



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting, June 14, 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 May 10, 2023 Meeting Minutes (<i>Attachment 1</i>) | Hugh Futrell |
| 5.0 | REPORT: FINANCE
Review of DAO financial statements ending May 31, 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 | ACTION: MID-YEAR BUDGET REVIEW & ADJUSTMENT
Executive Committee to review cash flow projections through 2026 (<i>Attachment 3</i>) and determine whether to recommend any budget changes to Board. | Joe Dietzen |
| 9.0 | ADJOURNMENT | Hugh Futrell |

Attachment 1

Executive Committee Meeting – May 10, 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, Stevan Stankovich

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 9:03 am and moved Item 9.0 prior to Item 5.0.

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, April 12, 2023 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 REPORT: FINANCE

Joe Dietzen reviewed the financial statements ending April 30, 2023.

Joe and Cadance met to discuss how to address the DAO's structural deficit with the goal of presenting options to the board that highlight both impacts to the district and to the budget.

They will continue to work on projections and plan to present it to the Executive Committee and board in June or July.

He mentioned there's a chance the DAO won't be reimbursed for the furniture it purchased for the City and that wayfinding expenses should be wrapped up by July.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that there are two meetings coming up that all downtown business owners have been invited to. A Mixer with the Mayor on May 17 at 4:30pm at Hotel E and a public meeting with the Parking District on May 24 at 9:30 at the Old Chamber at 637 1st Street. She will continue to work to get attendees to both meetings.

She also shared that a number of ongoing projects are nearing completion, including wayfinding and business development, which she expects to be complete by July. She also expects to see new benches in Courthouse Square by the end of the year. The Jeju project continues to move forward as previously discussed.

She has submitted invoices to the City for reimbursement of the furniture for Courthouse Square, as previously approved, and is waiting payment.

She shared that there have been challenges meeting the budget needs of the trolley program and it's not anticipated to launch in June. A discussion ensued and it was determined that the committee reviewing the trolley program would reconvene to discuss a later start to the program.

She shared she would be unavailable for the June board meeting and would like to see it rescheduled so that she can attend.

7.0 REPORT: BOARD CHAIR

Hugh Futrell shared that the City took positive action for the creation of the EIFD's PFA, though it is still unclear when exactly the County will do the same. Questions remain about the conflict of interest for those serving on the PFA and Hugh reiterated that the DAO would need to form an advisory committee if all property owners and employees were conflicted out of participation.

A brief discussion occurred about the need to push forward park fee issues and the status of the fountain.

8.0 REPORT: BOARD VACANCIES

Cadance shared that there were three people interested in filling the vacant seats, through only two submitted the required paperwork by the deadline. She'll be following up with the third and encouraging them to participate in 2024.

9.0 DISCUSSION: DOWNTOWN CRIME AND IMPACTS

A discussion occurred about the impacts of the transient population and the increased reports of crime and other issues in the Downtown. Cadance shared that the budget for law enforcement was not including any potential increase. Hugh shared that it did include an Assistant City Attorney.

Stevan shared frustrations about the City's lack of response to issues at Santa Rosa Plaza, including a recent attempted stabbing which was thwarted by their security team. He shared he's asked Catholic Charities to address a number of the issues, including shorter midday closures, later hours, transportation to shelter and exterior charging stations, which they have been unwilling to accommodate.

He has lost at least six potential tenants because of the impacts of the transient population.

Juvenile crime is also an issue at the Plaza, and he's been working with the superintendent to address it. Santa Rosa Plaza currently employes two SRPD officers for eight hours per week, and would like to fund more. He estimates they make 70-80 calls to SRPD per week.

He also raised concerns about potential impacts from Burbank Housing's project.

A discussion occurred about the impacts of the transient population on NexStreet's workload and the DAO budget.

Tom Robertson reported that the County, which had been a tenant of his is unhappy because of safety issues, especially in garages.

Hugh suggested that the Executive Committee meet in two weeks to look at potential holistic approaches to these issues, as they have the potential to make significant negative impact.

Cadance will compile suggestions and bring them to the meeting.

10.0 ADJOURNMENT

Chair Hugh Futrell adjourned the meeting at 10:26am.

