



## DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, April 19, 2023, 9am

coLAB – 2<sup>nd</sup> Floor

427 Mendocino Avenue, Santa Rosa, CA 95401

### AGENDA

- |  |                             |
|--|-----------------------------|
| <b>1.0 CALL TO ORDER</b>   | Hugh Futrell                |
| <b>2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS<br/>(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 CONFLICTS OF INTEREST OR ABSTENTIONS</b>  | Hugh Futrell                |
| <b>4.0 ACTION: CONSENT ITEM</b><br>4.1 March 15, 2023 Meeting Minutes ( <i>Attachment 1</i> )<br>4.2 Monthly Financial Statements ending March 31, 2023 ( <i>Attachment 2</i> )  | Hugh Futrell<br>Joe Dietzen |
| <b>5.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)</b><br>What is your favorite part of Downtown right now?  | All                         |
| <b>6.0 REPORT &amp; DISCUSSION: EXECUTIVE DIRECTOR</b><br>Updates shared on ongoing projects, business and development changes within the District ( <i>Attachment 3</i> ), marketing and social media, street level services and a DAO mixer with the Mayor on May 17 at 4:30pm at Hotel E. | Cadance Hinkle Allinson     |
| <b>7.0 REPORT &amp; DISCUSSION: EXECUTIVE COMMITTEE</b><br>Chair and members of Executive Committee will report on activities and focus of Committee.  | Hugh Futrell                |
| <b>8.0 DISCUSSION: BOARD VACANCIES</b><br>Board members will discuss opportunities to fill two vacant board seats as well as ongoing recruitment and engagement of the Downtown community.   | All                         |
| <b>9.0 REPORT &amp; DISCUSSION: QUARTERLY PROGRESS</b><br>Board to review Workplan ( <i>Attachment 4</i> ) progress so far and discuss next steps to achieve objectives by year end.   | All                         |
| <b>10.0 ADJOURNMENT</b>  | Hugh Futrell                |

## DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, March 15, 2023, 9am

Sonoma Clean Power Advanced Energy Center: 741 4<sup>th</sup> Street, Santa Rosa, CA 95404

Present: Chad Asay, Leeanna Ausiello-Kane, Pauline Block, Raissa de la Rosa, Joe Dietzen, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Stevan Stankovich, Don Tomasi, Argo Thompson

Absent: Natalie Balfour, Zach Berkowitz, Chris Denny, Peter Stanley

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

### MINUTES

#### **1.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 9:00 am.

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

There were no public comments at this time.

#### **3.0 CONFLICTS OF INTEREST OR ABSTENTIONS**

There were no conflicts of interest or abstentions.

#### **4.0 ACTION: CONSENT ITEM**

**4.1 and 4.2** A motion was made to approve consent item 4.1, February 15, 2023 Board Meeting Minutes and consent item 4.2, DAO Financial Statements ending February 28, 2023. The motion was unanimously approved.

#### **5.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)**

A conversation ensued about various types of businesses that might be appropriate for current Downtown vacancies.

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

Cadance reminded everyone that with the board meeting locations changing monthly, the agenda would always have the correct information for where the meetings were being held.

She provided the following updates on the DAO workplan:

All the necessary documents for the Resolution of Intention to establish the Public Financing Authority and the EIFD have been routed internally. This will come before council on April 25. Hugh Futrell Corp is working on a financial analysis of the potential revenue an EIFD could generate which will help formulate the request of the county.

A memo was distributed to City Council and the majority of the items the DAO requested were discussed at goal setting, though continued advocacy will be needed as the budget process begins.

Recommendations related to parking will come to the board over the next few months.

There are ongoing discussions with Chamber staff around marketing, the digital wayfinding pass and the new website.

The Downtown Instagram account continues to see a lot of growth with 138 new followers in February and 941 profile visits. Facebook saw a net increase of 35 followers and 444 page visits.

The existing website's traffic last month was 12% returning viewers and 88% new audience. 70% of those who viewed the website, did so on a mobile device.

The Business Attraction Marketing Plan is moving forward and she anticipates a draft will be sharable in the next couple months.

