



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting, May 10, 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 April 12, 2023 Meeting Minutes (<i>Attachment 1</i>) | Hugh Futrell |
| 5.0 | REPORT: FINANCE
Review of DAO financial statements ending April 30, 2023
and future cash flow projection work | Joe Dietzen |
| 6.0 | REPORT: EXECUTIVE DIRECTOR
Update provided on workplan (<i>Attachment 2</i>), business and
development within the District and other ongoing discussion items. | Cadance Hinkle Allinson |
| 7.0 | REPORT: BOARD CHAIR
Report on progression of critical focus items and meetings with
Council and staff. | Hugh Futrell |
| 8.0 | REPORT: BOARD VACANCIES
Report on next steps to fill vacant board seats. | Cadance Hinkle Allinson |
| 9.0 | DISCUSSION: DOWNTOWN CRIME AND IMPACTS
Discussion around recent uptick in crime in the Downtown and
corresponding impacts. | All |
| 10.0 | ADJOURNMENT | Hugh Futrell |

Attachment 1

Executive Committee Meeting – April 12, 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

Absent: Stevan Stankovich

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 9:07am.

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 Motion to approve consent item, March 8, 2023 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 REPORT: FINANCE

Joe Dietzen reviewed the financial statements ending March 31, 2023. He highlighted that there is an events/programming expense related to the purchase of new furniture for Courthouse Square, which the City has said they would cover and has been invoiced for. He noted the slight decrease in assessment income to be in line with the budget, as well as a decrease of the projected amount spent on wayfinding.

Cadance and Joe will work on a projection to share with the board.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance provided updates on the project happening in Jeju Way, which will include removing benches and replacing with instruments, fixing the lights, installing plants and cleaning up the area. There was a discussion about whether or not two instruments should be purchased which would come from previously set aside funding for art in the Downtown and a small portion from the maintenance budget, which is in line with priorities of the District.

She's having discussions with the City about lighting, as there have been issues keeping the redwood lights functioning.

Mayor Rogers has asked for a regular meeting, so Cadance will let Executive Committee members know when it's occurring if they want to join. She will also coordinate a Spring Mixer with the Mayor and invite Downtown business owners as well as give an opportunity to connect more business and property owners to the DAO. Hugh offered to host it at Hotel E.

A brief discussion occurred about the two vacant seats and the additional vacant seats that might be available at the end of the year. It will be critical to engage more business owners and property owners to build the pipeline of board members, which will be an agenda item at the next meeting.

She shared that the Parking District is working on a grant for Comstock and she would get more details to share at next week's board meeting.

7.0 DISCUSSION: PROGRESS IN FIRST QUARTER

The committee discussed a number of ongoing items on the workplan, including the EIFD and whether there might be a conflict of interest in property owners serving on the PFA. It was suggested that either way, there needs to be a formal communication to council about the DAO's recommendation on who might serve on the PFA.

Hugh suggested that the DAO might put forward a list of park fee funding recommendations to the Economic Development subcommittee, including potential budgets. Hugh, Pauline and Cadance will meet to discuss and report out at the board meeting.

A brief discussion occurred about the items connected to public safety and the impacts of homelessness on the Downtown community. It was reiterated that the Downtown community will need to advocate for their needs to council prior to budget decisions.

Cadance shared updates on a few other items for the workplan including the trolley, wayfinding and the business attraction plan.

8.0 ADJOURNMENT

Chair Hugh Futrell adjourned the meeting at 10:17.

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	Ad Hoc Committee	High	n/a	In Process	2022		Council approved ROI and formation of PFA. PFA Appointment on 5.23. County needs to approve and appoint. Ongoing 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		Recommendations 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.
2. Homelessness & Public Safety							
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		Expecting ordinance to go to council in summer.
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
3. Event Management & Marketing							
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		Design moving forward, photo shoot scheduled for May 25. Expect completed piece by June 30.
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
4. Design & Improvements							
1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED / Chair	High	dollars previously raised	In Process	2020		City working with foundry to get final details together
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		Benches being ordered. Arrival TBD.
4. Implement wayfinding program throughout District	Design & Improvement	High	\$30,000 from FY22	In Process	2022		Permit submitted. Waiting on final review, fabrication, installation.

2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
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	Complete	2022		Purchased and out on Square. Waiting for reimbursement
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	March		Two new board members joining in May. Ongoing discussions with other prospects.
2. Finalize expansion of District with addition of Museum of Sonoma County	Board	High	n/a	Complete	February	30-Apr	Contract signed. Invoice structure confirmed. Insurance being finalized. Services began on April 30. Assessment increase recommended by board.
3. Determine assessment percentage increase	Board	High	n/a	Complete	March	Mar-23	Cadance working with City staff to ensure accurate numbers are provided to County.