



# DOWNTOWN ACTION ORGANIZATION

## 2020 ANNUAL REPORT

Reflective of work conducted in the Downtown Santa Rosa Community Benefit District in fiscal year 2020 (January 1, 2020 through December 31, 2020)

Cadance Hinkle Allinson  
Executive Director

## **FY20 Annual Report - Downtown Action Organization**

During the second year of operation, the Downtown Action Organization (DAO) continued to manage the Community Benefit District for Downtown Santa Rosa (District), oversaw the annual budget and administered special services, installed a number of beautification projects and supported the business community through the ongoing COVID-19 pandemic.

### **Santa Rosa Downtown District Assessments**

The District received assessments totaling \$533,025. This reflects assessments paid on November 1, 2019 and February 1, 2020. Assessments were collected from businesses located within the District (Appendix A) boundaries where special benefit services were conducted.

### **Annual Budget for 2020 Fiscal Year**

The following budget reflects the amount budgeted and spent during the 2020 fiscal year.

#### **FY20 Annual Budget for Santa Rosa Downtown District**

<b><i>Special Benefit Category</i></b>	<b><i>Amount Budgeted</i></b>	<b><i>Amount Spent</i></b>
Primary District Services/Street Level Services	\$320,000	\$281,395
Beautification & Improvements	\$50,000	\$58,140
District Management/Administration	\$158,900	\$154,165
Contingency Fund	\$31,781	\$0
<b>Total Second Year Budget</b>	<b>\$560,881</b>	<b>\$493,700</b>

### **Special Benefit Services for 2020 Fiscal Year**

Special benefit categories and services provided during the past fiscal year for the District are listed below:

#### **PRIMARY DISTRICT SERVICES/SIDEWALK OPERATIONS**

Primary District Services were fulfilled by the contract established with StreetPlus. Appendix B reflects where these activities took place throughout the District.

- Team of five employees, worked 8,742 hours from January 1 through December 31
- Collected 17,481 pounds of trash
- Made 883 proactive visits to Downtown businesses
- Provided information to visitors 449 times
- Provided 7 safety escorts
- Removed 466 works of graffiti
- Interacted with homeless population/responded to requests for assistance with homeless population 1,128 times
- 342 hours supporting Downtown events

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### **BEAUTIFICATION & IMPROVEMENTS**

- Installation of four Crape Myrtle trees, and four circular benches around trees, in Courthouse Square
- Repainting and replanting 110+ planters and pillars along 4th Street
- Install festive year-round lighting on 44 redwood trees along 4th Street
- Install festoon lighting across length of Jeju Way
- Coordinate volunteer installation of pallet parklets for Downtown restaurants
- Asawa Fountain plan coordination and fundraising to complete installation in 2021

### **PROGRAM MANAGEMENT/ADMINISTRATION**

- Management of procedures and protocols for District and DAO
- Filing of all required state and federal paperwork as 501c3 organization
- Oversight, goal setting, advocacy and consultation functions by the CEO of the Chamber
- Provided clerical, receptionist and support staff
- Managed HR and administrative expenses including IT, equipment, supplies, utilities and other office related expenses
- Rent, meeting and office space for DAO and StreetPlus staff
- Full-service bookkeeping, financial reporting and accounting
- Secured and provided general liability as well as Directors and Officers Insurance
- Regular communication to business and property owners through monthly newsletter, surveys, business visits and meetings
- Oversight and management of all scheduled meetings for DAO and committees
- Management of website, [www.downtownsantarosa.org](http://www.downtownsantarosa.org)
- Management of Facebook (2,257 follows) and Instagram (2,370 followers) pages for @downtownsantarosa with 209 created posts and hundreds of shares and stories across each platform from January through December to promote businesses, activities and community engagement with the District
- Live From Santa Rosa interactive video series in May 2020
- Overseeing of Open & Out program from June 2020 through October 2020, including
  - Securing and managing funds
  - Management of website and social media
  - Coordination of 23 visual art installations, two cultural performances and 24 acoustic performances by local musicians
- Overseeing Winter Lights program from November 2020 through December 2020
  - Securing and managing funds
  - Management of website and social media
  - Coordination of seven art installations, two cultural performances and 12 performances by local musicians
- Ongoing support and promotion of Parking initiatives
- Coordination of holiday decorations, including installation of new banners as well as distribution of evergreen hangings and window stickers to business owners

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### **2020 Meeting Schedule for Downtown Action Organization**

The Downtown Action Organization hosted the following noticed meetings in 2020. Agendas and minutes for all meetings are posted online at [www.downtownsantarosa.org/districtnews](http://www.downtownsantarosa.org/districtnews) and attached here in Appendix C.

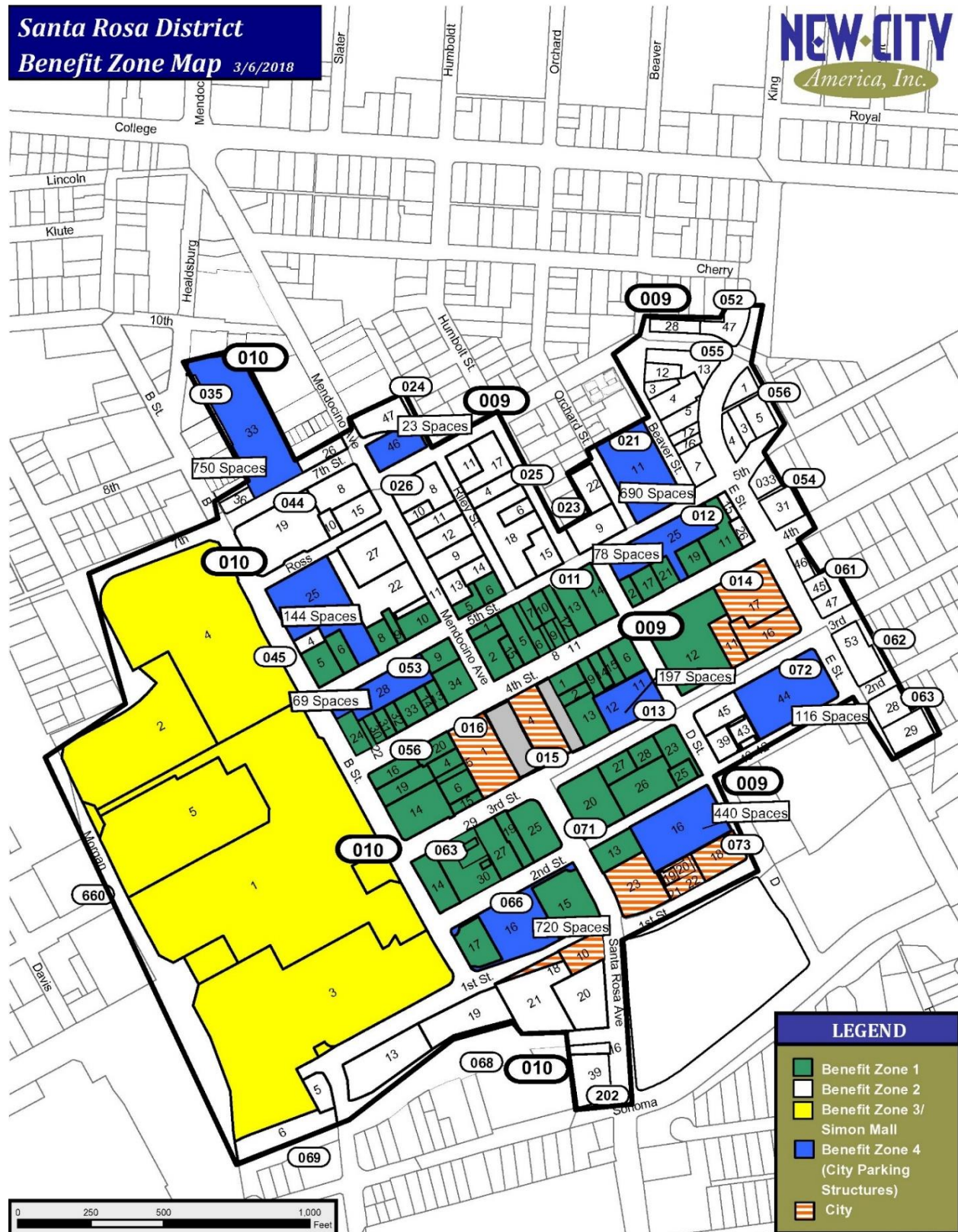
January 8, noon – Executive Committee  
January 9, 9am - DAO Board  
January 15, noon – Annual Meeting  
February 12, noon – Executive Committee  
February 19, 9am - DAO Board  
March 11, noon – Executive Committee  
April 8, noon – Executive Committee  
April 15, 9am - DAO Board  
May 13, noon – Executive Committee  
May 20, 9am - DAO Board  
May 26, 12:30 – Executive Committee  
June 4, noon – Executive Committee joint meeting with Historic Railroad Square Association  
June 10, noon – Executive Committee  
June 17, 9am – Board  
July 1, 2:30pm – Board  
July 13, noon – Executive Committee  
July 15, 9am – Board  
August 12, noon – Executive Committee  
August 19, 9am – Board  
September 9, noon – Executive Committee  
September 16, 9am – Board  
September 22, 3pm – Executive Committee  
October 14, noon – Executive Committee  
October 21, 9am – Board  
November 9, noon – Executive Committee  
November 18, 9am – Board  
December 9, noon – Executive Committee  
December 16, 9am – Board

### **2020 Downtown Action Organization Board of Directors**

The following property owners and business representatives served on the DAO's Board of Directors in 2020.

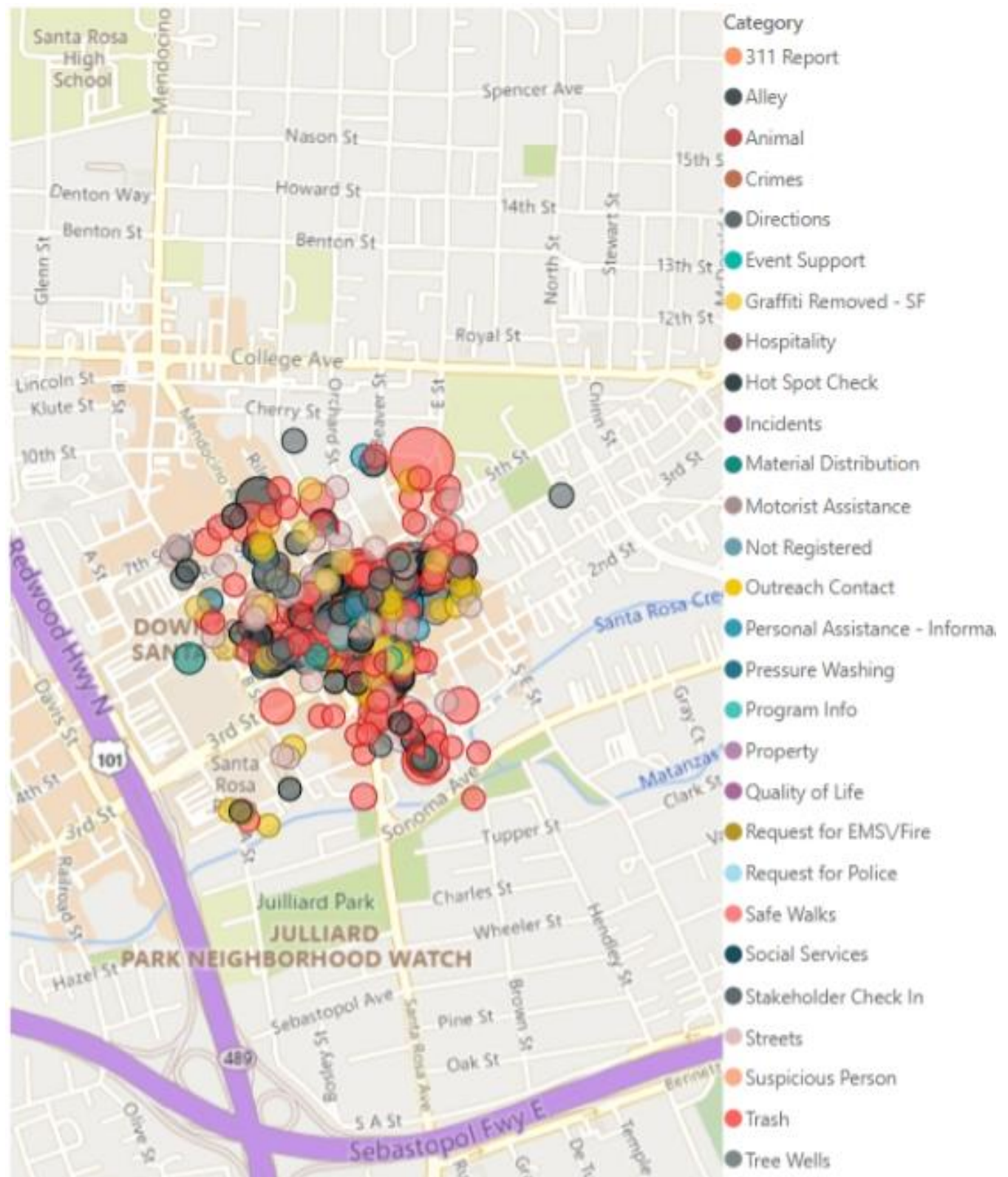
Chair: Natalie Balfour, Airport Business Center  
Vice-Chair: Hugh Futrell, Hugh Futrell Corporation  
Secretary: Sonu Chandi, Chandi Hospitality Group  
Treasurer: Tom Robertson, SCI Office, Inc.  
Andrea Ballus, Sift Dessert Bar  
Zach Berkowitz, Downtown Property Owner  
Raissa de la Rosa, City of Santa Rosa  
Joe Dietzen, Westamerica Bank  
Michael Hyman, Downtown Property Owner  
Rick Mossi, Exchange Bank  
Charles Evans, Downtown Property Owner  
Bernie Schwartz, California Luggage  
Sue Kade, Downtown Property Owner  
Sara Woodfield, Harrison Woodfield Architects  
Doug Van Dyke, E.R. Sawyer Jewelers

Appendix A – Map of Santa Rosa Downtown District





Appendix B – Heat Map of StreetPlus work conducted in 2020



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### **Appendix C – Minutes of 2020 Meetings**

#### **DOWNTOWN ACTION ORGANIZATION (DAO) Executive Committee Meeting January 8, 2020, 12pm Santa Rosa Metro Chamber**

Present: Natalie Balfour, Hugh Futrell, Tom Robertson

Absent: Sonu Chandi

Staff: Cadance Hinkle Allinson

#### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 12:10pm.