A small ad hoc group is working on the trolley concept and answering logistical concerns, including trying to identify funds for a potential pilot program to show proof of concept. Raissa suggested it would be critical to connect with Recreation if the idea was to utilize Rosie the Trolley.

Signarama has submitted the permit for the wayfinding signage and Cadance is working with City staff on getting the permit fees waived and approval expedited.

The Museum is waiting to hear back from their attorney before signing the contract for informal annexation.

She shared that she heard the 5<sup>th</sup> & Mendocino Partners project was supposed to break ground in the next month and that Tom Robertson shared that he is expecting his project to break ground this summer.

She also shared that she's working on better understanding the financial impact of any properties going off the assessment role. Since the assessments calculation is made up of property frontage, property square footage and building square footage, and only building square footage will come off the assessment role if buildings are being demolished, the impact looks minimal.

She and Hugh talked about the importance of talking through assessment changes with property owners and ensuring that once properties are built, they come back on to the role correctly.

Hugh and Cadance spoke with the Bike Coalition and Bikeable Santa Rosa. Those groups are working with a consultant to look at how the City can improve bikeability and bike and pedestrian safety in Santa Rosa, and wanted feedback from the DAO. There will be a follow up meeting with a consultant, and she asked for anyone interested in participating to volunteer. There were no volunteers.

Chad shared that Sonoma Clean Power is getting ready to launch an electric bike program for employers to encourage their employees to utilize e-bikes during the workday.

Questions arose around the Mendocino Avenue restriping project and Cadance will send the final design back to the board.

Stevan shared that Santa Rosa Plaza's new parking construction would be done by the holidays and they'll finish a facelift on the exterior of the mall, this summer. PF Chang's is expected to open in early 2024.

## **7.0 REPORT & DISCUSSION: EXECUTIVE COMMITTEE**

Hugh Futrell provided a reminder about the two most important aspects of the EIFD. First, how quickly the district gets created to capture assessment increases from 2023. Second, how and to what extent the county participates. If the county doesn't participate, formation will be a challenge. Hugh Futrell Corp is conducting a pro bono analysis that combines APNs with Development Reports to create an illustrative example of what tax increment income can be over the next few years, which is similar to the initial work his organization did on the formation of an EIFD in 2016.

There are no updates to the Duty to Maintain, or Vacancy Ordinance. The ordinance around camping is with the City Attorney's office. He has requested that park fees appear on the next agenda for the Economic Development Subcommittee, but has not gotten confirmation when that will happen.

Hugh shared the board will have to have a discussion to talk about positions related to bikeability in the City's plans moving forward and Stevan asked for regular updates.

## **8.0 REPORT & DISCUSSION: DAO BUDGET**

Joe Dietzen talked about the timeline of assessments being received and how it impacts the budget, which operates on an accrual basis. The first assessment received in 2023, which captures the revenue anticipated in 2022, was about \$25,000 below what was expected. The Executive Committee determined that when revenue for the year falls below anticipated, the receivables will remain on the balance sheet, since they are secured receivables. No adjustments to past balance sheets will be made.

Joe spoke about the necessity of decreasing expenses and increasing income since the District is currently operating at a structural deficit. This will have to be reviewed by the board at a later date.

## **9.0 DISCUSSION & ACTION: ASSESSMENT INCREASE**

Hugh shared that there has not been an assessment increase since the organization was founded four years ago, and that one is now needed to address rising costs and inflation. He shared that the management plan allows for an annual 5% increase. The increase would appear on the next property tax bill in October.

Property owners will be notified of the increase via the Statement of Activities and a corresponding cover letter, which will go out this week.

Raissa shared that per the disbursement agreement with the City, the City needs to be notified of any changes to the assessment by May 1. The City's assessment is approximately \$7,000, with \$6,000 coming from the Parking District, which is currently running on extremely thin margins.

Hugh suggested that the DAO should communicate with the City beforehand the potential positive impacts of an assessment increase.

Stevan shared that Simon is fundamentally against the increase of any taxes.

A motion was made to approve the 5% assessment increase. With the exceptions of Raissa de la Rosa, who opposed, and Stevan Stankovich, who abstained, all present voted to approve the motion.

## **10.0 ADJOURNMENT**

Hugh Futrell adjourned the meeting at 9:53am.

