



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
September 9, 2020
12:00pm – 1:30pm
Zoom Meeting ID: 806 654 7370
Passcode: Downtown
Phone: 669-900-9128

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
4.1 August 12, 2020 Meeting Minutes | Natalie Balfour |
| 5.0 | FINANCIAL REPORT
Committee will review DAO financial statements ending August 31 and financial projections. | All |
| 6.0 | EXECUTIVE DIRECTOR REPORT
Update provided on StreetPlus, Open & Out program and beautification projects. | Cadance Hinkle Allinson |
| 7.0 | HOLIDAY DÉCOR IDEAS
Ideas and budget for 2020 Holiday décor | Cadance Hinkle Allinson |
| 8.0 | ASAWA FOUNTAIN UPDATE
Discussion around timeline, fundraising and construction of Asawa Fountain. | Hugh Futrell |
| 9.0 | HOMELESS POLICY DISCUSSION
Continued discussion around concerns with population experiencing homelessness in Downtown area. | Hugh Futrell |
| 10.0 | ADJOURNMENT | Natalie Balfour |

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Executive Committee Meeting
August 12, 2020
12:00pm – 1:30pm
Zoom Meeting ID: 806 654 7370
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Executive Committee Present: Sonu Chandi, Hugh Futrell, Tom Robertson

Staff Present: Peter Rumble, Cadance Hinkle Allinson

A G E N D A

1.0 CALL TO ORDER

Vice Chair Hugh Futrell called the meeting to order at 12:05 pm. It was determined that item 7 would appear prior to item 5 to accommodate staff.

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

Eric Fraser provided an update.

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, June 13 Executive Committee Meeting Minutes, as presented was unanimously passed.

7.0 HOMELESS POLICY DISCUSSION

Peter provided an overview of the meeting with the County regarding Project Homekey and the Hotel Azura. There was not a significant amount of new information provided. Project Homekey will likely include multiple sites. Hotel Azura will provide less than 50 rooms for those aged 65 and older and will have onsite services, with a manager determined through an RFP process. There is concern about the County's decision making process, the location and the suitability of the property rather than the need or the viability of the model.

Discussion ensued and focused on whether the Azura project could have an impact on merchants, future development and overall land use in the area. It was agreed that leveraging state funds would be critical, but doubt remained that this site would specifically help the issues facing Downtown and increase availability of shelter beds heading into winter months.

It was agreed that there should be an informational discussion at next week's board meeting and the board can determine if they'd like to take future action.

5.0 FINANCIAL REPORT

Committee reviewed the financial statements ending July 31 and financial projections through year end. Likely all assessments have been received for the year.

Cadance explained that the \$49,000 of DAO Poppy Revenue was funds set aside specifically to fund the Asawa Fountain.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on StreetPlus, which is still working toward the new security model.

The Open & Out program has been going smoothly with new art being installed weekly, with about 30 pieces total before October 15. Response continues to improve with most businesses supporting the program and seeing the benefit, though about 5 businesses still oppose it. Cadance has been working closely with retailers to try and improve their visibility and help them take advantage of the increased foot traffic. There continues to be bi-weekly surveys conducted of businesses located on 4th Street.

Sonu said he's been seeing more traffic throughout the day at both Beer Baron and Bollywood and encouraged continued communication with retailers. Eric Fraser asked questions about ADA accessibility and Tom Robertson suggested discussion take place to determine if this should continue.

There have been concerns from business owners around increased crime, which is directly connected to COVID and the inability for most arrests to lead to charges. She is connecting with the City regularly to try and address this.

The Courthouse Square art project is about to announce its final proposals. Hugh asked who represented the DAO and Cadance shared it was Charles and Andrea.

The Lighting project has not moved forward, but there is a temporary light installation happening as part of Open & Out and the Jeju Way lights are being installed in the next week.

The Asawa Fountain project continues to move forward with a meeting taking place at the end of the week. Hugh shared that the budget is showing it can be completed for half the budget the City proposed and hopes it can move forward quickly. Cadance will work with volunteers to secure any remaining funds.

Cadance asked the Executive Committee to consider funding holiday décor, as there have been many requests already, with business owners wanting to see something done this year and still upset about last year's lack of holiday décor. She suggested the DAO could purchase décor and distribute to business owners to hang in their windows or the trees in front of their business.

8.0 DOWNTOWN STATION AREA SPECIFIC PLAN

The City Planning Commission will review the Downtown Station Area Specific Plan tomorrow on informational basis and will be asked to make a recommendation in September.

This is the final period of public comment and a meeting will be hosted by the Chamber on August 17 at 9am for the City to present the plan and get feedback from members of the DAO.

Discussion ensued and it was determined that this should be discussed at the upcoming board meeting with the potential for the Board to take feedback directly to the Planning Commission prior to adoption. Board members should be required to submit their questions ahead of time, if possible, to guide discussion.

9.0 ADJOURNMENT

Vice Chair Hugh Futrell adjourned the meeting at 1:20pm.