



**DOWNTOWN ACTION ORGANIZATION (DAO)**  
Board Meeting, August 16, 2023, 9am  
Macy's, 800 Santa Rosa Plaza, Santa Rosa, CA 95404  
Employee entrance on B Street (under overhang at top of ramp)  
*Call 310-874-1115 for assistance with access*

**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 July 19, 2023 Meeting Minutes ( <i>Attachment 1</i> )<br>4.2 Financial Statements ending July 31, 2023 ( <i>Attachment 2</i> )  | Hugh Futrell            |
| <b>5.0 APPROVAL OF BOARD MEMBER CANDIDATES</b><br>Board will review nominees to fill seats left vacant by departures of Stevan Stankovich and Raissa de la Rosa. ( <i>Attachment 4</i> )<br><br>Danielle Nelson, Simon Property Group<br><i>term ending Dec. 2023</i><br><br>Daryel Dunston, City of Santa Rosa<br><i>term ending Dec.2025</i> | Pauline Block           |
| <b>6.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)</b><br>Share your recent experience participating in either the Downtown Business Development photo shoot or the August 8 council meeting.  | All                     |
| <b>7.0 REPORT &amp; DISCUSSION: EXECUTIVE DIRECTOR</b><br>Updates shared on ongoing projects, business and development changes within the District, and marketing and social media initiatives. ( <i>Attachment 3</i> )  | Cadance Hinkle Allinson |
| <b>8.0 REPORT &amp; DISCUSSION: EXECUTIVE COMMITTEE</b><br>Chair and members of Executive Committee will report on activities and focus of Committee.  | Hugh Futrell            |
| <b>9.0 ADJOURNMENT</b>   | Hugh Futrell            |

## DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, July 19, 2023, 9am

Hotel E

37 Old Courthouse Square, Santa Rosa, CA 95404

Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Britt Cooper, Raissa de la Rosa, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Stevan Stankovich, Don Tomasi

Absent: Pauline Block, Chris Denny, Joe Dietzen, Ken LaFranchi, Argo Thompson

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

### MINUTES

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

Chair Hugh Futrell called the meeting to order at 9:08 am.

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

There were no public comments.

#### **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, June 28, 2023 Board Meeting Minutes was unanimously passed.

**4.2** Motion to approve consent item, DAO Financial Statements ending June 30, 2023 was unanimously passed.

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

Board members shared their favorite Sonoma County summer activity.

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

Cadance started by talking through the relationship with the Metro Chamber, the Downtown District and the DAO.

The Downtown District is the physical Community Benefit District, a subdivision of the City. The DAO is the nonprofit board, a 501c3 organization, that manages the District through a resolution of agreement with the City. The DAO has contracted with the Chamber to fill their administrative needs, including staffing, managing financials and general administrative oversight.

Cadance has supported Chamber programs centered in the Downtown in the past, including events which have transitioned solely to Chamber staff at this point. The Chamber is best suited for managing events because of their insurance and staff size, plus they hold a contract with the City to oversee external events on Courthouse Square.

The Chamber also has Downtown as a priority in their strategic plan because they know that having a thriving Downtown benefits the entire city and business community.

Raissa provided clarification on the City's role and Hugh provided additional clarification around the role of Visit Santa Rosa and the Santa Rosa Tourism BID.

The Design & Improvement Committee has worked through the response from the City regarding wayfinding signage and is presenting the final location recommendations to the City. She expects to get a quick sign off from the City and to begin installing by end of summer.

The trolley pilot has been pushed back until 2024, but in the meantime the group will work to secure additional funding and finalize a marketing and promotions plan.

She and Raissa have been working through the assessment details and will be submitting that to the County soon.

There is going to be a fall happy hour at Ausiello's in their new parklet on September 13. She will also look at year end retreat opportunities for the board.

She reminded everyone that she needs participants for next week's photo shoot and asked everyone to reach out to family and friends. She will follow up with date and time reminders.