10:25 AM

04/11/23

Accrual Basis

**Downtown Action Organization Incorporated**  
**Balance Sheet**  
As of March 31, 2023

	Mar 31, 23
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	132,259.33
1001000 · District Funds Savings-Poppy	324,982.54
1010000 · DAO Operating-Poppy	3,794.26
<b>Total 1000000 · DAO OPERATING FUNDS</b>	461,036.13
<b>Total Checking/Savings</b>	461,036.13
<b>Accounts Receivable</b>	
11000 · Accounts Receivable	10,000.00
<b>Total Accounts Receivable</b>	10,000.00
<b>Other Current Assets</b>	
1100000 · District Revenue Receivables	555,788.54
<b>Total Other Current Assets</b>	555,788.54
<b>Total Current Assets</b>	1,026,824.67
<b>TOTAL ASSETS</b>	<b>1,026,824.67</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 · Accounts Payable	41,021.89
<b>Total Accounts Payable</b>	41,021.89
<b>Other Current Liabilities</b>	
2300000 · Deferred Revenue - District Rev	397,586.25
<b>Total Other Current Liabilities</b>	397,586.25
<b>Total Current Liabilities</b>	438,608.14
<b>Total Liabilities</b>	438,608.14
<b>Equity</b>	
32000 · Unrestricted Net Assets	594,521.04
Net Income	-6,304.51
<b>Total Equity</b>	588,216.53
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,026,824.67</b>

2023 DAO Budget and Cash Flow Projection																	
Income	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Year to Date	YE Projection	Budgeted	\$ From Budget	
Starting cash at 1/1/23	146,712.00																
District Assessments	\$0	\$330,697	\$0	\$0	\$0	\$181,302	\$0	\$0	\$0	\$0	\$18,116	\$0	\$330,697	\$530,115	\$530,115	\$0	
Additional Income	\$0	\$0	\$0	\$10,000	\$793	\$0	\$1,190	\$0	\$0	\$1,190	\$0	\$0	\$0	\$13,174	\$0	\$13,174	
Interest Income	\$0		\$284	\$0	\$0	\$437	\$0	\$0	\$435	\$0	\$0	\$0	\$284	\$1,156	\$1,500	-\$344	
<i>Sub Total</i>	\$146,712	\$330,697	\$284	\$10,000	\$793	\$181,739	\$1,190	\$0	\$435	\$1,190	\$18,116	\$0					
<i>Cash at Beginning of Month</i>	\$146,712	\$429,219	\$382,897	\$338,861	\$288,625	\$413,248	\$358,405	\$310,622	\$263,275	\$216,683	\$182,016	\$126,660					
Expense																	
Street Level Services	\$27,716	\$27,716	\$27,689	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$83,121	\$332,565	\$315,897	\$16,668	
Landscape Contract	\$5,400	\$5,400	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$14,450	\$47,300	\$48,000	-\$700	
Santa Rosa Metro	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$40,000	\$160,000	\$160,000	\$0	
Insurance/Taxes	\$0	\$0	\$0	\$0	\$3,333	\$0	\$0	\$0	\$0	\$0	\$3,333	\$3,333	\$0	\$10,000	\$10,000	\$0	
Annual Priorities	\$0	\$0	\$0	\$3,250	\$6,000	\$8,250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$17,500	\$0	\$17,500	
Project Maintenance	\$0	\$0	\$0	\$2,664	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$2,667	\$0	\$24,000	\$24,000	\$0	
Website/Marketing	\$1,740	\$0	\$0	\$167	\$167	\$167	\$167	\$167	\$167	\$5,167	\$4,407	\$184	\$1,740	\$12,500	\$12,500	\$0	
Events/Programming	\$0	\$0	\$9,364	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9,364	\$9,364	\$0	\$9,364	
Misc. Direct Expense	\$0	\$157	\$0	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$249	\$157	\$2,400	\$2,400	\$0	
Contingency (3.5% - \$18,554)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,554	-\$18,554	
<i>Sub Total</i>	\$48,190	\$46,607	\$54,036	\$51,030	\$57,116	\$56,033	\$47,783	\$47,783	\$47,783	\$52,783	\$55,356	\$51,133					
<b>Account Balance</b>	<b>\$98,522</b>	<b>\$382,612</b>	<b>\$328,861</b>	<b>\$287,831</b>	<b>\$231,509</b>	<b>\$357,215</b>	<b>\$310,622</b>	<b>\$262,840</b>	<b>\$215,493</b>	<b>\$163,900</b>	<b>\$126,660</b>	<b>\$75,527</b>					

