion into the workplan.

10.0 ADJOURNMENT

Natalie Balfour adjourned the meeting at 10:20am.