Cadance shared that yesterday the Board of Supervisors appointed supervisors Rabbitt and Coursey to sit on the EIFD PFA. Raissa shared that the EIFD is on track for formation to have a base year of 2023 and 2024 and that collection would potentially begin in 2024/25. Hugh shared that there will need to be critical advocacy efforts to ensure the increment percentage is high enough to make an impact.

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

Hugh shared that the EIFD and the items being discussed in Item 8.0 were the primary focus.

#### **8.0 REPORT & DISCUSSION: ONGOING ADVOCACY FROM DAO**

Cadance talked through the attachments as they relate to the DAO's original workplan, the goals of the organization's advocacy efforts, as well as the need for further advocacy.

City Manager Smith requested information about park fees, which is reflected in the Attachment 4. A draft of the DAO and Railroad Square Association's goals around addressing crime and impacts related to the unsheltered population is reflected in Attachment 5 and Attachment 6 is a draft letter opposing AB1082. A discussion ensued about the potential impact of 1082 and the need to further understand.

Hugh shared that there have been specific recommendations for both the camping ordinance and the vacancy ordinance. Raissa mentioned that the vacant building ordinance will go to Economic Development Subcommittee meeting on the 24<sup>th</sup>.

Hugh shared that there has been an impact already around the key items the DAO is focusing on this year, though it remains an ongoing effort.

#### **9.0 ADJOURNMENT**

Chair Hugh Futrell adjourned the meeting at 10:04am.