<i>Attachment 2</i>							
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. Council selected top three choices. 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		General support from mayor; recommendations sent to CM per request
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		Working with HRSA to formalize strategy list and meeting with key members of staff and external organizations to discuss ongoing impacts
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		Included in City's budget review study session - need to advocate for at council budget session
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 August
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 in June
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		Ongoing engagement with website revamp; Digital Passport launched
2. Business Attraction Marketing Plan	Ad Hoc Committee	Medium	\$40,000 from City Sponsorship	In Process	2022		Photo shoot delayed due to cloudy conditions and rescheduled for end of July. Expecting final piece by end of August
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		Final details from Foundry received - HFC to determine next steps
2. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	Jan-23	Complete

2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
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 through maintenance. Date 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.
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		Ongoing discussions with prospects
2. Finalize expansion of District with addition of Museum of Sonoma County	Board	High	n/a	Complete	February	30-Apr	Services began on April 30.
3. Determine assessment percentage increase	Board	High	n/a	In Process	March	Mar-23	Assessment increase recommended by board. Cadance working with City staff to ensure accurate numbers are provided to County.

Attachment 3

Objective: Review of potential budget changes to ensure cash flow not in jeopardy and enough funds remain in account at yearend to cover a minimum of one month’s expense should the initial assessment be received late.

Option A – Maintain Services as is (two separate contracts for landscaping and street services)

- Calculates 2.5% increase in services annually
- Eliminates annual priorities line item
- Minimum amount dedicated to project maintenance annually
- Calculates 5% increase in assessment every year
- Assumes \$0 spent of contingency

	2023	2024	2025	2026
Income				
Starting cash at Jan 1	\$ 146,712.00	\$ 64,040.32	\$ 38,734.27	\$ 30,134.24
District Assessments	\$ 530,114.74	\$ 556,619.80	\$ 584,450.79	\$ 613,673.33
Additional Income	\$ 3,173.14	\$ 4,998.27	\$ 5,248.18	\$ 5,510.59
Interest Income	\$ 1,156.27	\$ 450.00	\$ 450.00	\$ 450.00
<i>Sub Total</i>	\$ 681,156.15	\$ 626,108.39	\$ 628,883.24	\$ 649,768.16
Expense				
Street Level Services	\$ 332,564.91	\$ 340,879.13	\$ 349,404.00	\$ 358,139.00
Landscape Contract	\$ 47,300.00	\$ 44,895.00	\$ 46,020.00	\$ 47,171.00
Santa Rosa Metro	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00
Insurance/Taxes	\$ 10,000.00	\$ 11,500.00	\$ 13,225.00	\$ 15,210.00
Annual Priorities	\$ 18,870.00	\$ -	\$ -	\$ -
Project Maintenance	\$ 24,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00
Website/Marketing	\$ 12,500.00	\$ 10,700.00	\$ 10,700.00	\$ 10,700.00
Events/Programming	\$ 9,480.92	\$ -	\$ -	\$ -
Misc. Direct Expense	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Contingency (3.5%)	\$ -	\$ -	\$ -	\$ -
<i>Sub Total</i>	\$ 617,115.83	\$ 587,374.13	\$ 598,749.00	\$ 610,620.00
Account Balance	\$ 64,040.32	\$ 38,734.27	\$ 30,134.24	\$ 39,148.16

*Alternate showing full spend of contingency

	2023	2024	2025	2026
Income				
Starting cash at Jan 1	\$ 146,712.00	\$ 45,486.30	\$ 698.56	\$ (28,357.25)
District Assessments	\$ 530,114.74	\$ 556,619.80	\$ 584,450.79	\$ 613,673.33
Additional Income	\$ 3,173.14	\$ 4,998.27	\$ 5,248.18	\$ 5,510.59
Interest Income	\$ 1,156.27	\$ 450.00	\$ 450.00	\$ 450.00
<i>Sub Total</i>	\$ 681,156.15	\$ 607,554.37	\$ 590,847.53	\$ 591,276.67
Expense				
Street Level Services	\$ 332,564.91	\$ 340,879.13	\$ 349,404.00	\$ 358,139.00
Landscape Contract	\$ 47,300.00	\$ 44,895.00	\$ 46,020.00	\$ 47,171.00
Santa Rosa Metro	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00
Insurance/Taxes	\$ 10,000.00	\$ 11,500.00	\$ 13,225.00	\$ 15,210.00
Annual Priorities	\$ 18,870.00	\$ -	\$ -	\$ -
Project Maintenance	\$ 24,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00
Website/Marketing	\$ 12,500.00	\$ 10,700.00	\$ 10,700.00	\$ 10,700.00
Events/Programming	\$ 9,480.92	\$ -	\$ -	\$ -
Misc. Direct Expense	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Contingency (3.5%)	\$ 18,554.02	\$ 19,481.69	\$ 20,455.78	\$ 21,478.57
<i>Sub Total</i>	\$ 635,669.85	\$ 606,855.82	\$ 619,204.78	\$ 632,098.57
Account Balance	\$ 45,486.30	\$ 698.56	\$ (28,357.25)	\$ (40,821.89)

