



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

November 10, 2021

11:30am

Zoom Meeting ID: 806 654 7370

Passcode: Downtown

Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

A G E N D A

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|-------------|---|-------------------------|
| 1.0 | CALL TO ORDER | Natalie Balfour |
| 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 | Natalie Balfour |
| 4.0 | CONSENT ITEMS | Natalie Balfour |
| | 4.1 October 11, 2021 Meeting Minutes | |
| 5.0 | FINANCIAL REPORT
Review of DAO financial statements ending October 31 and financial projections | Joe Dietzen |
| 6.0 | EXECUTIVE DIRECTOR REPORT
Update provided on StreetPlus, Downtown Subcommittee, Courthouse Square events, BIA update and other activities. | Cadance Hinkle Allinson |
| 7.0 | SHARED MOBILITY DEVICES
Review of City's draft set of terms and conditions for shared mobility devices prior to City presentation at board meeting | All |
| 8.0 | CONTINUED DISCUSSION REGARDING PROPOSED POTENTIAL PARKING LOT / GARAGE CONVERSIONS
Discussion and possible action around future City projects for development of garage/parking lots that could impact Downtown | All |
| 9.0 | 2022 BUDGET REVIEW
Committee will review and approve budget to present to DAO board | All |
| 10.0 | 2022 BOARD MEMBER NOMINATIONS
Committee will review nomination process prior to review with DAO board | Cadance Hinkle Allinson |
| 11.0 | OCTOBER BOARD MEETING AGENDA | All |
| 12.0 | ADJOURNMENT | Natalie Balfour |

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Executive Committee Meeting
October 11, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

1.0 CALL TO ORDER

Hugh called the meeting to order at 12:06pm.

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 CONSENT ITEMS

4.1 Motion to approve consent item, September 8, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen provided a review of the DAO financial statements ending September 30. Revenue is on track through September and year to date expenses reflect \$100,000 under budget. StreetPlus staffing as well as annual priority funding not yet being spent and no contingency spending are primary reasons.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson provided the following update:

The October Downtown Subcommittee meeting was canceled.

The End of Summer Block Party went well except for the weather. Fall Fun Fest planning is under way and should bring hundreds of families Downtown. Winter Lights and Ice Rink plans are also moving forward and still looking for sponsors. The Community Engagement Committee will begin discussing what they'd like to do in 2022 in a few months.

StreetPlus has been unable to hire anyone for about five months. They have also not been able to provide an updated schedule or rates for operating with three or four employees, despite repeated requests for over one month. Cadance has set up a meeting with a security company to find out the potential cost of their services and is looking into landscape and maintenance companies as well.

The new street trees will be getting planted later this year. She is looking into additional landscaping maintenance to ensure the trees survive.

She had an initial conversation with Mayor Rogers regarding extending the garage incentives and the need for improved employee permits. There will be a meeting on Thursday morning to discuss further.

7.0 IMPACTS OF HOTEL AZURA / MICKEY ZANE PLACE

Hugh Futrell shared that there have been a number of complaints from residents who live at 615 Healdsburg Avenue, next to Mickey Zane Place. The transition from Hotel Azura to Mickey Zane Place has had a very negative impact on the building and the indigent population now residing at Mickey Zane Place are now entering the 615 premises, digging through trash and utilizing the elevators, making the residents uncomfortable. It is important that the DAO be aware of these impacts as the negative impact to surrounding properties is concerning. While many were expecting this outcome when the property was purchased by the City, there remains serious concern for future resident safety and property values.

Peter will search for additional details on who is managing the property and the status with the County. This information needs to be shared with the DAO Board so that the discussion can continue with the potential of coordinating outreach to both the City and County.

8.0 DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSED POTENTIAL PARKING LOT / GARAGE CONVERSIONS

A discussion ensued about the City potentially listing three parking facilities as surplus properties and available for future development. The sale of these could be detrimental to Downtown businesses. It is important to note that these lots were built to serve business and property owners. The City needs to be made aware of the potential negative impact in removing them.

The DAO Board needs to take action at next week's meeting to encourage the City not to consider the lots behind the 500 and 700 blocks and the 3rd Street garage as surplus properties.

9.0 BIA DISCUSSION

Hugh shared that there is no legal impediment to establishing a BIA, but it will be complex to create a nexus between the assessment and the benefit. The process to establish would be similar to the creation of the District and would start with securing a consultant, developing the assessment and management plan and setting up a billing mechanism, likely through the business license office. The effort to get all the details together will be significant and need to be managed by the business owners.

Cadance will look into a consultant and a potential budget prior to discussion with the board.

10.0 PRELIMINARY BUDGET DISCUSSION

Cadance shared that she would be presenting the preliminary budget at the November Executive Committee meeting and needed guidance to know if there was anything additional the Executive Committee would like to see in 2022. She will be looking into separating out the work completed by StreetPlus and additional funding in the maintenance budget.

11.0 HOLIDAY DÉCOR OPPORTUNITIES

The committee discussed the potential of putting up additional holiday décor. Wreaths and banners are already underway. Given the investment from the Chamber to install the synthetic rink, it seems worthwhile to invest more in the Downtown decorations this year. Cadance recommended that non-light ornaments be hung in the available trees throughout the whole district.

The Executive Committee agreed that Cadance should utilize funding from the contingency fund to purchase decorations. The committee also wanted to express caution and ensure that the DAO did not get wrapped up in being the decorators of Downtown.

Cadance and Natalie will discuss and finalize plans.

12.0 OCTOBER BOARD MEETING AGENDA

Items 7 and 8 will be on the Board agenda for October.

13.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:04pm.