## Downtown Action Organization Incorporated

## Balance Sheet

As of July 31, 2023

|  | <u>Jul 31, 23</u>        |
|--|--------------------------|
| <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     | 342,436.22               |
| 1010000 · DAO Operating-Poppy              | <u>3,395.64</u>          |
| <b>Total 1000000 · DAO OPERATING FUNDS</b> | <u>478,091.19</u>        |
| <b>Total Checking/Savings</b>              | 478,091.19               |
| <b>Other Current Assets</b>                |                          |
| 1100000 · District Revenue Receivables     | <u>364,650.14</u>        |
| <b>Total Other Current Assets</b>          | <u>364,650.14</u>        |
| <b>Total Current Assets</b>                | <u>842,741.33</u>        |
| <b>TOTAL ASSETS</b>                        | <b><u>842,741.33</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>            |                          |
| <b>Liabilities</b>                         |                          |
| <b>Current Liabilities</b>                 |                          |
| <b>Accounts Payable</b>                    |                          |
| 20000 · Accounts Payable                   | <u>47,235.73</u>         |
| <b>Total Accounts Payable</b>              | 47,235.73                |
| <b>Other Current Liabilities</b>           |                          |
| 2300000 · Deferred Revenue - District Rev  | <u>220,881.25</u>        |
| <b>Total Other Current Liabilities</b>     | <u>220,881.25</u>        |
| <b>Total Current Liabilities</b>           | <u>268,116.98</u>        |
| <b>Total Liabilities</b>                   | 268,116.98               |
| <b>Equity</b>                              |                          |
| 32000 · Unrestricted Net Assets            | 594,521.04               |
| Net Income                                 | <u>-19,896.69</u>        |
| <b>Total Equity</b>                        | <u>574,624.35</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>      | <b><u>842,741.33</u></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              | \$191,138        | \$0              | \$0              | \$0              | \$0              | \$18,116         | \$0             | \$521,835    | \$539,951     | \$530,115 | \$9,836        |
| Additional Income                        | \$0             | \$0              | \$0              | \$793            | \$0              | \$9,481          | \$1,190          | \$0              | \$0              | \$1,190          | \$0              | \$0             | \$11,464     | \$12,654      | \$0       | \$12,654       |
| Interest Income                          | \$0             |                  | \$284            | \$0              | \$0              | \$315            | \$0              | \$0              | \$435            | \$0              | \$0              | \$0             | \$600        | \$1,035       | \$1,500   | -\$465         |
| <i>Sub Total</i>                         | \$146,712       | \$330,697        | \$284            | \$793            | \$0              | \$200,935        | \$1,190          | \$0              | \$435            | \$1,190          | \$18,116         | \$0             |              |               |           |                |
| <i>Cash at Beginning of Month</i>        | \$146,712       | \$429,219        | \$382,897        | \$329,654        | \$283,653        | \$434,650        | \$390,893        | \$339,758        | \$267,258        | \$220,104        | \$189,886        | \$138,218       |              |               |           |                |
| <b>Expense</b>                           |                 |                  |                  |                  |                  |                  |                  |                  |                  |                  |                  |                 |              |               |           |                |
| Street Level Services                    | \$27,716        | \$27,716         | \$27,689         | \$27,716         | \$27,689         | \$27,716         | \$27,689         | \$27,716         | \$28,098         | \$28,098         | \$28,098         | \$28,098        | \$193,930    | \$334,038     | \$315,897 | \$18,141       |
| Landscape Contract                       | \$5,400         | \$5,400          | \$3,650          | \$3,650          | \$3,650          | \$3,650          | \$6,569          | \$3,650          | \$0              | \$0              | \$0              | \$0             | \$31,969     | \$35,619      | \$48,000  | -\$12,381      |
| 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        | \$93,333     | \$160,000     | \$160,000 | \$0            |
| Insurance/Taxes                          | \$0             | \$0              | \$0              | \$0              | \$26             | \$0              | \$0              | \$3,333          | \$9              | \$0              | \$3,333          | \$3,333         | \$26         | \$10,034      | \$10,000  | \$34           |
| Annual Priorities                        | \$0             | \$0              | \$0              | \$1,185          | \$3,250          | \$0              | \$3,295          | \$18,000         | \$0              | \$0              | \$0              | \$0             | \$7,730      | \$25,730      | \$0       | \$25,730       |
| Project Maintenance                      | \$0             | \$0              | \$0              | \$0              | \$1,325          | \$200            | \$0              | \$4,495          | \$4,495          | \$4,495          | \$4,495          | \$4,495         | \$1,525      | \$24,000      | \$24,000  | \$0            |
| Website/Marketing                        | \$1,740         | \$0              | \$0              | \$0              | \$0              | \$48             | \$249            | \$2,093          | \$2,093          | \$2,093          | \$2,093          | \$2,093         | \$2,037      | \$12,500      | \$12,500  | \$0            |
| Events/Programming                       | \$0             | \$0              | \$9,364          | \$117            | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0              | \$0             | \$9,481      | \$9,481       | \$0       | \$9,481        |
| Misc. Direct Expense                     | \$0             | \$157            | \$0              | \$0              | \$665            | \$0              | \$0              | \$316            | \$316            | \$316            | \$316            | \$316           | \$822        | \$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         | \$46,001         | \$49,937         | \$44,947         | \$51,135         | \$72,936         | \$48,343         | \$48,335         | \$51,668         | \$51,668        |              |               |           |                |
| <b>Account Balance</b>                   | <b>\$98,522</b> | <b>\$382,612</b> | <b>\$328,861</b> | <b>\$283,653</b> | <b>\$233,715</b> | <b>\$389,703</b> | <b>\$339,758</b> | <b>\$266,822</b> | <b>\$218,914</b> | <b>\$171,770</b> | <b>\$138,218</b> | <b>\$86,550</b> |              |               |           |                |

