



DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting, July 13, 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

- |             |   |                         |
|-------------|---|-------------------------|
| <b>1.0</b>  | <b>CALL TO ORDER</b>  | Hugh Futrell            |
| <b>2.0</b>  | <b>PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)</b><br>Comments from the public will be allowed on all agenda items at the time each item is called.   |                         |
| <b>3.0</b>  | <b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>   | Hugh Futrell            |
| <b>4.0</b>  | <b>ACTION: CONSENT ITEM (ATTACHMENT 1)</b><br>4.1 June 8, 2022 Meeting Minutes  | Hugh Futrell            |
| <b>5.0</b>  | <b>REPORT: FINANCE</b><br>Review of DAO financial statements ending June 30   | Joe Dietzen             |
| <b>6.0</b>  | <b>REPORT: EXECUTIVE DIRECTOR (ATTACHMENT 2, 3)</b><br>Update provided on committee work, business and development within the District, street level services, activation of Courthouse Square and the annual work plan | Cadance Hinkle Allinson |
| <b>7.0</b>  | <b>REPORT: BOARD CHAIR</b><br>Chair to report on work of ad hoc committee and other items relevant to progression of DAO annual work plan.  | Hugh Futrell            |
| <b>8.0</b>  | <b>ACTION: ADDITIONAL ASSESSEES</b><br>Committee to discuss whether to keep initial recommendation of adding assesses unofficially into the District.   | All                     |
| <b>9.0</b>  | <b>DISCUSSION: DESIGN &amp; IMPROVEMENT OBJECTIVES</b><br>Committee to discuss work plan objectives related to design & improvement   | All                     |
| <b>10.0</b> | <b>DISCUSSION: DAO STRATEGIC MEETING AGENDA</b><br>Committee to discuss agenda for August 5 strategic meeting.  | All                     |
| <b>11.0</b> | <b>JULY BOARD MEETING AGENDA</b>  | All                     |
| <b>12.0</b> | <b>ADJOURNMENT</b>  | Hugh Futrell            |

Attachment 1

**Executive Committee – June 8, 2021, 9am  
Monthly Meeting  
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 Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

**MINUTES**

**1.0 CALL TO ORDER**

Chair Hugh Futrell 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 ACTION: CONSENT ITEMS**

**4.1** Motion to approve consent item, May 11, 2022 Executive Committee Meeting Minutes, as presented was unanimously passed.

**5.0 REPORT: FINANCE**

Joe Dietzen provided a review of the DAO financial statements ending May 31 which will be presented to the board for approval at the June 15 meeting.

**6.0 REPORT: EXECUTIVE DIRECTOR (ATTACHMENT 2, 3)**

Cadance Hinkle Allinson provided an update on the following:

The Design & Improvement Committee is meeting on Thursday, June 9 to review wayfinding, potential fencing and planting in the Courthouse Square tree planters and improvements to Jeju Way. A discussion ensued about the potential for artistic planters to be installed, and the potential for a project like this to be funded using park fees, rather than the DAO budget.

It is unknown if the Downtown Subcommittee will meet again, as it might be combined with the Economic Development Subcommittee. More information will be shared as it is known.

NexStreet has been doing interviews with their final round and decisions about staffing to be made on Thursday. Some final details to be ironed out include transferring the phone number, but those should be completed in the coming week. She will be sending out an email, dropping off a flyer and mailing a letter to property owners sharing the change.

Regular meetings with Catholic Charities continue. There is growing frustration around the Downtown population which remains extremely service resistant.

Cadance shared that the Chamber is supporting the CARE Court legislation, so she will keep a close eye on that and update the board as any changes occur since there could be significant potential impacts to Downtown.

Pride weekend saw about 5,000-7,000 people in the Downtown and overall it was a very positive, community-wide event.

The workplan was updated and attached to the agenda as was a list of new and potential developments in Downtown. It was suggested that having an accurate status was the most important piece for the board to be aware of as well as any potential upcoming hearing dates. It would also be helpful to include any big changes at Santa Rosa Plaza. Cadance will follow up on these items.

A brief discussion occurred about the board retreat. It will remain scheduled for August 4 and there might be additional opportunities for socialization or engaging with local elected officials throughout the year.

#### **7.0 REPORT: BOARD CHAIR**

Hugh reported on the fact that a meeting has been set with City staff to discuss the April memo highlighting the DAO and Railroad Square's shared objectives. He has also spoken to the Mayor about the memo. There will be more to share after the meeting with staff.

The City is engaged and moving forward with the EIFD with the RFP being fast tracked and ongoing meetings including the DAO and other stakeholders.

There is concern around language used in the Downtown Station Area Specific Plan around the parks policy and Hugh clarified that the DAO and Railroad Square memo asks for it to be made permanent with periodic revisiting.

#### **8.0 ACTION: REVISIONS TO PARKING FEE SCHEDULE (ATTACHMENT 4)**

Cadance shared that after conversations with Alan Alton and Chad Hedge, City staff are submitting a request to council for proposed revisions to the parking fee schedule requesting that first hour free and free holiday weekends from the day after Thanksgiving until January 1<sup>st</sup> become permanent changes in all garages.

A brief discussion occurred about the original incentives that were requested. Cadance shared that the City is still open to looking at free Sundays. It was agreed that Cadance would present the item to the board and if there was no objection, Cadance would write a letter of support prior to the June 21 meeting.

#### **9.0 JUNE BOARD MEETING AGENDA**

Cadance shared that item 8 would appear on next week's agenda and Argo Thompson would come speak to the board about Left Edge's new location Downtown.

#### **10.0 ADJOURNMENT**

Hugh Futrell adjourned the meeting at 9:48am.