## Downtown Action Organization Incorporated Profit & Loss Budget Performance

March 2023

	Mar 23	Budget	\$ Over Budget	% of Budget	Jan - Mar 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4100000 · District Assessments	44,176.25	44,176.25	0.00	100.0%	132,528.75	132,528.75	0.00	100.0%	530,115.00
4100002 · Interest Income	284.38	83.33	201.05	341.3%	284.38	250.03	34.35	113.7%	1,000.00
4200000 · DAO Activities									
4200002 · Events/Programming	10,000.00				10,000.00				
<b>Total 4200000 · DAO Activities</b>	10,000.00				10,000.00				
<b>Total Income</b>	54,460.63	44,259.58	10,201.05	123.0%	142,813.13	132,778.78	10,034.35	107.6%	531,115.00
<b>Gross Profit</b>	54,460.63	44,259.58	10,201.05	123.0%	142,813.13	132,778.78	10,034.35	107.6%	531,115.00
<b>Expense</b>									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Level Services	27,688.56	26,324.75	1,363.81	105.2%	83,121.26	78,974.25	4,147.01	105.3%	315,897.00
5100002 · Landscape Services	3,650.00	4,000.00	-350.00	91.3%	14,450.00	12,000.00	2,450.00	120.4%	48,000.00
<b>Total 5100000 · PRIMARY DISTRICT SERVI...</b>	31,338.56	30,324.75	1,013.81	103.3%	97,571.26	90,974.25	6,597.01	107.3%	363,897.00
5200000 · DISTRICT IMPROVEMENTS									
5200002 · Project Maintenance	0.00	2,000.00	-2,000.00	0.0%	0.00	6,000.00	-6,000.00	0.0%	24,000.00
5200004 · Fountain Expenses	0.00				285.00				
<b>Total 5200000 · DISTRICT IMPROVEMENTS</b>	0.00	2,000.00	-2,000.00	0.0%	285.00	6,000.00	-5,715.00	4.8%	24,000.00
5300000 · MARKETING									
5300001 · Events/Programming	9,364.16	1,208.33	8,155.83	775.0%	11,104.16	3,625.03	7,479.13	306.3%	14,500.00
<b>Total 5300000 · MARKETING</b>	9,364.16	1,208.33	8,155.83	775.0%	11,104.16	3,625.03	7,479.13	306.3%	14,500.00
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	39,999.99	39,999.99	0.00	100.0%	160,000.00
5400003 · Insurance/Taxes	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	10,000.00
5400004 · Misc Direct Expenses	0.00	200.00	-200.00	0.0%	157.23	600.00	-442.77	26.2%	2,400.00
<b>Total 5400000 · DISTRICT MANAGEMENT</b>	13,333.33	13,533.33	-200.00	98.5%	40,157.22	40,599.99	-442.77	98.9%	172,400.00
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	1,546.17	-1,546.17	0.0%	0.00	4,638.50	-4,638.50	0.0%	18,554.03
<b>Total 5500000 · CONTINGENCY</b>	0.00	1,546.17	-1,546.17	0.0%	0.00	4,638.50	-4,638.50	0.0%	18,554.03
<b>Total Expense</b>	54,036.05	48,612.58	5,423.47	111.2%	149,117.64	145,837.77	3,279.87	102.2%	593,351.03
<b>Net Ordinary Income</b>	424.58	-4,353.00	4,777.58	-9.8%	-6,304.51	-13,058.99	6,754.48	48.3%	-62,236.03
<b>Net Income</b>	<u>424.58</u>	<u>-4,353.00</u>	<u>4,777.58</u>	<u>-9.8%</u>	<u>-6,304.51</u>	<u>-13,058.99</u>	<u>6,754.48</u>	<u>48.3%</u>	<u>-62,236.03</u>