**Downtown Action Organization Incorporated**  
**Profit & Loss Budget Performance**  
 July 2023

|  | Jul 23           | Budget           | \$ Over Budget   | % of Budget   | Jan - Jul 23      | YTD Budget        | \$ Over Budget    | % of Budget   | Annual Budget     |
|--|------------------|------------------|------------------|---------------|-------------------|-------------------|-------------------|---------------|-------------------|
| <b>Ordinary Income/Expense</b>                   |                  |                  |                  |               |                   |                   |                   |               |                   |
| Income   |                  |                  |                  |               |                   |                   |                   |               |                   |
| 4100000 · District Assessments                   | 44,176.25        | 44,176.25        | 0.00             | 100.0%        | 311,217.20        | 309,233.75        | 1,983.45          | 100.6%        | 530,115.00        |
| 4100002 · Interest Income                        | 0.00             | 83.33            | -83.33           | 0.0%          | 599.66            | 583.35            | 16.31             | 102.8%        | 1,000.00          |
| 4200000 · DAO Activities                         |                  |                  |                  |               |                   |                   |                   |               |                   |
| 4200002 · Events/Programming                     | 0.00             |                  |                  |               | 9,480.92          |                   |                   |               |                   |
| <b>Total 4200000 · DAO Activities</b>            | <b>0.00</b>      |                  |                  |               | <b>9,480.92</b>   |                   |                   |               |                   |
| <b>Total Income</b>                              | <b>44,176.25</b> | <b>44,259.58</b> | <b>-83.33</b>    | <b>99.8%</b>  | <b>321,297.78</b> | <b>309,817.10</b> | <b>11,480.68</b>  | <b>103.7%</b> | <b>531,115.00</b> |
| <b>Gross Profit</b>                              | <b>44,176.25</b> | <b>44,259.58</b> | <b>-83.33</b>    | <b>99.8%</b>  | <b>321,297.78</b> | <b>309,817.10</b> | <b>11,480.68</b>  | <b>103.7%</b> | <b>531,115.00</b> |
| <b>Expense</b>                                   |                  |                  |                  |               |                   |                   |                   |               |                   |
| 5100000 · PRIMARY DISTRICT SERVICES              |                  |                  |                  |               |                   |                   |                   |               |                   |
| 5100001 · Street Level Services                  | 27,688.56        | 26,324.75        | 1,363.81         | 105.2%        | 193,986.65        | 184,273.25        | 9,713.40          | 105.3%        | 315,897.00        |
| 5100002 · Landscape Services                     | 6,568.84         | 4,000.00         | 2,568.84         | 164.2%        | 31,968.84         | 28,000.00         | 3,968.84          | 114.2%        | 48,000.00         |
| <b>Total 5100000 · PRIMARY DISTRICT SERVI...</b> | <b>34,257.40</b> | <b>30,324.75</b> | <b>3,932.65</b>  | <b>113.0%</b> | <b>225,955.49</b> | <b>212,273.25</b> | <b>13,682.24</b>  | <b>106.4%</b> | <b>363,897.00</b> |
| 5200000 · DISTRICT IMPROVEMENTS                  |                  |                  |                  |               |                   |                   |                   |               |                   |
| 5200001 · Annual Priorities                      | 3,295.00         |                  |                  |               | 7,730.00          |                   |                   |               |                   |
| 5200002 · Project Maintenance                    | 0.00             | 2,000.00         | -2,000.00        | 0.0%          | 1,525.00          | 14,000.00         | -12,475.00        | 10.9%         | 24,000.00         |
| 5200003 · Website/Social Media                   | 249.08           |                  |                  |               | 296.96            |                   |                   |               |                   |
| 5200004 · Fountain Expenses                      | 0.00             |                  |                  |               | 285.00            |                   |                   |               |                   |
| <b>Total 5200000 · DISTRICT IMPROVEMENTS</b>     | <b>3,544.08</b>  | <b>2,000.00</b>  | <b>1,544.08</b>  | <b>177.2%</b> | <b>9,836.96</b>   | <b>14,000.00</b>  | <b>-4,163.04</b>  | <b>70.3%</b>  | <b>24,000.00</b>  |
| 5300000 · MARKETING                              |                  |                  |                  |               |                   |                   |                   |               |                   |
| 5300001 · Events/Programming                     | 0.00             | 1,208.33         | -1,208.33        | 0.0%          | 11,220.92         | 8,458.35          | 2,762.57          | 132.7%        | 14,500.00         |
| <b>Total 5300000 · MARKETING</b>                 | <b>0.00</b>      | <b>1,208.33</b>  | <b>-1,208.33</b> | <b>0.0%</b>   | <b>11,220.92</b>  | <b>8,458.35</b>   | <b>2,762.57</b>   | <b>132.7%</b> | <b>14,500.00</b>  |
| 5400000 · DISTRICT MANAGEMENT                    |                  |                  |                  |               |                   |                   |                   |               |                   |
| 5400001 · SR Metro Chamber Contract              | 13,333.33        | 13,333.33        | 0.00             | 100.0%        | 93,333.31         | 93,333.31         | 0.00              | 100.0%        | 160,000.00        |
| 5400003 · Insurance/Taxes                        | 0.00             | 0.00             | 0.00             | 0.0%          | 26.00             | 0.00              | 26.00             | 100.0%        | 10,000.00         |
| 5400004 · Misc Direct Expenses                   | 0.00             | 200.00           | -200.00          | 0.0%          | 821.79            | 1,400.00          | -578.21           | 58.7%         | 2,400.00          |
| <b>Total 5400000 · DISTRICT MANAGEMENT</b>       | <b>13,333.33</b> | <b>13,533.33</b> | <b>-200.00</b>   | <b>98.5%</b>  | <b>94,181.10</b>  | <b>94,733.31</b>  | <b>-552.21</b>    | <b>99.4%</b>  | <b>172,400.00</b> |
| 5500000 · CONTINGENCY                            |                  |                  |                  |               |                   |                   |                   |               |                   |
| 5500001 · Contingency - Misc Expense             | 0.00             | 1,546.17         | -1,546.17        | 0.0%          | 0.00              | 10,823.18         | -10,823.18        | 0.0%          | 18,554.03         |
| <b>Total 5500000 · CONTINGENCY</b>               | <b>0.00</b>      | <b>1,546.17</b>  | <b>-1,546.17</b> | <b>0.0%</b>   | <b>0.00</b>       | <b>10,823.18</b>  | <b>-10,823.18</b> | <b>0.0%</b>   | <b>18,554.03</b>  |
| <b>Total Expense</b>                             | <b>51,134.81</b> | <b>48,612.58</b> | <b>2,522.23</b>  | <b>105.2%</b> | <b>341,194.47</b> | <b>340,288.09</b> | <b>906.38</b>     | <b>100.3%</b> | <b>593,351.03</b> |
| <b>Net Ordinary Income</b>                       | <b>-6,958.56</b> | <b>-4,353.00</b> | <b>-2,605.56</b> | <b>159.9%</b> | <b>-19,896.69</b> | <b>-30,470.99</b> | <b>10,574.30</b>  | <b>65.3%</b>  | <b>-62,236.03</b> |
| <b>Net Income</b>                                | <b>-6,958.56</b> | <b>-4,353.00</b> | <b>-2,605.56</b> | <b>159.9%</b> | <b>-19,896.69</b> | <b>-30,470.99</b> | <b>10,574.30</b>  | <b>65.3%</b>  | <b>-62,236.03</b> |