##### **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**

There were no conflicts of interest or abstentions at this time.

##### **4.0 CONSENT ITEMS**

###### **4.1 November 18, 2019 Meeting Minutes**

Motion to approve consent items November 18 Executive Committee Meeting Minutes, as presented was unanimously approved.

##### **5.0 FINANCIAL REPORT**

Cadance reported out on year end financials as well as cash flow through 2020. She shared that the final assessment check should arrive by the end of the month. The 6% contingency fund was discussed, and Hugh shared that this fund should not be spent within the year. Tom repeated the importance around the DAO not carrying a huge cash balance forward, which was supported by all.

Member of the public Eric Fraser asked for clarification around administrative costs. It was explained these are titled District Management in the P&L.

##### **6.0 PRIORITY SETTING: IMPROVEMENTS, MAINTENANCE & MANAGEMENT**

Hugh shared a memo, maintenance management plan and budget for core improvements. He reiterated the importance around figuring out big picture marketing, urgently creating an LOI to propose taking over event management in Courthouse Square and completing the necessary baseline services and improvements. All of these will allow the District to capitalize on the Square and surrounding area to have a bigger economic impact for the Downtown and City as a whole.

It was reiterated that this is a conceptual plan that the Board will need to vote on. Once the Board has approved the plan, it can be taken to City Council. Once their support has been secured, it will be possible to finalize a budget and enlist experts and consultants to finalize all the details.

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Hugh will present to the board at the next meeting.

Member of the public Eric Fraser provided a response to concepts shared at the November Board meeting.

### **7.0 PRIORITY SETTING: DAO FUNDS IN 2020**

Cadance shared a list of priorities that will be addressed at the DAO Board Priority Setting meeting tomorrow. Edits to the list were suggested and it was determined that the Board will conduct a dot vote to determine priorities.

Natalie will explain that this exercise is to get guidance from the Board for how the Executive Committee should allocate the \$50,000 discretionary fund approved in the budget as Enhanced Improvements, Security and Marketing. The Executive Committee agreed that their primary goal in this exercise is transparency and ensuring that all voices of the Board are heard.

### **8.0 ANNUAL MEETING AGENDA REVIEW**

Cadance shared the proposed agenda for the Annual Meeting, along with the Executive Director presentation. Tom suggested that there be specific remarks around Marketing, whether that gets determined as a priority in 2020 or not, it will be important to address.

### **9.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:22pm.



## **FY20 Annual Report - Downtown Action Organization**

### **DOWNTOWN ACTION ORGANIZATION (DAO) Board Meeting January 9, 2020, 9am Santa Rosa Metro Chamber**

Present: Natalie Balfour, Zach Berkowitz, Joe Dietzen, Raissa De La Rosa, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Andrea Ballus, Sonu Chandi, Sara Woodfield

Santa Rosa Metro Chamber Staff: Jenn Beach, Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 9:08am.

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

There were no comments from the public at this time.

#### **3.0 PRIORITY SETTING: 2020 DAO DISCRETIONARY FUNDS**

Cadance shared that the board would be conducting a dot vote to determine priorities for 2020. All of the items included were previously discussed at board meetings or suggested by property and business owners. The results will help guide the Executive Committee in their decision regarding \$50,000 of discretionary funding available for spending in 2020. The following priorities were considered and received the vote counts listed at the close of voting.

1. Installation of festive lights: 13
2. Refurbishment and replanting of planters: 10
3. Assistance for businesses to install new awnings or public-facing murals: 2
4. Wayfinding: 9
5. Installation of security cameras in Downtown District: 1
6. Expanded security hours: 4
7. Holiday Décor: 4
8. Programming and events on Courthouse Square: 4
9. Assistance for businesses providing parking validation: 4
10. Marketing/PR campaign: 7
11. Local Advertisements: 0
12. Photography and branding of District: 1

#### **4.0 PRIORITY SETTING: IMPROVEMENTS, MAINTENANCE & MANAGEMENT**

Hugh presented a proposed action plan for the DAO. This is a conceptual plan to address primary issues and problems within the Downtown District in collaboration with the City and create a long-term strategy for vitality and economic development of the area.

The primary problems are:

1. Inadequate district maintenance
2. Dilapidated district-wide improvements
3. The absence of district-wide marketing
4. The failure to capitalize on the Square through a comprehensive event strategy
5. The uncompleted Square Master Plan
6. The impact of indigents

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Items 5 and 6 are already being addressed by the DAO and City.

The proposed actions included:

1. DAO to oversee Maintenance of Courthouse Square (addresses problem 1)
2. DAO to oversee Downtown Event Management (addresses problem 4)
3. DAO to begin preparation for creation of BIA through validation, data collection and discussion (addresses problem 3)
4. DAO to oversee infrastructure improvements (addresses problems 2, 5)

Doug expressed that this plan must be put into effect in an efficient and urgent manner. There was a discussion about funding sources for the implementation of the action plan.

Tom Robertson made a motion for the DAO to draft two Letters of Intent regarding event management in Courthouse Square and the maintenance of Courthouse Square.

The motion was seconded by Doug Van Dyke and unanimously approved. Michael Hyman and Raissa de la Rosa were absent for the vote.

Tom Robertson made a motion to urge the City to adopt a plan to support a series of immediate improvements Downtown and devote the necessary resources for the DAO to complete these improvements.

The motion was seconded by Doug Van Dyke and unanimously approved. Michael Hyman and Raissa de la Rosa were absent for the vote.

A discussion ensued about the need to begin working on options for large scale marketing efforts to support the District which would ultimately include a specific, targeted plan. It was agreed that the DAO needs to make progress and take action on the previously discussed issues prior to launching such an effort, but that research and planning could begin immediately.

Hugh Futrell motioned that the DAO authorize the Executive Committee and possible additional committees and administrative staff to do non-outreach research and preparation for a potential future BIA or other means to provide marketing funding.

The motion was seconded by Doug Van Dyke and unanimously approved. Michael Hyman and Raissa de la Rosa were absent for the vote.

### **5.0 ADJOURNMENT**

Board Chair Natalie Balfour adjourned the meeting at 10:35.

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### **Annual Meeting of the Downtown Action Organization January 15, 2020, 12pm Santa Rosa City Council Chambers 100 Santa Rosa Avenue, Santa Rosa, CA 95404**

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Raissa De la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Sonu Chandi

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble, Jenn Beach

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 12:03pm.

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

There were no comments from the public 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, December 18 Board Meeting Minutes, as presented was unanimously passed.

**4.2** Motion to approve consent item, January 9, 2020 Meeting Minutes, as presented was unanimously passed.

#### **5.0 APPROVAL OF FINANCIAL REPORT**

Motion to approve the financial report as presented was unanimously passed.

#### **6.0 VOTE: BOARD MEMBERS AND EXECUTIVE COMMITTEE**

**6.1** Motion to approve another year term for the board members was unanimously passed.

**6.2** Motion to approve another year term for the executive committee was unanimously passed.

#### **7.0 EXECUTIVE DIRECTOR REPORT**

Cadance Hinkle Allison explained that the goal of the DAO is to beautify and improve the downtown district, promote business and enhance economic development and to enliven the district.

Cadance reviewed the 2019 year of operation and how the DAO is proactively addressing issues in the downtown district. January 2019 DAO was created and administrative support began. March 2019 Street Level Services were initiated. Summer and Fall 2019 grassroots marketing began with regular communication, website, and social media and events. Summer and Fall of 2019 critical issues were addressed with the City including Portland Loo and Parking rollback.

Cadance described the focus on continuing a strong partnership with the City staff and City council to accomplish the goals and priorities of the District quickly and efficiently in 2020. In the first few months of the year, Cadance described focusing on finalizing baseline services, timeline and priorities of infrastructure improvements with City Staff. New trees and benches will

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be installed in Courthouse Square. In the second quarter of 2020, it is hoped that festive lighting will be installed, Asawa fountain reinstallation will begin and other beautification projects. Courthouse Square Art project will be selected and installed in 2021. In the third and fourth quarters the DAO will partner with City to implement wayfinding program. The DAO will also work with parking district to enhance validation program and implementation of an evening employee parking program. The holiday décor program will be finalized and DAO to take over management of events within Courthouse Square by the third and fourth quarters of 2020.

There was a question from the public regarding Holiday décor. Cadance clarified that the DAO is securing funding for lighting and banners for the 2020 Holiday season.

Eric Fraser, member of the public expressed thanks to the DAO and the members of the board for all their hard work and collaboration.

### **8.0 PRIORITIES DISCUSSION UPDATE FOR IMPROVEMENTS, MAINTENANCE AND MANAGEMENT OF DOWNTOWN**

Hugh Futrell discussed that a great majority of the resources have gone to managing issues with the indigent population. Hugh expressed that the goal is for the physical environment downtown to be welcoming and vibrant for locals and tourists and to have a sense that Santa Rosa is a place that belongs to all of us.

### **9.0 DAO COMMITTEE UPDATES**

#### **9.1 Design & Improvement Committee**

Hugh Futrell described that the master plan of the square will be fulfilled, benches in the square will be installed and crepe myrtle trees will be planted. City managers want to receive a proposal regarding planting trees, landscaping, maintenance, and power washing. It is a possibility that the DAO may take over Old Courthouse Square maintenance. It was discussed that there are issues of more significant infrastructure upgrades to downtown Santa Rosa, so that trees can be replaced, parklets constructed, sidewalks repaired, and lights replaced to revive the downtown.

A member of the public urged that funds be allocated to events downtown. Natalie clarified that the \$50,000 was a one-time sum allocated for immediate action. Tom Robertson agreed that more events are welcome in the square and the DAO always welcomes comments and suggestions from property and business owners.

#### **9.2 Parking Committee**

Michael Hyman provided an update regarding parking in downtown Santa Rosa. Michael reminded business owners to have their employees park in parking lots instead of the metered parking to make more space available for customers. It was stated that the DAO is working on employee permits for businesses that are open late in the evenings. Cadance let the group know that there is a meeting January 23<sup>rd</sup> at 3:00pm for employers to give feedback regarding parking.

Cadance mentioned that 2020 trespass letters need to be signed so that the Santa Rosa Police Department can enforce trespass laws without business owners present. It was expressed that Sargeant Wolf's team is eager to work with all businesses downtown.

There was a public comment regarding the need for more clarify regarding free parking being in the garages, rather than metered parking. Raissa communicated that the City spends a substantial amount of resources for parking downtown through radio ads, print ads, and flyers.

### **10.0 ADJOURNMENT**

Board Chair Natalie Balfour adjourned the meeting at 12:50pm.

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### **DOWNTOWN ACTION ORGANIZATION (DAO) Executive Committee Meeting February 12, 2020, 12:00pm Santa Rosa Metro Chamber**

Committee Present: Natalie Balfour, Hugh Futrell, Sonu Chandi

Absent: Tom Robertson

Chamber Staff: Jennifer Beach, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 12:19pm.