Option B – Eliminates landscape services contract, purchases watering equipment and increases NexStreet hours to accommodate watering of pots/trees on 4th

- Calculates 2.5% increase in services annually
- Eliminates annual priorities line item
- Minimum amount dedicated to project maintenance annually
- Calculates 5% increase only in 2024
- Assumes \$0 spent of contingency

	2023	2024	2025	2026
Income				
Starting cash at Jan 1	\$ 146,712.00	\$ 75,606.27	\$ 90,470.99	\$ 94,970.63
District Assessments	\$ 530,114.74	\$ 556,619.80	\$ 556,619.80	\$ 556,619.80
Additional Income	\$ 3,173.14	\$ 4,998.27	\$ 4,998.27	\$ 4,998.27
Interest Income	\$ 1,156.27	\$ 450.00	\$ 450.00	\$ 450.00
<i>Sub Total</i>	\$ 681,156.15	\$ 637,674.34	\$ 652,539.06	\$ 657,038.70
Expense				
Street Level Services	\$ 334,473.96	\$ 345,603.35	\$ 354,243.43	\$ 363,099.52
Landscape Contract	\$ 35,010.00	\$ -	\$ -	\$ -
Santa Rosa Metro	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00
Insurance/Taxes	\$ 10,000.00	\$ 11,500.00	\$ 13,225.00	\$ 15,210.00
Annual Priorities	\$ 17,685.00	\$ -	\$ -	\$ -
Project Maintenance	\$ 24,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00
Website/Marketing	\$ 12,500.00	\$ 10,700.00	\$ 10,700.00	\$ 10,700.00
Events/Programming	\$ 9,480.92	\$ -	\$ -	\$ -
Misc. Direct Expense	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Contingency (3.5%)	\$ -	\$ -	\$ -	\$ -
<i>Sub Total</i>	\$ 605,549.88	\$ 547,203.35	\$ 557,568.43	\$ 568,409.52
Account Balance	\$ 75,606.27	\$ 90,470.99	\$ 94,970.63	\$ 88,629.18

*Alternate showing full spend of contingency

	2023	2024	2025	2026
Income				
Starting cash at Jan 1	\$ 146,712.00	\$ 57,052.25	\$ 52,435.28	\$ 37,453.22
District Assessments	\$ 530,114.74	\$ 556,619.80	\$ 556,619.80	\$ 556,619.80
Additional Income	\$ 3,173.14	\$ 4,998.27	\$ 4,998.27	\$ 4,998.27
Interest Income	\$ 1,156.27	\$ 450.00	\$ 450.00	\$ 450.00
<i>Sub Total</i>	\$ 681,156.15	\$ 619,120.32	\$ 614,503.35	\$ 599,521.29
Expense				
Street Level Services	\$ 334,473.96	\$ 345,603.35	\$ 354,243.43	\$ 363,099.52
Landscape Contract	\$ 35,010.00	\$ -	\$ -	\$ -
Santa Rosa Metro	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00
Insurance/Taxes	\$ 10,000.00	\$ 11,500.00	\$ 13,225.00	\$ 15,210.00
Annual Priorities	\$ 17,685.00	\$ -	\$ -	\$ -
Project Maintenance	\$ 24,000.00	\$ 17,000.00	\$ 17,000.00	\$ 17,000.00
Website/Marketing	\$ 12,500.00	\$ 10,700.00	\$ 10,700.00	\$ 10,700.00
Events/Programming	\$ 9,480.92	\$ -	\$ -	\$ -
Misc. Direct Expense	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00
Contingency (3.5%)	\$ 18,554.02	\$ 19,481.69	\$ 19,481.69	\$ 19,481.69
<i>Sub Total</i>	\$ 624,103.90	\$ 566,685.04	\$ 577,050.13	\$ 587,891.21
Account Balance	\$ 57,052.25	\$ 52,435.28	\$ 37,453.22	\$ 11,630.08