| <i>Attachment 3</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       |                 | Council approved ROI and formation of PFA. Council selected top three choices. County approved formation and moving through separate process for PFA appointments. Meeting with City representatives to PFA to discuss. |
| 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. Ongoing discussions   |
| 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 - meeting with staff in August.  |
| 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 Ad Hoc reviewing draft with staff in July   |
| 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    |                 | Ongoing review of RRS memo based on changes and updates   |
| 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                            | On Hold    | 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                            | On Hold    | January    |                 | On hold per council meeting on June 20 until new City Attorney is hired   |
| 3. Support City work in finalizing ordinance related to camping and excess belongings in Downtown core   | Board                                 | High     | tbd                            | Complete   | January    | Aug-23          | Ordinance updated by Council on August 8.   |
| 4. Advocate for stronger, more regular and visible police presence in Downtown core  | Board                                 | High     | tbd                            | Complete   | January    | Jun-23          | Two DET officers added to budget process 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  |
| <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    |                 | 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 completed. Expecting photos early September and document complete by October.   |
| 3. Cross town transportation exploration and support   | ED                                    | Medium   | tbd                            | On Hold    | January    |                 | Looking at pilot with leased trolley in summer 2024 - need to secure \$50,000   |
| <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       |                 | Final details from Foundry received - HFC to go back out to bid   |
| 2. Support City's installation of artwork on Courthouse Square   | ED                                    | High     | n/a                            | Complete   | 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 through maintenance. Date TBD   |