#### **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 at this time.

#### **4.0 CONSENT ITEMS**

**4.1** Motion to approve the January 8, 2020 Meeting Minutes was unanimously approved.

#### **5.0 FINANCIAL REPORT**

Peter Rumble presented a review of the profit and loss budget performance. Peter discussed the District assessment checks are coming from the City next week. In the future, insurance documents will be submitted two months in advance of when the DAO needs our check cut, so we aren't in this situation in the future.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Peter explained that there is an ongoing meeting with City Officials and the DAO to discuss needs of the Downtown District, such as need for streetlight replacement and turf on Courthouse Square. Businesses along 4<sup>th</sup> Street need to be talked with regarding light removal to find out which lights are owned by the City, and which lights are privately owned. It was reported that there is a budget within the City for light replacement and they are ready to execute this as soon as possible. The City would like DAO to arrange a walking tour with them to identify what we would like to come out as far as planters, bollards, and to map out what needs to happen. Peter and the Executive Committee will do a walk through ahead of time to see what needs to be done. Jenn will coordinate schedules as soon as possible for the walk through with Peter and the Executive Committee.

Peter stated that it is desired that the City of Santa Rosa consider Downtown Santa Rosa a tier-one priority in their priority setting meeting which is upcoming. There was a discussion about the possibility of the DAO taking over programming of events in Courthouse Square within the next year. There are financial implications and workload associated with the DAO taking over the entirety of programming of events in Courthouse Square. There was a discussion regarding the spectrum of possibilities of what it would mean for the DAO to take over events in Courthouse Square. Sonu brought up the desire to incrementally transition to taking over events in Courthouse Square. It is also a possibility for the City to increase the cost of permits for events in Courthouse Square so that the DAO could pay for increased



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power washing, trash pickup and whatever is needed as far as additional cleaning is concerned.

Peter announced that the Rose Parade would like to have a partner moving forward, and it is possible that DAO or the Chamber of Commerce could team up with them. Specifically, the Rose Parade would like assistance this year to put on a festival in Courthouse Square, and the DAO could discuss what kind of vendors, foods, and merchants to have at that event.

Peter reported that Sonoma County Tourism would like to do a familiarization tour to walk through Downtown Santa Rosa, with the goal of generating more understanding how they can incorporate Downtown.

### **7.0 BUDGET ALLOCATION**

There was a discussion regarding establishing an agreement from property owners and insurance provisions for property owners for the tree lighting in the downtown District. There will be an exploration of the cost of wrapping the redwood trunks on the Eastside of the intersection of B and 4<sup>th</sup> and Northside of Mendocino Avenue and 4<sup>th</sup>. DAO will purchase the lighting and the City will take down the existing inconsistent lighting. Peter will find out who will pay for the electricity for these lights.

Hugh brought up that the DAO could take responsibility for creating a wayfinding plan and the City could potentially supplement it. It was agreed that the lighting be a first priority and then wayfinding could follow. The DAO will get multiple bids and go with the best cost.

### **8.0 BOARD LOGISTICS**

There was a discussion regarding establishing a conflict of interest policy within the DAO. Currently a conflict of interest policy does not exist in the DAO Bylaws. Peter clarified that in the past, conflict of interest was defined as direct financial payment for service. Unless there was a super majority vote by the Board to discuss and vote on allowing the conflict. Peter will draft up a conflict of interest policy and present it to the Executive Committee next month. Hugh clarified that the Fountain work is not a conflict of interest because the DAO isn't writing any checks to the Hugh Futrell Corp, rather the checks go to the contractors.

There was a discussion about enforcing Board attendance per Bylaws. It was brought up that the DAO needs an active and engaged Board. The existing Bylaws describe that the Board may by resolution declare vacant the office of a director who fails to attend four (4) Board meetings during any calendar year. Natalie will contact a member of the Board who has missed too many board members.

### **9.0 DAO PRIORITIES AND INITIATIVES UPDATE**

Hugh asserted that the DAO needs to have a fundamental responsibility for the maintenance of Courthouse Square. There was a discussion about the need for a comprehensive plan for the use of the square that could be effective and have resources behind it. A discussion ensued about the comprehensive need to have many more vibrant events in Courthouse Square. There was a discussion about the option to reserve space on the City's calendar to reserve days, weeks or months to have events in the square. There was a conversation about the scope of possibilities of DAO taking over events in Courthouse Square.

### **10.0 FEBRUARY BOARD MEETING AGENDA REVIEW**

Peter suggested that an item be added to the Board Meeting Agenda regarding what the City's desire to actively participate in filling vacancies in buildings downtown. Natalie suggested that an agenda item be added to call for future agenda items to be considered.

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### **11.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:41pm.

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### **DOWNTOWN ACTION ORGANIZATION Board Meeting February 19, 2020, 9am Santa Rosa Metro Chamber**

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Raissa De la Rosa, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Andrea Ballus, Joe Dietzen

Santa Rosa Metro Chamber Staff: Jennifer Beach, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 9:06am.

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

There were no comments from the public 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, January 9, 2020 board meeting minutes was unanimously approved.

#### **5.0 FINANCIAL REPORT**

Tom Robertson discussed the financial report and contingency of the balance sheet. A motion to approve the financial report was made and unanimously approved.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Peter Rumble gave a brief presentation regarding the crape myrtle trees being planted in Courthouse Square. The trees will bloom during the summer and grow up to two feet per year. There was a discussion about the wrapping the trunks of the redwood trees with year-round decorative lighting, on the corners of 4<sup>th</sup> Street. Peter gave clarification that this is a first step towards lighting in the downtown District. DAO is working on obtaining quotes to get the best possible pricing on lighting.

Peter brought up that the City Council priority setting is coming up in mid-March. Talking points for the Council and investment in Downtown Santa Rosa as a tier-one priority were discussed. Peter communicated the need for partnership with the City in relationship to economic development in the Downtown District. Bernie brought up an EIFD (Enhanced Infrastructure Finance District) as a possible funding source. Hugh discussed obtaining support for an EIFD. There was a discussion regarding the County needing to view an EIFD as a worthwhile investment as being economically beneficial for the County, as well as Downtown Santa Rosa.

Peter expressed that the DAO is having bi-weekly meetings with the assistant City Manager and addressing matters of importance for the Downtown District such as maintenance, safety issues, lighting, planters, bollards, and the overall visual appearance of the Downtown District.

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The Executive Committee and Peter will walk through the District to ascertain what needs to be done as far as maintenance. The City is not certain which lights in the trees downtown belong to the City or Businesses.

There was a discussion about the programming of events in Courthouse Square, running from the spectrum of being a deliberate and proactive scheduler of what is in the square, with the understanding that there are free-speech rights that we cannot control. Option range of what could be possible regarding events in Courthouse Square.

Peter discussed that this year will be the last year that Santa Rosa has two Iron Man events, moving to only one Iron Man event in 2021.

Peter brought up the fact that the Rose Parade has reached out to find partnership for the Rose Parade Festival in the Square, with a potential for future partnership for the event in total. It is possible that some resources could be captured by the DAO and utilized as decided by the direction of the Board of Directors.

Jennifer Beach shared that several businesses owners have taken time to communicate gratitude for the work that StreetPlus is doing in the Downtown District and that there is a clear difference before and during StreetPlus and the street level services provided by them.

Charles Evans had a question about access to cameras on Courthouse Square. Peter clarified that the City has a camera on the square and StreetPlus can pull up the camera to check on happenings in the square. Charles discussed the need for comprehensive tree replacement and to discover what is appropriate for urban tree planting moving forward.

Sara Woodfield requested an update on the Asawa Fountain. Hugh Futrell discussed that there are structural drawings being done on the fountain and those plans are due this week. There is also a fountain consultant that has been working very inexpensively who is working to price out the equipment. An encroachment permit will be needed to do the work for the Asawa Fountain. Construction on the fountain will happen this Spring, 2020. Tom Robertson expressed gratitude to Hugh for his contribution and generosity for the Asawa Fountain.

There was a comment from the public regarding lighting as a perceived security issue and the need to increase the overall luminosity of the lights. There was a comment from the member of the public regarding the Redwood trees and how they are lifting the concrete and creating a drainage problem. Tom Robertson proposed a future agenda item regarding pruning or extracting the Redwood trees.

### **7.0 CITY'S BANNER POLICY**

Rafael Rivero presented on the City of Santa Rosa's new banner policy. Rafael will propose a new banner policy for the installation and removal of banners in the City of Santa Rosa before City Council on March 3<sup>rd</sup>. Michael Hyman asked a question regarding banners, and Raissa provided clarification that this banner policy is regarding street-pole banners only. Rafael explained that there are 110 poles that can support banners in the Downtown District. A draft of the banner policy can be sent to the DAO to distribute in the future.

### **8.0 DOWNTOWN COMMERCIAL VACANCIES**

Peter began a discussion regarding the shared responsibility to fill the commercial vacancies Downtown Santa Rosa. Peter expressed that the City of Santa Rosa is interested in making sure vacancies are filled. Charles stressed the need for speed to get new tenants into the vacancies in the Downtown District. Raissa clarified that the City is aggressive in working to

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streamline projects moving forward. Hugh Futrell expressed that tenant improvement costs have tripled in the past several years. Sonu expressed gratitude to the City with their intention to help fill vacancies.

There was a discussion regarding parking being a large concern for new businesses coming into the Downtown District. It was agreed upon that it would be advantageous to look at the hurdles that new businesses have to go through, and what fees must be paid in order to set up shop in Downtown Santa Rosa. It was discussed that an ad hoc committee may be set up to create a checklist of issues to understand them clearly and see what kind of conversations with the City need to take place regarding filling commercial vacancies. Charles Evans voiced that a diary of what a tenant has to go through to set up a new businesses could be created to demonstrate what different businesses such as a retailer or restaurant has to go through to set up a Business in Downtown Santa Rosa.

### **9.0 FUTURE AGENDA ITEMS**

Bernie Swartz expressed the need for parking to be on the agenda in the future.

A Board member suggested that there be an update regarding the Wednesday Night Market.

Sue Kade suggested that garbage cans on the street needed to be addressed in the next board meeting.

### **10.0 ADJOURNMENT**

Board Chair Natalie Balfour adjourned the meeting at 10:42am.



## **FY20 Annual Report - Downtown Action Organization**

### **DOWNTOWN ACTION ORGANIZATION (DAO) Executive Committee Meeting March 11, 2020, 12pm Santa Rosa Metro Chamber**

Natalie Balfour called in from 7681 Pallino Court, Windsor, CA 95492 using (425) 436-6349, Access code: 806057#

Committee Present: Natalie Balfour (via remote access), Sonu Chandi, Hugh Futrell, Tom Robertson

Chamber Staff: Jennifer Beach, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 12:04pm.

#### **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 at this time.

#### **4.0 CONSENT ITEMS**

**4.1** The motion to approve the February 12, 2020 minutes was unanimously approved.

#### **5.0 FINANCIAL REPORT**

There was a request for clarification regarding the negative budget. Request was made to include cash flow budget in monthly financial presentation going forward.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Jennifer reported that four benches have been installed in Courthouse Square surrounding the newly planted Crape Myrtle trees in fulfillment of the City's master plan for the square. Jennifer communicated that she has worked on creating a comprehensive business list for all businesses in the Santa Rosa Downtown District so that as many businesses as possible can be included on the DAO website and in outreach efforts to fortify business endeavors.

Jennifer communicated that Sue Kade has been working on options for the planters in the Downtown District and will provide an update at the next DAO Board Meeting.

Peter communicated that there is a shared responsibility that all board members must continue with positive messaging for Downtown Santa Rosa. Peter discussed that we could share data about business sales, sales tax data, and StreetPlus data. Sonu reiterated that it is important to present the positive collective effort that DAO is doing to enhance conditions in Downtown Santa Rosa.

#### **7.0 BUDGET ALLOCATION**

Discussion regarding budget and desire to include cash flow budget in monthly financial presentation moving forward.

#### **8.0 BOARD LOGISTICS**

Peter will create a draft of the conflict of interest policy for the DAO Board and submit it to the board for approval.

## **FY20 Annual Report - Downtown Action Organization**

### **9.0 DAO PRIORITIES AND INITIATIVES UPDATE**

Hugh communicated the necessity of the design and improvement committee to get into more discussion regarding lighting options. Sonu expressed the urgent need for lighting to be installed in Downtown Santa Rosa. Tom spoke about the need for consensus regarding what type of lighting is installed. Sonu communicated that lighting is something that needs to be done as soon as possible and the idea that there needs to be a comprehensive plan for lighting in Downtown Santa Rosa. There was a discussion regarding beginning the lighting project with Fourth Street and then moving to out to Third Street and Fifth Street. There was a discussion regarding ensuring that the dead trees could be removed and replaced with a coherent plan in the Downtown District.

Peter communicated that he would check with a property owner regarding lighting in front of his building to see if the City can tear down the existing broken lights in the district. Peter gave an update that the City is working on replacing all of the streetlights in the District.