Attachment 3							
2023 DOWNTOWN DEVELOPMENT TRACKER							
ADDRESS	DEVELOPER	NO. UNITS	NO. AFFORDABLE	AFFORDABILITY LEVELS	DESCRIPTION	STORIES	STATUS
888 4th Street	HFC	108			888 Fourth Street, a sleek seven story urban tower now under construction, is 108 one- and two-bedroom apartments, with an array of alluring common amenities such as a rooftop spa and recreation terrace with spectacular 180 degree views of the surrounding hills and city lights, elevated zen courtyard, ground-level picnic garden, fitness center, business rooms, café and relaxation lobby and private garage parking. Scheduled completion 2Q23.	7	Completion expected July 2023
556 Ross Street	Cornerstone	118	118	Affordable by Design / Market Rate	The 556 Ross Street infill development proposed by Cornerstone would provide local residents a crucial new housing option in the downtown city core that has the potential to spur community-centered growth where people can live, work, shop and play in a thriving urban space. The Ross Street development proposes an 8-story, residential mixed-use building comprised of 118 "affordable by design" market-rate studio, one-, and two-bedroom+ apartments. The affordable by design dimension of this project will contribute to an important component of our housing stock and help meet the demand from a broad cross-section of our community. A childcare facility will be located on the ground floor.	8	Zoning Administrator Approval - July 11 2022. Break ground date unknown.
420 Mendocino Ave / 433 Riley Street / 611 5th Street	Related/Zach Berkowitz	161			The project site is 27,691 square feet and is located on three parcels - 420 Mendocino Avenue, 433 Riley Street, and 611 Fifth Street. The sites are currently occupied by one single story masonry commercial building and an open air parking lot. The project proposes an approximately 169,000 square foot, 8-story, Type III over Type I building with 161 residential units. The building will also provide ground-floor commercial, amenity, and service space including a parking garage with a semiautomated parking system. Reported construction start 1Q23.	8	Demolition underway
891 3rd Street	HFC	18			Proposed future three-story, 18-unit, 9,450-square-foot, multi-family building.	3	Building underway
425 Humboldt Street	Tom Robertson	95			New construction of an eight (8) story mixed-use apartment building: 95 dwelling units in six (6) stories over two (2) stories of parking. Ground floor uses include lobby with mezzanine, leasing office, mail and parcel rooms, and an office for a separate tenant. Resident amenities include ground floor bike storage, pet grooming station, fitness area, and shared outdoor space.	6	Funding nearly complete, anticipating summer break ground
528 B Street	Morrison Karsten Group	24	No	Market Rate	Located at 528 B. Street in Downtown Santa Rosa, the proposed infill development project would consist of (1) demolition of an existing 2,400 sf office building and (2) construction of a 5-story, 36,650 sf mixed use building comprised of ground floor multi-tenant commercial office space and 24 market-rate multi-family units on floors 2-5 (20 one- and 4 two-bedroom apartments). All required parking would be located in City Parking Garage #1 adjacent to the project. Major Design Review and Major Landmark Alteration Permit review are required.	5	Approved
1 Santa Rosa Avenue	SRA LLC	120	3	50%	The "1 Santa Rosa" development introduces much desired high-density housing into downtown Santa Rosa. The project will transform a vacant commercial bank building (with surface parking) into a contemporary apartment living environment that offers plentiful resident amenity spaces and activated street level uses to help enliven and frame the adjacent Courthouse Square. Importantly, the Project is adjacent to the 2nd Street Transit Mall that creates extremely convenient connectivity to public transit, while its proximity to the Square and downtown commercial amenities will promote walking and bicycling rather than automobile use. Indeed, 1 Santa Rosa will not provide on-site parking, but, instead, will offer resident parking at the adjoining parking garage across 2nd Street through a proposed parking arrangement with the City. Reported to be in redesign.	7	In contract
501 4th Street	Hitouch Service, LLC	71					Pre-Entitlement
589 Mendocino Ave	Hitouch Service, LLC	39					Pre-Entitlement
10 E Street	HFC	54			Final and preliminary design review submitted. Possible construction begin 4Q 23.		Expected break ground in October