| 2023 DAO WORKPLAN   |                      |          |                    |            |            |                 |   |
|---|----------------------|----------|--------------------|------------|------------|-----------------|---|
| Staff: Cadance Hinkle Allinson  |                      |          |                    |            |            |                 |   |
| ACTION  | RESPONSIBLE          | PRIORITY | FUNDING ALLOCATED  | STATUS     | START DATE | COMPLETION DATE | NOTES   |
| 4. Implement wayfinding program throughout District   | Design & Improvement | High     | \$30,000 from FY22 | In Process | 2022       |                 | Locations confirmed, conditions received, waiting on final approval from planning   |
| 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      | City funded        | Complete   | 2022       | Apr-23          | Purchased and out on Square.  |
| <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      |                 | Ongoing discussions with prospects  |
| 2. Finalize expansion of District with addition of Museum of Sonoma County  | Board                | High     | n/a                | Complete   | February   | Apr-23          | Services began on April 30.   |
| 3. Determine assessment percentage increase   | Board                | High     | n/a                | Complete   | March      | Aug-23          | Assessment increase submitted by City staff. Ongoing review of data and future processes for assessment calculation.  |



*Attachment 4*

**Downtown Action Organization – August 16, 2023 Board Member Nominations**

The following individuals have been nominated to fill seats made vacant by departures of Stevan Stankovich (term ending Dec. 2023) and Raissa de la Rosa (term ending Dec.2025).

**Danielle Nelson**

**Area General Manager, Santa Rosa Plaza & Petaluma Village Outlets**

*Term ending Dec. 2023*

A Sonoma County native, Danielle started her career with Simon in 2008 at Santa Rosa Plaza. She relocated to Arizona in 2011 and held positions in management and Marketing at Simon AZ properties Arizona Mills, Phoenix PO, and Tucson PO. Danielle welcomed the opportunity to return home to Santa Rosa and The Plaza in May 2022 as the Area Director of Marketing and Business Development of Santa Rosa Plaza and Petaluma Village Premium Outlets. Danielle has been a Marketing and Business Development, a Best of the Best recipient and has helped open most of Simon's new Premium Outlet Centers in the West over the past several years.

Prior to Simon, Danielle was the Sales & Marketing Director for Distance Learning Company, a founder of e-learning services. For 7 years she traveled the US lobbying government and state legislators to approve the internet-based program and grow company market share.

Danielle and her husband Corey own West Coast Striders, a USA Track & Field certified club with branches in AZ and CA. Danielle and Corey just returned from the Jr. National Olympics where several of their club athletes competed. Four of their youth athletes placed in the top 30 nationally and 1 placed in the top 10. Danielle & Corey's modern day Brady Bunch (as she describes it) consists of 5 kids (19, 18, 17, 7 & 6), pup Austin the Chiweenie, diva cat Maddie Mae and fish Goldie & Lava.

**Daryel Dunston Sr, MPA**

**Assistant City Manager, City of Santa Rosa**

*Term ending Dec. 2025*

Daryel Dunston has been serving as the City of Santa Rosa's Assistant City Manager since August 2022. In this role, provides leadership to Housing & Community Services, Information Technology, Planning & Economic Development, Community Engagement and Violence Prevention Partnership, and Homeless Services.

Over the course of two decades, Daryel has held wide ranging roles in local government on both the east and west coasts. "Daryel's combination of public service, emergency operations knowledge, public policy insight, and executive leadership will make him a great addition to the City of Santa Rosa," said Maraskeshia Smith. "In addition to his impressive professional background, his enthusiasm for public service will be integral as the City wrestles the difficult challenges of housing, homelessness, emergency operations, and community development."

Daryel completed his undergraduate studies at the University of Virginia and holds an MPA from UC Berkeley's Goldman School of Public Policy where he also sits on the school's Board of Advisors.