A discussion ensued regarding lighting and the need for specification from each vendor. Peter expressed that he would put out a request for luminosity of the lighting to be increased in the Downtown District. Hugh reiterated that the Santa Rosa Plaza needs to be encouraged to increase lighting in front of the Plaza building.

Sonu discussed StreetPlus numerical data and continuing to communicate a positive message of change in Downtown Santa Rosa. Hugh confirmed that Hotel E has high occupancy and zero consumer complaints about Downtown or homelessness in the district from hotel guests.

A discussion ensued regarding the positive change due to StreetPlus presence and the better response time of Santa Rosa Police Department due to increase in personnel.

### **10.0 PARKING**

Sonu discussed that parking is an ad hoc committee and council is seeking a more in-depth conversation on parking. Sonu discussed the possibility that the parking committee needs to become a standing committee in the future. Peter clarified that if an ad hoc committee meets longer than a year it needs to become a standing committee.

Tom Robertson suggested a bulk monthly parking permit rate for building owners, to encourage office development.

Hugh discussed the possibility of launching a pilot parking program in which free evening parking and free weekend parking could be available on the streets and in garages. A discussion ensued regarding monitoring sales tax in the Downtown District and see what impact free parking during weekends would have.

Peter reminded the committee that there is an upcoming City Council meeting in which there will be advocacy regarding

### **11.0 MARCH BOARD MEETING AGENDA REVIEW**

The upcoming DAO Board meeting agenda was reviewed and approved by the executive committee. Hugh recommended that an agenda item be added regarding an update on the Asawa Fountain construction. Hugh stated that he would provide the update.

### **12.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:28pm.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
April 8, 2020, 12pm  
Zoom Meeting ID: 805 530 464, Password: 040820**

Present: Natalie Balfour, Hugh Futrell, Tom Robertson, Sonu Chandi

Staff: Cadance Hinkle Allinson

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 12:04pm.

#### **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 at this time.

#### **4.0 CONSENT ITEMS**

**4.1** The motion to approve minutes from the March 11, 2020 meeting was unanimously approved.

#### **5.0 EXECUTIVE DIRECTOR REPORT**

Cadance Hinkle Allinson provided information on the outreach she and Jenn Beach had conducted to the Downtown community to determine how the DAO and Chamber can support them during the Shelter in Place order. Cadance sent a mass email to direct businesses to the Chamber for financial and business resources, share details around the essential services being provided by StreetPlus and let everyone know that the DAO will continue to promote businesses as much as possible via their website and social media.

The StreetPlus team is dealing with a significant increase in the amount of human waste they are cleaning as a result of the growth of the Downtown homeless population. Portapotties have been installed by City Hall and the StreetPlus staff are directing people to them, however it has not made much of an impact. A discussion ensued about moving a port-a-potty Downtown and it was determined that the only acceptable location would be near the transit mall.

#### **6.0 FINANCIAL REPORT AND REVENUE REDUCTION DISCUSSIONS**

Tom asked for an update around the possibility of a loan for the DAO and Hugh shared that all previous plans are now on hold due to the Shelter in Place as the City budget will likely be slashed as a result. One justifiable path forward for additional funding at this point could be the Enhanced Infrastructure Financial District previously discussed. Discussion ensued around the potential state of the Downtown businesses and the long-term impacts that the Shelter In Place order could have.

Given that there could be a decrease in the assessment revenue because property owners cannot afford to pay their property tax, or a delay in the assessment revenue as property owners take advantage of delayed penalty deadlines, the Executive Committee reviewed potential cash flow projections based on receiving 100%, 90%, 75% and 60% of the expected assessment income. Discussion ensued about the importance of finding out as soon as possible who will be paying so that more accurate projections around the budget

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can be made. Hugh suggested we wait to see what we're going to receive in June and then make any cost cutting decisions at that point.

Discussion continued about various loan and funding opportunities for the DAO, including the potential for StreetPlus to apply for the Payroll Protection loan and credit the DAO for 10 weeks of salary.

Sonu reiterated the importance of not delaying the lighting project and it was determined that the Design & Improvement Committee would meet soon to determine the lighting plan so that bids can be solicited and the project can begin as soon as non-essential projects are allowed to move forward.

### **7.0 APRIL 15 BOARD MEETING AGENDA REVIEW**

Next week's board meeting will discuss potential financial ramifications to the DAO budget, opportunities for other funding sources, setting a date for the Design & Improvement committee to determine lighting and a parking update.

### **8.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 12:50.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
April 15, 2020, 9am  
Zoom Meeting ID: 448 617 799, Password: 041520  
Call In: 669-900-9128, 448617799#, #041520#**

Present: Andrea Ballus, Zach Berkowitz, Raissa De la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Natalie Balfour, Sonu Chandi, Sara Woodfield

Staff: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Vice-Chair Hugh Futrell called the meeting to order at 9:10 am.

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

There were no comments from the public 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, February 19 Board Meeting Minutes, as presented was unanimously passed.

#### **5.0 EXECUTIVE DIRECTOR REPORT**

Peter Rumble shared that the Small Business Grant application the Chamber sent out received over 700 applications in 10 hours. The \$2,000 grants are available to any business with 20 or fewer employees, which makes up 90% of businesses in Sonoma County. It is meant to provide cash for businesses that have been negatively affected by the Shelter In Place order, while they are waiting for federal funds to come through. Additional funds are needed to support the initial grant from the Community Foundation, and any assistance would be appreciated.

Cadance shared that StreetPlus has been dealing with a very challenging homeless situation Downtown while they are working to support the essential businesses that are open. Discussion ensued about the impact the homeless populations is having Downtown with increased encampments and destruction.

Hugh asked if Catholic Charities had a presence Downtown and asked what the City's plan was to tackle the new encampments once the Shelter in Place had lifted. Raissa shared that the homeless are a priority for the City and they meet regularly to address the issues. She will let everyone know what plans are in place.

Raissa also shared that the City would be working with the Chamber and DAO to communicate to businesses what they need to do to successfully reopen.

Cadance shared that two parking initiatives passed at City Council yesterday. The first, free parking through the duration of the Shelter In Place order and second, discounted evening employee parking passes. These will be available in all garages from 3pm to 3am and cost \$10. The number of passes available in the 3<sup>rd</sup> Street Garage will be capped and evaluated



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to make sure there is no negative impact to the surrounding businesses. The DAO did not take a formal opinion on the employee parking pass program.

Cadance shared that the DAO continues to support businesses through marketing efforts, primarily social media and website and will be launching a live video series featuring Downtown business owners.

### **6.0 FINANCIAL REPORT**

**6.1** Motion to approve District's financial report ending March 31 as presented was unanimously passed.

### **7.0 REVIEW OF FINANCIAL OUTLOOK**

Cadance shared that the Executive Committee took a preliminary review of the DAO's financial situation and any negative ramifications that might occur as a result of the Shelter In Place order. There could be a decrease in assessment dollars paid, a delay in receiving funds, or both. The impact will not be known for a few months, but initial review shows that, thanks to the contingency, there should not be too negative an impact on the DAO's budget.

### **8.0 PARKING UPDATE**

Michael shared that the Employee Parking Program passed and that the Parking Department and those focusing on parking within the DAO are always trying to find solutions that help the most people possible. Cadance provided an update on validation options, which include new equipment in the garages that would allow for POS systems to print a barcode on a receipt as validation. She also shared that the Parking Department thinks there could be a behavior shift toward using the app as a safer way to park. Validation through the app is also an option. Clarification around the timing of the new equipment was requested along with a way to return expired validation packs that businesses can no longer use due to the Shelter in Place.

Bernie said that whatever promotion is used to try and get people back Downtown, it should have strong relevant messaging and include details on parking options. Doug said with the current free parking, businesses that are open need to tell their employees not to use spaces that might be needed for customers.

Hugh suggested that there be a work session for the board to itemize the issues around parking, as there needs to be a unified front and a degree of understanding around which issues will be addressed. Discussion ensued and general support for a work session was shared. Hugh said this should not happen until the Shelter In Place has been lifted.

### **9.0 DESIGN & IMPROVEMENT COMMITTEE MEETING**

Hugh said that a meeting needs to be set in the next few weeks to determine what the lighting options will be in the Downtown area. The committee will work through design, quotes, timeline and communication. Cadance will coordinate a date and share with the board for any interested in attending.

### **10.0 ADJOURNMENT**

Board Vice Chair Hugh Futrell adjourned the meeting at 10 am.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
May 13, 2020, 12pm  
Zoom Meeting ID: 826 5168 1343, Password: 051320  
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Hugh Futrell, Tom Robertson, Sonu Chandi

Staff: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

**1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 12 pm.

**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 at this time.

**4.0 CONSENT ITEMS**

**4.1** The motion to approve minutes from the April 8, 2020 meeting was unanimously approved.

**5.0 EXECUTIVE DIRECTOR REPORT**

Cadance shared that the District continues its grass roots marketing and communication efforts to support businesses during the Shelter In Place order, including website updates, social media and a Live video series. Regular emails are being sent to business owners with resources and other relevant information.

She shared that the DAO helped to facilitate a conversation between the City and business owners around the City's ideas for turning Downtown into a temporary Social Distancing Destination once retail and restaurants can reopen. To create a substantially improved Downtown experience, the City is considering the following:

- Free Parking opportunities in Downtown garages and through parking app
- Designated areas for curbside pickup and takeout
- Partial closures of 4th Street to allow businesses to utilize sidewalks and streets to increase capacity for sales while maintaining social distancing guidelines. This would be limited to businesses on 4th Street and not available to any businesses without a presence on Fourth (the City is addressing options for these businesses separately).
- Parklets
- Additional furniture on Courthouse Square for diners
- Additional hand washing stations and trash and recycling receptacles
- Art elements and installations

Cadance shared that many people were in favor of doing a survey to determine which elements of plan had the greatest support. A discussion ensued about the best way for the DAO to engage in this project and it was determined that the topic should be added to next week's Board agenda and an Ad Hoc committee should be formed. Peter suggested that the

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committee be made up solely of business owners located within the proposed footprint, as those most likely to be affected. Sonu expressed interest in joining the committee.

### **6.0 FINANCIAL REPORT**

Tom shared that as long as assessments come in as predicted, cash flow should be positive at year end. Cadance said she hoped to have details about the assessment in the next few weeks.

### **7.0 DESIGN & IMPROVEMENT COMMITTEE UPDATE**

Hugh said that although a few aspects of the Asawa Fountain have been put on hold due to the Shelter In Place order, he hopes it can still be installed this summer. He has bids on hand for the concrete work and is waiting on the equipment design to finalize numbers.

After reviewing a few different designs, the Design & Improvement Committee met to discuss the lighting project and came to a conclusion about lighting the branches of trees Downtown with festive twinkle lighting, similar to what had been installed ten to fifteen years ago. They are now looking for an electrical engineer to provide a scope in order to begin getting bids. Hugh reached out to Summit Engineering, who offered to provide a few free hours to create the scope. Cadance had an initial conversation and Hugh will now join the discussion to provide clarity and move the project along.

### **8.0 HOMELESSNESS DURING PANDEMIC**

Hugh shared that he has had multiple discussions with the City around homelessness in Downtown. StreetPlus has helped alleviate some of the issues on the east side of the freeway, but it continues to worsen on the west side, where several large encampments have developed. Hugh talked through the City's timeline and plans for ameliorating the situation. He shared concerns that due to the injunction and CDC guidelines, the timeline might compromise work being done by the DAO and jeopardize business success as reopening occurs. It was acknowledged that this is widespread throughout the entire City and that there is much that needs to be done.

The committee determined to add this item to the agenda for further discussion at next week's board meeting.

### **9.0 UPCOMING BOARD MEETING AGENDA REVIEW**

Both the City's plan for creating a Social Distancing Destination, as well as the ongoing homeless concerns will be added to the next board meeting agenda.

### **10.0 ADJOURNMENT**

Natalie Balfour adjourned the meeting at 1:05.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
May 20, 2020, 9am  
Zoom Meeting ID: 827 6104 0237, Password: 052020  
Phone: 669-900-9128**

Present: Natalie Balfour, Andrea Ballus, Sonu Chandi, Raissa De la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Zach Berkowitz, Sue Kade, Michael Hyman, Rick Mossi

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 9:03 am.

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

Mike Montague shared that the Historic Railroad Square District received their first assessment from the City and has hired evening security to help alleviate some of the issues surrounding the homeless situation in the area. He shared that the lack of parking due to homeless encampments could keep Railroad Square from reopening once they are permitted to.

#### **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, April 15 Board Meeting Minutes, as presented was unanimously passed.

#### **5.0 EXECUTIVE DIRECTOR REPORT**

Cadance shared a brief update letting everyone know that the DAO continues its communication with Downtown businesses and its grassroots marketing efforts through the website, social media and new Live From Santa Rosa program, six weeks of live content every Thursday to engage our community with our Downtown businesses. The website and social media have seen an increase in traffic during the pandemic.