<i>Attachment 4</i>							
2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
<b>1. Policy Initiatives</b>							
1. Expedite launching of EIFD	Ad Hoc Committee	High	n/a	In Process	2022		Redevelopment not expected to impact sale of bonds. HFC working on analysis. Expected to go to Council on 4/25 for ROI and formation of PFA. Supporting outreach to supervisors.
2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 23	Board	High	n/a	In Process	2022		Shared in annual memo and goal setting memo. Council generally supported and in line with other council strategies around small business support.
3. Revise, clarify and make in perpetuity, park fee policy including flexibility, DAO involvement and comprehensive expenditure plan.	Executive Committee	High	n/a	In Process	January		Interest in supporting from council; looking for detail on other jurisdictions that utilize funding for recreational aspects; formalizing plan
4. Work with City staff on code enforcement regulations related to unmaintained buildings in Downtown core	Executive Committee	High	n/a	In Process	January		Recommendaitons made to City staff. DAO to review draft prior to submission to council.
5. Support City's development of overall homeless intervention strategy and policy, including specific strategies listed in section 2.0.	Executive Committee	High	n/a	In Process	January		Ties into Homeless and Public Safety item 3 and provides needed support for formal creation of ordinance to address issues related to excess belongings in the Downtown.
6. Advocate for expanded Downtown parking strategy, which could include additional garage incentives, employee parking programs and support around enhanced EV infrastructure and programming.	Board	High	n/a	Not Started	March		Holistic study of parking needs/fees/structures to be conducted with feedback from Downtown community.
<b>2. Homelessness &amp; Public Safety</b>							
1. Working with CC, City and County, to improve intervention with homeless in Downtown and improve access to mental health and social workers	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	In Process	January		Work with City to understand capacity to focus on code enforcement and potential need for expanded City staff
3. Support City work in finalizing ordinance related to camping and excess belongings in Downtown core	Board	High	tbd	In Process	January		Ordinance with City attorney
4. Advocate for stronger, more regular and visible police presence in Downtown core	Board	High	tbd	In Process	January		Ongoing outreach to council to push for additional members of DET. Need to focus on budget discussions.
5. Push for allocation of one-time funds for additional safety and beautification deterrents, prioritizing lighting and CCTV	ED	High	tbd	In Process	2021		Board to determine if this is priority
<b>3. Event Management &amp; Marketing</b>							
1. Develop annual plan for marketing of Downtown Santa Rosa in collaboration with Chamber, to include website and social media	ED / Chamber Staff / Ad Hoc Committee	High	tbd	In Process	January		Engage in Chamber's revamping of Downtown website and ongoing online promotions
2. Business Attraction Marketing Plan	Ad Hoc Committee	Medium	\$40,000 from City Sponsorship	In Process	2022		Ongoing meetings with writer, designer, to put package together
3. Cross town transportation exploration and support	ED	Medium	tbd	In Process	January		No route forward for summer 2023 - looking at winter as phase one of pilot
<b>4. Design &amp; Improvements</b>							
1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED / Chair	High	dollars previously raised	In Process	2020		Expecting final round of drawings by 3/10 before we can move forward with construction.

2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
2. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	Jan-23	Complete
3. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020		Ongoing discussions
4. Implement wayfinding program throughout District	Design & Improvement	High	\$30,000 from FY22	In Process	2022		Permit submitted. Waiting on final review, fabrication, installation.
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 now undertaken this project throughout the City, and are anticipating getting removal completed this year. 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 outdoor games in Square	ED	Low	\$0	In Process	2022		Purchased - delivery April 19, out on Square for City's Earth Day event.
<b>5. Board Culture/Governance</b>							
1. Develop pipeline of Executive Committee members and potential new board members that fill critical experience gaps	Board	High	n/a	In Process	March		Board to discuss in early 2023 needs of future board and begin to solicit engagement
2. Finalize expansion of District with addition of Museum of Sonoma County	Board	High	n/a	In Process	February		Contract signed. Invoice structure confirmed. Insurance being finalized. Services to begin on 4/30.
3. Determine assessment percentage increase	Board	High	n/a	Not Started	March	Mar-23	Assessment increase recommended by board. Cadance working with City staff to ensure accurate numbers are provided to County.