The lighting and planning projects are being discussed and will hopefully keep moving forward. The StreetPlus Team is working hard to keep Downtown area clean and manage the homeless population while the majority of businesses are closed.

#### **6.0 FINANCIAL REPORT**

**6.1** Motion to approve District's financial report ending April 30 as presented was unanimously passed.

#### **7.0 REOPENING DOWNTOWN**

Cadance provided a brief update as to reopening timeline of Downtown and the work the City has put in to engage with businesses in order to provide businesses with the opportunity to serve more customers while adhering to social distancing guidelines.

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Chris Denny shared the grand vision for the reopening and how the significant investment being made into beautification and creative projects should help set Downtown Santa Rosa apart from all the other local cities that are opening their streets to retail and restaurants as well. He is focusing on creative partnerships to make improvements and serve Downtown businesses.

Raissa provided details around all the logistics and operational concerns the City is working through to make this program feasible, including dealing with ABC to allow alcohol to be served outside current business boundaries. Raissa reiterated that the partial closures were only part of the plan to activate and engage Downtown, and that there were plans to bring in artwork, programming, beautification and activation within Courthouse Square. She shared that both Petaluma and Healdsburg are considering a similar plan. There is not yet data available from other cities who have implemented similar plans, but municipalities across the world are taking similar approaches to allow businesses to open safely. She encouraged the board to think big and about the overall Downtown community rather than the benefit to a specific business.

Peter acknowledged the work and investment already taken place at the City and shared that this was a great opportunity for the DAO to provide input along the way.

Multiple board members shared that they hoped a strong marketing effort would be implemented to make reopening successful.

Tom asked if there were any budget figures available. Chris shared that without DAO contributions, he was expecting to raise and spend \$240,000.

Discussion ensued about how to ensure business owner feedback is taken into consideration. It was agreed that the DAO would conduct a survey of business owners and bring an Ad Hoc committee of business owners together to review survey results and provide recommendations. The DAO wants to work collaboratively and quickly to help businesses reopen.

Doug asked if the DAO could send an email to business owners asking their employees to not park on the streets and instead use the lots and garages which are currently free. Cadance will send an email later in the day and work with the StreetPlus team to encourage off street parking.

Mike Montague urged that social distancing be taken into consideration with any plans being made. Chris assured that this was the primary goal of the program.

### **8.0 HOMELESSNESS DURING PANDEMIC**

Hugh shared details around the encampments on the west side of the freeway and the larger homeless issues currently facing the City. He reiterated the existing challenges facing the City and that there are new challenges now related to CDC guidelines and the Shelter in Place order. Discussion ensued about the issue and Raissa shared that the City is working on the issue every day and looking for solutions that meet all needs.

Hugh shared that given how pervasive the issue is Downtown and what an impact the issue will have on business success, it is critical for the DAO and the Historic Railroad Square Association be a part of the discussion. He suggested the organizations work together to connect with the City to push specific measures that deal with immediate and long-term issues and begin implementation with haste.

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Public comments were made in support of the idea, reiterating that the perception of Downtown is significantly damaged by the encampments.

Hugh moved that the board authorize the Executive Committee and staff to work collaboratively with the Historic Railroad Square Association Executive Committee to bring issues forward with a sense of urgency to City and manage the ensuing details. The motion was unanimously approved

### **9.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 10:35 am.

## **FY20 Annual Report - Downtown Action Organization**

**Joint Meeting of the Executive Committees of the  
Railroad Square Association and Downtown Action Organization  
May 26, 2020, 12:30pm  
Zoom Meeting ID: 854 6201 9221, Password: 094436  
Dial In: 669-900-9128**

DAO Executive Committee Present: Natalie Balfour, Hugh Futrell, Tom Robertson, Sonu Chandi

Historic Railroad Square Association Executive Committee: Mike Montague, Dee Richardson, Hugh Futrell

Staff: Cadance Hinkle Allinson

### **MINUTES**

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

DAO Chair Natalie Balfour called the meeting to order at 12:30 pm.

#### **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 at this time.

#### **4.0 IMPACTS OF HOMELESSNESS TO BUSINESSES WITHIN ASSESSMENT DISTRICTS**

Members of the Executive Committees of both organizations reviewed an action memo prepared by Hugh Futrell. Discussion ensued around the various issues facing the communities on both the east and west sides of Highway 101 due to the increasing size of the homeless population and the unmanaged encampments.

It was agreed that these issues need to be managed prior to businesses fully reopening. If not managed quickly and effectively, the homeless encampments throughout Santa Rosa will have a very negative impact on the City and the overall economic health of the communities. It was acknowledged that the City will have difficulty addressing some of the concerns due to the current injunction, but suggested that there cannot be delay in dealing with the overwhelming public health concerns present. Discussion continued around a variety of possible solutions and it was determined that the committees would jointly request an immediate meeting with the City leadership and provide them with an edited copy of the memo to request a strong and swift response. It was agreed that all parties are interested in being a part of the solution.

#### **5.0 ADJOURNMENT**

Natalie Balfour adjourned the meeting at 1:15.



## **FY20 Annual Report - Downtown Action Organization**

**Joint Meeting of the Executive Committees of the  
Railroad Square Association and Downtown Action Organization  
June 4, 2020, 12pm  
Zoom Meeting ID: 899 8429 5183, Password: 052920  
Dial In: 669-900-9128**

DAO Executive Committee Present: Natalie Balfour, Hugh Futrell, Tom Robertson, Sonu Chandi

Historic Railroad Square Association Executive Committee: Mike Montague, Dee Richardson, Hugh Futrell

Staff: Cadance Hinkle Allinson

### **MINUTES**

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

DAO Chair Natalie Balfour called the meeting to order at 12 pm.

#### **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 at this time.

#### **4.0 REVIEW OF ACTION MEMO FROM DAO AND HRSA**

Mayor Schwedhelm acknowledged that all City staff understand the urgency of this issue, but due to the current situation and protests, not all were able to join.

Dave Gouin provided an update about the encampments. He shared that Fire, Police and HOST assessed the current encampments and decided there were additional health and safety risks, so began by clearing out Doyle Park where nine people accepted services. They cleaned the area and are currently monitoring to prohibit repopulation. They were moving to clear the encampments under the freeways by Monday, June 1, but due to the civic unrest and demonstrations, it has been pushed to June 11, with clean up on June 12. Once cleared, these areas will also be monitored by police to prohibit repopulation.

He shared that he appreciated all thoughts provided in the memo and the collaboration and consideration from the Committees and was glad that the City had been able to address all issues in Item A.

Hugh Futrell acknowledged this was a huge positive to be at the second phase already. He questioned whether there were plans to keep the population being removed from the underpasses from populating other areas Downtown. David shared that the intent was not to allow another encampment Downtown.

Mayor Schwedhelm shared some of the long term strategies in place and partnerships being developed to help relieve the issue while maintaining social distancing. As soon as COVID 19 restrictions are lifted, they are expecting to see more positive change.

Mike Montague expressed an interest in having Railroad Squares new security company partner with the police on enforcement issues and Dave suggested the Downtown Enforcement Team would be a good partner.

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Sonu asked what the size of current Downtown homeless population was. David shared that since the Point in Time count was postponed due to COVID, they only had numbers from January 2019, which indicated about half of Sonoma County's homeless population of 3,000 lived in Santa Rosa.

Discussion ensued about a variety of impacted areas throughout the City and what the City's plans were to handle them. The economic impact to business and property owners was reiterated.

Discussion ensued about the injunction and whether the City could fight it. Mayor Schwedhelm shared that legal action was unlikely because it could potentially result in the injunction becoming permanent. He shared that Council is meeting on July 7 to discuss further changes necessary to accommodate the current homeless community.

It was reiterated that law enforcement can always act on illegal behavior, which is outside the bounds of the injunction. Trespass letters can help enforce this if the activity is happening on private property.

It was recommended that when clean up occurs, the work begins at Price and moves to College since that is where the majority of the businesses need to reopen. David said he would pass that recommendation along to Chief Navarro.

Dee Richardson expressed her thanks to the City staff for their work.

Hugh Futrell urged City staff to communicate and keep in touch as work happened. He shared that he believed the City could act immediately on any RV encampments since they did not need to provide shelter. David shared they are stepping up enforcement and plan to tow vehicles.

Members of the public shared their support for the work done by the DAO and HRSA to bring this issue to discussion.

Mayor Schwedhelm shared all the different task forces the City was currently hosting and that they would all accept comments and questions.

David reiterated that getting to functional zero was the City's goal, which they hope to be able to do with County partnerships.

### **5.0 ADJOURNMENT**

Natalie Balfour adjourned the meeting at 12:50.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
June 10, 2020, 12pm  
Zoom Meeting ID: 821 7233 5953, Password: 061020  
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Hugh Futrell, Tom Robertson, Sonu Chandi

Staff: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 12 pm.

#### **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 at this time.

#### **4.0 CONSENT ITEMS**

**4.1** The motion to approve minutes from the May 13, 2020 meeting was unanimously approved.

**4.2** The motion to approve minutes from the May 26, 2020 meeting was unanimously approved.

**4.3** The motion to approve minutes from the June 4, 2020 meeting was unanimously approved.

#### **5.0 FINANCIAL REPORT**

The committee reviewed DAO financial statements ending May 31, financial projections and discussed the most recent assessment of \$174,779. This brings the total amount of assessments received to \$508,566, which is \$25,756 from budget.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided an update on StreetPlus staffing, sharing that Danielle Muro, who has been working with StreetPlus Downtown for over a year, will be the new manager.

The barricades put up as a result of the protests and which caused numerous issues for Downtown businesses as they tried to reopen, have been removed. Communication with businesses is ongoing as they begin to reopen.

Hugh asked if Catholic Charities has been present Downtown and suggested that a follow up meeting with the City and Catholic Charities be scheduled to ensure their support and involvement Downtown. At the time of the formation of the DAO, Catholic Charities promised to support the efforts, but the burden has fallen to StreetPlus as the sole group working with the homeless population. It was agreed that this is unacceptable and immediate action would be required.

Hugh repeated the necessity of clear communication from the City around their plans to remove encampments Downtown and any challenges or delays they are facing as they tackle the public health issues associated with removing encampments. Cadance will follow up to get updates from Dave Gouin.

## **FY20 Annual Report - Downtown Action Organization**

Discussion ensued about the various challenges associated with the homeless population Downtown in the current climate and moving forward.

### **7.0 OPEN & OUT PROGRAM UPDATE**

Sonu shared details about the meetings business owners have attended and expressed interest in the DAO taking on more of a role with the reopening program.

Cadance shared details around the plans being put together, which include beautification projects the DAO has already determined to fund, like planters and lights over Jeju Way.

Discussion ensued about the best way for the DAO to get involved and move projects forward while maintaining the critical sense of urgency to complete the work and support Downtown business.

Peter reiterated how the DAO and Chamber have been working with the City and how frequent communication has been from the City and from the DAO to business owners.

At 1:30pm, Chair Natalie Balfour adjourned the meeting until noon on Friday, June 12, 2020.

Peter shared that the DAO would now take a more active role with Cadance taking the lead on the logistics and ensuring all details are communicated with the DAO.

A discussion ensued about the Ad Hoc Committee, which took recommendations from the businesses and shared them with the City's Economic Recovery Taskforce. The committee determined that the most effective way to move forward at this point was for Cadance to take charge implementing the program, continue ensuring that communication is clear and keep the DAO up to speed with the program's movement and plans.

Public comment provided support for the DAO's plan and for future community involvement.

### **8.0 BEAUTIFICATION UPDATES**

The lighting project continues to experience delays, but Cadance will keep pushing it forward. It was suggested that if progress cannot be made with City staff, there is the option to bring the issue to the attention of City Council if necessary.

Natalie and Cadance will begin working immediately on the planters to get them painted and planted as soon as possible.

### **9.0 JOINT ACTION MEMO**

Cadance will provide an update at the next Board meeting around the discussion between City Staff, the mayor and the Executive Committees of the DAO and Historic Railroad Square Association.

### **10.0 JUNE 17 BOARD MEETING AGENDA REVIEW**

A review of the Open & Out program will be provided to all board members at the next meeting.

### **11.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1pm on Friday, June 12.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
June 17, 2020, 9am  
Zoom Meeting ID: 863 8788 4100, Password: 061720  
Phone: 669-900-9128**

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Sonu Chandi, Raissa De la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Sue Kade, Sara Woodfield

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

**1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 9:05 am.

**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, May 20 Board Meeting Minutes, as presented was unanimously passed.

**5.0 FINANCIAL REPORT**

**5.1** Motion to approve District's financial report ending May 31 as presented was unanimously passed

Discussion ensued about the importance of trying to plan for shortfalls in upcoming assessments due to landlords needing to reduce costs. The DAO will continually monitor the budget and make necessary accommodations to prepare for any changes.

**6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided updates on work occurring in the District.

After an open search for a new StreetPlus manager, Danielle Muro, who has been a StreetPlus ambassador for over a year, was just promoted. There has been much positive feedback about Danielle from business owners within the District and she has been an excellent communicator and partner so far.

The DAO and Railroad Square Executive Committees met with City leadership to share their action memo and learn updates on the City's plans to remove homeless encampments Downtown. The situation has been evolving due to the protests and the City is now working with the County on some health related issues, but is still hoping to clear the encampments in the near future. Cadance is in touch with Dave Gouin and will provide further updates as they are available.

## **FY20 Annual Report - Downtown Action Organization**

Discussion ensued about the homeless encampments and the need to communicate with business owners if there are positive COVID diagnosis within the homeless population. Cadance will follow up immediately with Dave Gouin to learn more and will provide details via email.

It was reiterated that though Catholic Charities has a large contract and widespread responsibilities, the street level work around Courthouse Square has fallen to the StreetPlus Team. Discussing the lack of involvement with the City and getting further support will be crucial.

A meeting has been scheduled for later in the month to discuss Catholic Charities involvement in managing homelessness around Courthouse Square.

Beautification projects approved at the beginning of the year are still moving forward. The lighting project has hit a few roadblocks, but the DAO is still trying to complete it. The planters are now moving forward quickly and the goal is to have them painted and replanted within four to five weeks and will utilize a community planting day to engage business owners and community members to take part in the beautification of Downtown.

### **7.0 OPEN & OUT UPDATE**

Cadance shared that until last week the primary role of the DAO has been to communicate with business owners and with the City around the needs of the business owners as Downtown plans to reopen. Multiple surveys and outreach have been conducted to collect feedback. The majority of businesses are supportive of the plan and about five do not want it to move forward, though some who oppose are still planning to take advantage of the program.

The DAO is now taking a more active role and managing some of the logistics including current beautification projects, purchasing furniture, working with Creative Sonoma to secure artists and with City around logistics such as barricades and trash pickup. As part of the program, there is a plan to bring in some low-key entertainment such as acoustic music, which could be performed while maintaining social distancing protocol.

The Engine is Red is still managing the creative side and marketing and will push to bring people Downtown once reopened.

The current plan is to close partial streets on June 26 which will allow businesses to expand safely further into the streets. The furniture and planters will be the first segments completed and art projects will start in July and go through the fall.

Cadance thanked Sara Woodfield for her help in putting a proposed map together.

Peter shared that the NEA has highlighted this project on a national level, naming Creative Sonoma and the DAO as collaborative partners. He also let everyone know that the Chamber has received a lot of positive feedback around the program and excitement for the street closures.

### **8.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 10am.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
July 1, 2020, 2:30pm  
Zoom Meeting ID: 845 9684 2885, Password: 070120  
Phone: 669-900-9128**

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Sonu Chandi, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Raissa De La Rosa, Sara Woodfield

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 2:30pm

#### **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 OPEN & OUT UPDATES**

Cadance provided an update on the Open & Out program. She shared that the City took the Ad Hoc Committee's recommendations, which were based on survey response, into consideration when formulating their plan. The DAO has taken on a very active role in the planning of Open & Out. Cadance shared the timeline, details about beautification projects underway, parking changes and information about the Call to Artists and art program as it moves forward. The Art portion of Open & Out now has \$100,000, thanks to an additional \$40,000 from the Art in Public Places Committee's allocation of funds.

Chamber staff met with the Press Democrat Editorial Board and The Engine is Red is working on the marketing plan for the program to get the word out to the community.

The committee discussed the importance of lighting projects to the Downtown area.

#### **5.0 ACTION: CASEWORKER FOR DOWNTOWN SANTA ROSA**

Hugh provided details around the possibility of the City designating a homeless services caseworker specifically to the Downtown area. This idea came from a discussion with Dave Gouin due to how thinly spread the two city caseworkers are currently. On July 7 there is a study session with Council to discuss plans for the upcoming year, which would be an appropriate time for the DAO to share their feedback.

Discussion ensued around whether the board wished to make a request as part of the study session and budget process that the city add funds to the Catholic Charities contract so that a caseworker can be dedicated to Downtown. Various options, including potentially sharing a caseworker with Railroad Square, funding a caseworker from the StreetPlus budget, if no other funding was made available from the City.

Jennielynn Holmes shared details around the potential work of a caseworker dedicated to Downtown and how one could function within the existing system. She shared the position

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could potentially be funded by the state or through an outside grant. She shared further details about the current status of the homeless population in Santa Rosa, the work of Catholic Charities and how COVID-19 has had an impact.

Hugh shared that there were two critical issues, the first being the need to support the chronically homeless and the second having the infrastructure in place to work within the confines of the injunction. He recommended the board approve a letter to the City asking them to dedicate a caseworker and to expand shelter options so that the injunction can always be complied with effectively.

Doug made a motion to approve a letter from the DAO that requests that the City: fund a dedicated caseworker for Downtown in addition to their current support for Catholic Charities and maintain and expand existing shelter beds to ensure the injunction is not at risk of compromising the free use of public space.

The motion was unanimously approved.

### **6.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 3:30pm.



## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
July 13, 2020, 12pm  
Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Sonu Chandi, Tom Robertson

Staff Present: Cadance Hinkle Allinson

### **MINUTES**

**1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 12:07 pm.

**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, June 10 Executive Committee Meeting Minutes, as presented was unanimously passed.

**5.0 FINANCIAL REPORT**

Committee reviewed the financial statements ending June 30 and financial projections through year end. The assessment being received in a timely way was very positive.

**6.0 EXECUTIVE DIRECTOR REPORT**

Cadance shared an update on the Open & Out program and the beautification projects. She emphasized how much communication had been done with the business owners and that they would receive weekly updates and bi-weekly surveys moving forward.

**7.0 HOMELESS POLICY REQUESTS TO CITY**

The Committee discussed City Council's July 7 Study Session and their next steps to engage around issues of homelessness. It was a high level discussion and decisions will not be made until fall. It is critical that the City and DAO find out more about the County's plans for the Hotel Azura.

Conversations with City staff suggested that while a caseworker would ultimately be very helpful, increased security options would at this time be more effective and efficient in dealing with the current homeless situation in Downtown.

A discussion ensued about the various encampments and issues facing the City. It was determined that Cadance would look into what the costs and steps would be for StreetPlus to adjust their scheduling and equipment to allow the two staff members with security guard licenses to operate more as security than maintenance. She will also see what she can find out about the County's plans around Hotel Azura, both of which will be discussed at the board meeting on Wednesday.

## **FY20 Annual Report - Downtown Action Organization**

It was reiterated that while the DAO wants to do all they can to support the homeless population, the ultimate role of the organization is to ensure public spaces in Downtown are available freely to the public to use.

### **8.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1pm.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
July 15, 2020, 9am  
Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

### **MINUTES**

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Joe Dietzen, Charles Evans, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Andrea Ballus, Hugh Futrell

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

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

Chair Natalie Balfour called the meeting to order at 9:05 am.

#### **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**

Motion to approve consent items, June 17 Board Meeting Minutes and July 1 Board Meeting Minutes, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

Motion to approve District's financial report ending June 30 as presented was unanimously passed.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance shared that the City is hosting a Virtual Open House for the Downtown Station Area Specific Plan this evening at 5:30. She will send out details.

She provided an update around the Open & Out program including details on beautification projects, upcoming marketing efforts, administration of the art grant and response from business owners.

Discussion ensued about the response from business owners, acknowledging very positive response so far from restaurants and the need to work further with retailers to help them benefit further from the program. Surveys will be sent regularly to assess the program and responses will be shared with the City.

#### **7.0 HOMELESS POLICY REQUESTS TO CITY**

Cadance shared that the DAO has been requesting additional information about the Hotel Azura project and will likely need to call an additional meeting to discuss once more details are available.

After discussions from the City, the Executive Committee looked at the potential of shifting StreetPlus time toward more of a security focus. Hours have already been adjusted to make sure weekends are covered and a presence is visible later in the day. Cadance shared it

## **FY20 Annual Report - Downtown Action Organization**

would be about \$2,000 in one time expenses to appropriately equip the StreetPlus staff who are licensed security guards. It is not anticipated that this shift would have a negative impact on the maintenance side of StreetPlus's work.

Discussion ensued about the importance of still getting a caseworker into the area, and the importance of moving forward quickly to help support businesses as they reopen. It was acknowledged that a caseworker, while it could be affective, would not make a quick enough impact for the businesses struggling with the impact of those experiencing homelessness Downtown.

Tom Robertson moved that the DAO spend funds necessary to equip StreetPlus personnel for security while continuing to pursue with the City, funding from the City for caseworkers dedicated to Downtown. The motion was unanimously approved.

### **8.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 9:50am.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
August 12, 2020, 12pm  
Zoom Meeting ID: 806 654 7370, Passcode: Downtown  
Phone: 669-900-9128**

Present: Sonu Chandi, Hugh Futrell, Tom Robertson

Staff: Peter Rumble, Cadance Hinkle Allinson

### **MINUTES**

#### **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**

## **FY20 Annual Report - Downtown Action Organization**

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.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
August 19, 2020, 9am  
Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

### **MINUTES**

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Sonu Chandi, Sue Kade, Sara Woodfield

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

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

Chair Natalie Balfour called the meeting to order at 9:02 am. She clarified that Item 7.0 was in regard to the Hotel Azura only, and not to Project Homekey as a whole, just as a source of funding for the County's Hotel Azura project.

#### **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**

Motion to approve consent items, July 15 Board Meeting Minutes, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

Tom provided an update on the DAO financial statements, reminding everyone that the funds designated for the Asawa Fountain are not included on the Cash Flow document and that the assessments came in about \$10,000 less than expected.

Zach asked what happened if property owners work with the County to reduce their property taxes. It was explained that this would have no impact on District assessments because assessments are not ad valorem and the County assessor has no control over the assessment itself.

#### **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. Four pieces of art have been installed and about 24 more will be installed by 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.

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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 Imagine Art in Courthouse Square project has posted the final proposals and will have a live survey link later today for people to provide feedback. Charles shared that there will be one on one meetings with the artists and the Selection Committee before October. Cadance will share the survey link.

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 thanks to Hugh Futrell Corp. The budget came in at about half what the City anticipated. Cadance will work with Carolina Spence on fundraising to secure remaining funds and hopefully the project will break ground soon.

Cadance said that she would connect with the group interested in 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.

### **7.0 PROJECT HOMEKEY DISCUSSION**

Chair Natalie Balfour again clarified this item was related only to Hotel Azura and not to Project Homekey as a whole.

Hugh shared that though this is a County issue, it was important to get the City's perspective. Dave Gouin shared some background around the project and details around what the City knows regarding the County's plans to turn Hotel Azura into permanent supportive housing. The Planning Department has shared that it is a use by right process and nothing will be needed for the County to move forward unless they master lease or contract with a nonprofit partner in which case they might need to go through the public permitting process.

Joe Dietzen asked if it was possible to see the County's application to the State. Cadance will reach out to see if they will provide the application

Tom Robertson stated that this was outside of the District boundaries and didn't think it would have any impact on the District.

Discussion ensued about the feasibility of the space and the County's plans moving forward.

Hugh raised concerns around the stability, operational funding and experience of the County in dealing with this type of work. He shared examples of other areas where homeless housing has deterred market rate investment in the surrounding area, which should be a concern to the DAO. The need for support and housing is clear, and the DAO might not want to take a position, but there are undeniable risks to the District if the project moves forward.

Discussion ensued about the suitability of the location, the impact of other similar projects and the potential impact to the District.

Michael Hyman reiterated that the DAO needs to remain focused on what will enhance Downtown and the concern that this project could create a very negative perception and impact.



## **FY20 Annual Report - Downtown Action Organization**

Discussion continued around the fact that there is ambiguity in the county's language around the potential group of people who would be served by Hotel Azura.

Natalie raised concerns around where the residents would come from. If it would truly make an impact on those living Downtown or if it would draw from across the county.

It was reiterated that the DAO is not against the homeless population and wants to continue serving those Downtown as much as possible. However, the goal of the DAO is support business and to enhance Downtown and that needs to remain at the forefront.

The DAO will work to get a County representative to speak to the group again.

### **8.0 DOWNTOWN STATION AREA SPECIFIC PLAN DISCUSSION**

Natalie provided an overview of the meeting with the City on Monday around the Downtown Station Area Specific Plan. Discussion ensued about a number of facets of the plan and various perspectives of how it might impact parking and business.

Cadance will send the draft plan to the members of the DAO for their review and individual comment.

### **9.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 10:05.

## **FY20 Annual Report - Downtown Action Organization**

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

Executive Committee Present: Natalie Balfour, Sonu Chandi, Hugh Futrell, Tom Robertson

Staff Present: Cadance Hinkle Allinson

### **MINUTES**

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

Vice Chair Hugh Futrell called the meeting to order at 12:11 pm.

#### **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, August 12, 2020 Executive Committee Meeting Minutes, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

The committee reviewed financial statements ending August 31 and discussed the potential of spending extra cash on hand once the next round of assessments is confirmed.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided an update around StreetPlus, sharing that they are short one staff member and are continuing to look for another staff member with a security guard license. The team continues to work closely with Catholic Charities to address the members of the homeless population that routinely cause the most issues in the Downtown area.

Discussion ensued around the possibility of increasing the hours of the part time security staff member through year end. Cadance will look into the cost with the intention of sharing more detail at the next board meeting.

She provided an update around Open & Out which has been moving forward successfully for those businesses that are able to take advantage of it. Two surveys are being conducted now: one for the public and one for business owners on 4th Street. Responses will be used to create a staff recommendation to be presented to the Downtown Subcommittee on October 1. The Subcommittee will determine what the next phase of Open & Out will be.

The StreetPlus team is still working on the planters and plants will be replaced later this fall once the weather cools.

Business owners have been reaching out about holidays and wanting to know if the DAO can host a Trick or Treating event as well as plan for holiday décor. The County health office has been asked about the potential of whether or not hosting trick or treating Downtown is feasible.

## **FY20 Annual Report - Downtown Action Organization**

A discussion ensued about the potential of putting a skating rink in Courthouse Square in 2021. Hugh suggested the board review this idea in November. Cadance will try to get some questions answered around feasibility, cost and potential partners.

### **7.0 HOLIDAY DÉCOR IDEAS**

Cadance shared concepts that have been considered by a group who has reviewed holiday décor possibilities. The most feasible option is having holiday banners hung from the light poles Downtown. The cost to print and install about 70 banners would be around \$7,000 to \$8,000. The budget should allow that much of an expenditure without dipping into the contingency.

A discussion ensued about lighting and the challenges that have been faced with getting electrical access. Cadance will work to set a meeting with Raissa, Clare and Jason to discuss further the potential of getting access to electrical on 4th Street.

Natalie brought up the possibility of giving each storefront business a wreath. Cadance will look into the cost.

Tom suggested they agree on a budget and turn it over to staff to manage.

### **8.0 ASAWA FOUNTAIN UPDATE**

Hugh shared that pressure tests of the existing pipes have been conducted and showed some potential issues. The City is now conducting their own tests. If there are in fact pressure issues, the City will need to address them before construction can begin. Construction could start as early as October if there are no issues that need fixing.

There are also some minor concerns around the way the art panels are being reinstalled, which will hopefully be addressed easily.

Cadance shared that about 85% of the funds needed have been secured and that she and Carolina Spence are working to raise the rest. Any additional funds raised will be ear marked for future projects in Courthouse Square.

### **9.0 HOMELESS POLICY DISCUSSION**

Hugh spoke about the most pressing homeless issues in the area. Fremont Park was cleared, which has led to an increase of many people experiencing homelessness in the area during the day. No new encampment has been established yet, but it is important to be aware of where they might arise and work with the City to address in a timely manner.

The Hotel Azura project is still moving forward, and no further information has been able to be obtained due to the County not being willing to release the application. The communication has been disappointing and the project appears to be moving forward despite the lack of transparency around it.

Discussion ensued about whether the DAO should take a formal opinion and the potential impact the Hotel Azura would have on the area. It was decided that further discussion should be had at the next board meeting to continue gathering opinions on the matter.

### **10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:28pm.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
September 22, 2020, 3pm  
Zoom Meeting ID: 806 654 7370, Passcode: Downtown  
Phone: 669-900-9128**

Present: Natalie Balfour, Sonu Chandi, Hugh Futrell, Tom Robertson

Staff: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order at 3:03 pm.

#### **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 REVIEW AND DISCUSSION OF LETTER REGARDING HOTEL AZURA**

Peter stated that he drafted the letter based on board direction and input, summarizing the critical points from the last meeting with a focus on four key pillars: the lack of process, the over concentration of services in the area, the suitability of the location and the unknown service provider. He has already connected with elected officials at the City, County and State levels to let them know the letter is being drafted.

General agreement was expressed for the letter and no changes were requested. A sense of urgency was shared since the program is funding projects on a rolling basis.

Greg Parker, from the St. Rose neighborhood, shared that he and his neighbors are very happy with the letter and appreciate the work and position of the DAO.

Hugh Futrell made a motion to approve the letter and send copies to the appropriate contacts at the City, State and County. The motion was unanimously approved.

Discussion ensued around the amount of funds requested overall, the competitive nature of the application and the timing.

Cadance will work with Peter to get letters out via email.

#### **5.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 3:15pm.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
September 16, 2020, 9am  
Virtual Meeting  
Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

### **MINUTES**

Present: Natalie Balfour, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Andrea Ballus, Zach Berkowitz, Rick Mossi, Sara Woodfield

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

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

Chair Natalie Balfour called the meeting to order at 9:05 am.

#### **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**

Motion to approve consent items, August 19, 2020 Board Meeting Minutes, as presented was unanimously passed.

#### **5.0 TEMPORARY ZONING ORDINANCE UPDATE**

Amy Lyle shared that the Downtown Station Area Specific Plan is moving through the process and will go to the Planning Commission on September 24th. The City's General Plan discussion has begun and applications for the Citizens Advisory Committee will be open soon.

Shari Meads shared that the City is considering temporary changes for new and existing businesses to continue housing development activities and economic recovery initiatives, given social distancing and other requirements in place for COVID-19. Proposed amendments include the allowance of "collaborative" retail uses and activities, incentivizing childcare, expanding mobile food vending opportunities, and providing temporary use permit time extensions, among other changes.

Questions were asked about whether any zoning changes would apply to land use or building permits and Shari explained that this ordinance focuses on Title 20 Zoning.

#### **6.0 FINANCIAL REPORT**

Tom Robertson reviewed the financial statements ending August 31 and shared that everything is slightly under budget heading into year end.

Motion to approve the financial report as presented was unanimously passed.

## **FY20 Annual Report - Downtown Action Organization**

### **7.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided updates around the StreetPlus team's work Downtown, including how much effort is going into their partnership with Catholic Charities.

Open & Out is scheduled to continue through October 15. Surveys are live right now to collect feedback from business owners as well as members of the public. Responses will be used to generate a recommendation that will be presented to the Downtown Subcommittee on October 1. This could include any combination of blocks being open or closed to vehicular traffic. Support is still split between restaurant and retail.

If blocks reopen to vehicular traffic, their parklets will need to be reduced and shifted to be entirely within the existing street parking spaces. This could mean that not much additional street parking will be available, even if reopened to vehicular traffic.

If any blocks remain closed to vehicular traffic, efforts around the holidays will be focused on those blocks.

Work is being done now to figure out ways to help restaurants, and businesses operating outdoors, winterize their spaces.

She shared that hosting a Halloween event would not be feasible due to social distancing and the inability to enforce the health order, but said individual businesses are welcome to invite their customers to their stores for Halloween.

Conversations are underway around both winter holiday décor and a non-event. More details will be provided at the next meeting.

Raissa has been instrumental in moving the lighting conversation forward and we're hopeful to have something done in time for this holiday season.

Fundraising for the Asawa Fountain is at 86% of goal. If anyone is interested in contributing, those who give \$2,500 or more will be listed on a plaque that will be installed with the Fountain.

Hugh shared that the water pressure tests conducted by the City indicate that fountain construction can start soon.

Discussion ensued about the next stage of Open & Out. Keven Brown said he has had numerous conversations with those on his block and no one opposes reopening the streets to vehicular traffic. Julie Montgomery expressed support for Open & Out and suggested there be significant effort into sharing the details around parking Downtown to make it clear how members of the public can navigate the area. Sonu said this is the busiest it has ever been for his businesses and wants to work with retailers to make it successful for them too. Bernie agreed with Sonu on the activity Downtown but shared that vehicular traffic was necessary to gain exposure from people driving on the street. He also supported Julie's comments around figuring out ways to promote and share information about parking. Doug shared that his customers have been very happy with Open & Out and are finding it easy to navigate Downtown since the cross streets are still open.

### **8.0 STREETPLUS SECURITY STAFFING**

## **FY20 Annual Report - Downtown Action Organization**

Cadance shared that StreetPlus's security positions are both empty and they are working to hire new staff, who have their security guard license, as soon as possible before the holiday season begins.

One position is 30 hours per week and the other is 38. Both are paid \$16 an hour. The cost to increase both to 38 hours per week would be an additional \$882.61 per month.

The average rate for this position in the area is \$17.44. To increase the hours and the hourly rate to \$17 would be an \$1,277.81 per month.

Discussion ensued around the possibilities and requirements to make the new positions successful. Tom motioned that the position be immediately offered at \$17 an hour with a flexible schedule of up to 38 hours per person. The motion was unanimously approved.

### **9.0 HOTEL AZURA DISCUSSION AND POSSIBLE ACTION**

Hugh Futrell provide a recap of past discussions and the current status of the County's Hotel Azura project which as requested funding through Project Homekey. It will be discussed whether the DAO will choose to communicate an opinion to the County and State around the project.

Discussion ensued around the financial aspects of the County's deal, the work that would need to be done on the hotel to make it suitable for permanent supportive housing and the unidentified management of the property and on site services. Members of the DAO repeated the need to support homeless priorities, but the density of services in the Downtown area has already had and will continue to have a negative impact on business in the area. The lack of communication and transparency from the County are also a primary concern.

Raissa shared updates from a City perspective and the status of Project Homekey, which has received requests five times greater than funds available. She shared that there will also be an opportunity to voice opinion if the project moves forward, around the potential management of the site.

The DAO's commitment to supporting homeless services in the area, along with the investment the group has made in such services, was reiterated.

Members of the public from the St. Rose neighborhood shared their opinion and opposition to the project. The neighborhood has the highest proportion of homeless services in the entire County and though the group is supportive of the services in existence, they are opposed to the hotel as a new location. Research from Grand Jury reports has brought up concerns around the County's ability to manage such a project and the need to spread out the impact of homeless services throughout all five districts. The neighborhood group is raising money to hire a lawyer and is working on a petition.

Discussion ensued and a motion was presented for the Chair and Executive Director to draft a letter to the City, County and State as soon as possible and for a special meeting of the Executive Committee to be called to review the letter. The motion was unanimously passed.

### **10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 10:50.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
October 14, 2020, 12pm  
Zoom Meeting ID: 806 654 7370  
Passcode: Downtown  
Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Sonu Chandi, Hugh Futrell, Tom Robertson

Staff Present: Cadance Hinkle Allinson

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order 12:02.

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

There were no public comments at this time.

#### **2.0 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 9, 2020 Executive Committee Meeting Minutes, as presented was unanimously passed.

**4.2** Motion to approve consent item, September 22, 2020 Executive Committee Meeting Minutes, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

All

The committee reviewed financial statements ending September 30, 2020. Cadance provided a reminder that the budget and cash flow document was meant to reflect when the expenses incurred, but not necessarily when they left the bank account.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided an update on StreetPlus staffing. Steve, who previously left, has returned as a security guard. StreetPlus is in the process of hiring another security staff member with the new salary and hours determined.

Many businesses have been mentioning issues with vandalism and theft but are not reporting to SRPD. Cadance is going to connect with SRPD to discuss reporting methods and see if there are ways to better engage business owners around sharing details of crimes.

The Open & Out program is transitioning on Friday, October 16 with the 600 block reopening to vehicular traffic and the 500 and 700 blocks remaining closed. Retailers pushed to have the 600 block reopen during the holidays. Restaurants with parklets will need to adjust their space to accommodate the traffic flow.

Overall, the Open & Out program was seen as a success with incredible support from the public who are eager to see the program extend or be made regular. DAO and Chamber staff will continue to work with the City and Creative Sonoma around future options for Downtown that could include regular seasonal closures, ongoing programs and other efforts to continue engaging the community and enlivening the area.



## **FY20 Annual Report - Downtown Action Organization**

Discussion ensued about the reopening of the 600 block and Sonu shared some details about his perspective as a business owner.

DAO staff is working with the City to try and get temporary access to power so that lights can be installed. Ken LaFranchi is helping to identify potential electrical contractors who could take on the installation work. Sonoma Clean Power is excited about getting involved if a solar power source is identified. Staff are working to determine at least an interim solution for the holidays.

### **7.0 HOLIDAY UPDATE AND DÉCOR BUDGET**

Cadance shared details about the Chamber's plans to continue Winter Lights by creating a festive holiday atmosphere Downtown for families to celebrate, shop and dine between November 27 through January 1. The City is working to relocate the Finley Craft Fair to the Square.

Cadance requested \$10,000 be allocated to support the creation and installation of street pole banners, buying wreaths for storefronts and additional holiday beautification which could include further décor, painting vacant storefronts or additional festive lighting. She shared that other Downtown businesses are interested in committing both cash and in-kind, which could either enhance the work of the DAO or provide savings.

Tom moved to approve \$10,000 to support holiday décor plans and to share details with the board.

Hugh suggested that the motion specify funds not come from the contingency.

Tom motioned to approve \$10,000 to support holiday décor plans with all funds coming from the Plants/CHS Upgrades line item, and to share details with the board. Sonu seconded and the motion unanimously passed.

### **8.0 ASAWA FOUNTAIN UPDATE**

Cadance shared that plans were moving forward and some final details are being worked through with the City. If no other unexpected expenses arise, funding should be finalized. The goal is still to break ground by the end of the year.

Tom mentioned that the DAO needs to replace the dead and dying trees on 4th Street.

### **9.0 PRELIMINARY 2021 BUDGET DISCUSSION**

The committee discussed the best way to approach budget discussions for 2021 given the unknown amount of the first assessment. It was determined that at the October Board Meeting, members can suggest topics for possible inclusion in next year's budget. At the November Board Meeting, discussion around potential items will occur. The Executive Committee will review feedback and put together a budget for 2021 looking at 100%, 90% and 80% of the expected funds and present it to the board at the December meeting.

### **10.0 OTHER DISCUSSION ITEMS**

Hugh Futrell

Hugh suggested that DAO might consider working with the City and neighborhood groups to establish an advisory or oversight committee that can monitor the County's Hotel Azura project and communicate details to impacted groups. It is clear given the process that has occurred so far that public involvement and oversight are necessary.

Greg Parker shared that the St. Rose neighborhood would be eager to participate.

## **FY20 Annual Report - Downtown Action Organization**

Hugh suggested that chair can nominate someone to represent the DAO and report back to the Board. The potential for this type of involvement will be discussed at the next Board meeting.

Hugh shared that Council had a study session scheduled for the EIFD but it was moved due to the fires. Given that the DAO has already taken a strong position of support around the formation of an EIFD, it is critical that the DAO be involved and aware of the plans and strategy the City is using for formation. Cadance will reach out to Councilmember Rogers and Mayor Schwedhelm to express the DAO's eagerness to be involved, participate in the study session and be part of further discussion.

A brief discussion ensued about the disadvantages of there currently being no thoroughfare through the mall. Cadance shared that Simon stated they plan to reopen the B Street doors once the County has moved from purple to red.

### **11.0 OCTOBER BOARD MEETING AGENDA**

The October Board meeting will include discussions on the holidays, budget and proposed oversight committee for Hotel Azura. Tom requested that Cadance share details about which businesses are closed or closing. She will provide aggregate details, rather than name individual businesses.

### **12.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:20pm.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
October 21, 2020, 9am  
Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

### **MINUTES**

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Hugh Futrell, Michael Hyman, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Charles Evans, Sue Kade

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

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

Chair Natalie Balfour called the meeting to order at 9:02 am.

#### **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**

Motion to approve consent items, September 16, 2020 Board Meeting Minutes, as presented was unanimously passed. Joe Dietzen later noted that he was late, but was in attendance.

#### **5.0 FINANCIAL REPORT**

Tom Robertson reviewed the financial statements ending September 30 and shared that everything is slightly under budget heading into year end, though concern remains around the potential unknown impact of the pandemic on assessments being paid.

A discussion ensued about how the County was handling potential requests for property tax reductions from property owners and whether or not the DAO should be involved in that process.

Motion to approve the financial report as presented was unanimously passed.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance shared that the Annual Meeting has been scheduled for Wednesday, January 20 at noon. The meeting will be held virtually. Postcard invitations will be sent to property owners at the end of November. Business owners will receive notification via email.

Cadance shared that despite being short staffed, she continues to get positive feedback on the work of the StreetPlus team. An additional security guard should be starting next week, which will make the team fully staffed.

Open & Out officially ended on October 15. A public survey showed 85% of respondents wanted to see the streets remain closed. Response was split on 4th Street and the 600 block has reopened to vehicular traffic, while the 500 and 700 blocks will remain open for pedestrians only. Many retailers felt it was important for people to be able to drive by during

## **FY20 Annual Report - Downtown Action Organization**

the holidays and have more parking options. Restaurant owners would have liked to be able to keep expanded outdoor dining, as they all had to reduce with the streets reopening. There is no clear idea of when the County will be able to have any indoor dining again.

Cadance shared that she knew of three restaurants that had closed and two retailers, though at least one of those had been trying to sell their business in January, so it is not directly related to the pandemic. Three new restaurants have opened or are in the process of opening and one new retailer is coming in.

Raissa was able to figure out a way to get lights installed with City support and Cadance is working to identify a lighting company who can do the installation before the holidays.

The Asawa Fountain is moving forward and it looks likely that all funding has been secured. Hugh shared that a concrete donation from Farrow will create savings. All subcontractors are ready to begin work and as soon as some final engineering drawings can be drafted, it should be possible to begin moving forward.

Separately, Cadance is encouraging all business owners to report any and all crimes to SRPD as it helps them track crime trends and collecting that data is very important.

A discussion ensued about whether or not property crime has increased. Various property owners shared that it does not seem to have increased compared to years past. Doug suggested that the issues that come up are seen more as regular maintenance and not crimes.

### **7.0 DOWNTOWN HOLIDAY PLANS**

Cadance shared that the Executive Committee allocated \$10,000 for holiday decorations, which will cover the cost of banners, about 100 evergreen swags for businesses Downtown and additional decorations. This will come from the Beautification line item and not from the contingency and is in line with priorities set at the end of last year.

The Chamber is hosting their annual Winter Lights event from November 27 through January 1. There will be live buskers on the weekends, new art, photo opportunities and other fun components to create safe opportunities for shopping, dining and gathering, though there will be no singular event to invite people to. The City is working to bring their Handmade Holiday Craft Fair to Courthouse Square for the same timeframe.

Bernie suggested the Evergreen Swag be available at a pick-up point.

### **8.0 PRELIMINARY 2021 BUDGET DISCUSSION**

Board members can share ideas they would like considered for inclusion in the 2021 budget at today's meeting. The November meeting will serve as a priority setting, which will allow for further discussion on these items. The Executive Committee will work on a budget based on the priorities determined and present it at the December Board Meeting.

Ideas brought forward included:

- Replacing trees on 4th Street
- Consistent and expanded lighting throughout the District
- Powder Coating Light Poles - \$450 for small poles and \$1,300 for large ones
- Fortification of parklets to make them uniform and attractive
- Holiday Décor
- Wayfinding and Signage
- Large Format Signage for Courthouse Square / Downtown Santa Rosa

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- Digital Historic Tour of Downtown
- Events in the Square

Cadance will work on logistics of the priority setting meeting and also share the list that was considered at the priority setting for 2020.

### **9.0 NEXT STEPS AROUND HOTEL AZURA PROJECT**

Hugh shared that the Executive Committee met with the St. Rose neighborhood and would like to reach out to the City around the idea of creating an oversight group for the Hotel Azura project. The group, which would be connected to the City and recognized by the County, could provide influence and share suggestions as the project unfolds.

Peter provided additional context over the current status of the project.

There was support around the Executive Committee moving the concept forward with the City and no opposition or objections were raised.

### **10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 10:05 am.

## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
November 9, 2020, 12pm  
Zoom Meeting ID: 806 654 7370, Passcode: Downtown  
Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399**

Executive Committee Present: Natalie Balfour, Sonu Chandi, Hugh Futrell, Tom Robertson

Staff Present: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order 12:03.

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

There were no public comments at this time.

#### **1.0 CONFLICTS OF INTEREST OR ABSTENTIONS**

There were no conflicts of interest or abstentions.

#### **4.0 CONSENT ITEMS**

**4.1** Motion to approve consent item, October 14, 2020 Executive Committee Meeting Minutes, as presented was unanimously passed.

**4.2** Motion to approve consent item, 2019 Draft 990, as presented was unanimously passed.

**4.3** Motion to approve consent item, 2019 Draft Financial Statement, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

The committee reviewed DAO financial statements ending October 30 and financial projections, which contained nothing of note.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided updates on ongoing items. The StreetPlus Team, which is now fully staffed, includes two evening security personnel. The team continues to receive positive feedback from business owners.

Evergreen swags were ordered for businesses and delivery will be coordinated the week of Thanksgiving. The Engine Is Red designed some great holiday banners and installation is being coordinated, however there have been a lot of delays in getting the relevant information from the City. Hopefully, these can be installed before the holidays. Winter Lights is also moving forward with music, art and other festive installations for families. The event has received a lot of support from the larger business community.

The lighting project is scheduled to begin installation on November 16. Redwood trees along 4th Street will have their trunks wrapped with lights.

On January 1, the Parking District is seeking to roll back the changes they made when the pandemic hit, which include free weekend parking and free parking after 5pm in City garages. Business owners are unhappy with the proposed roll back and the DAO board will need to decide if they'll take a position on it.

## **FY20 Annual Report - Downtown Action Organization**

A brief update was provided on the Asawa Fountain. HFC is currently waiting on the agreement with the City and some additional work needed by Carlile Macy. Because work is not permitted during the holidays, it likely will not start before early 2021.

Regarding the Hotel Azura, the City is willing to discuss next steps with a potential oversight committee, but wants to make sure they have a full understanding of the expectations.

Discussion ensued and it was determined that presence at the Board of Supervisors meeting where Hotel Azura was being discussed, would not be worthwhile. Continued work on an oversight will be an important effort. The Chair will select a representative from the DAO who is familiar with the County and similar processes to engage with the City around this issue.

### **7.0 PRELIMINARY 2021 BUDGET DISCUSSION**

Cadance shared a list of the items previously brought forward for potential inclusion in the 2021 budget and priorities of the DAO. The Board will dot vote on the items at next week's meeting. Each member will have one minute at the beginning of the item to share any feedback or comments they think should be considered. After the Board provides their feedback, the Executive Committee will present a budget.

Cadance shared that the 2020 priorities that were accomplished, or are in the process of being accomplished, included holiday decorations, new lighting, expanded security and refurbished planters.

A discussion ensued about the importance of setting priorities, even if outside funding was required to accomplish them.

Hugh added additional district wide planting to the list.

Cadance will send the list to the board for any last-minute additions and then will circulate the final list with the agenda.

### **8.0 BOARD ATTENDANCE POLICY**

A discussion ensued about the potential of adjusting the board bylaws to allow for three absences rather than four. It was determined that there needed to be more regular oversight with board members who are missing meetings, rather than an adjustment to the bylaws.

### **9.0 2021 BOARD RECRUITMENT**

The committee talked through the process for filling seats on the 2021 Board. Due to an error, all board members that were elected last year, were elected to a one-year term instead of a three-year term. This will be corrected by having half those elected in 2021 serve a two-year term and half serve a three year term.

The process will start with Cadance soliciting nominations from property and business owners. Any current board members whose term is up, will need to be nominated again. All nominations will be due by December 31.

During the first week of January, the Nominating Committee will meet to review nominations and select a slate of ten board members (five with a two year term, five with a three year term).

At the annual meeting on January 20, board members will vote on the slate recommended by the nominating committee. If other names are brought forward for consideration, voting will be by majority on individual members, rather than full slate.

## **FY20 Annual Report - Downtown Action Organization**

If any board members wish to be considered for the Executive Committee, they can submit their names to Cadance after the Annual Meeting.

Members of the board will vote for the Executive Committee at the February board meeting.

A short discussion ensued about the makeup of the Nominating Committee, which will be determined by the Chair.

The chair will reach out to all board members with a term ending to share the process for nomination.

### **10.0 COUNTY CENTER LOCATION**

Tom provided background information on County's decision not to move the County Center to Downtown. Although no agenda has been posted, this topic might be discussed at the November 17 Board of Supervisors meeting. Tom will attend and will share details of it at the next Board meeting to determine if the DAO wishes to take a formal position on whether the County Center should be moved Downtown.

### **11.0 NOVEMBER BOARD MEETING AGENDA**

Items to be covered at the next board meeting include the Hotel Azura Project, whether action should be taken on parking changes, the board recruitment process, budget discussions and an update on the County Center if available.

Hugh suggested it was also critical to follow up on the EIFD issue as well as make sure meetings are scheduled with incoming new council members.

### **12.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:45pm.



## **FY20 Annual Report - Downtown Action Organization**

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Board Meeting  
November 18, 9am  
Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

### **MINUTES**

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Raissa de la Rosa, Charles Evans, Hugh Futrell, Michael Hyman, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Andrea Ballus, Joe Dietzen, Sue Kade, Rick Mossi, Sara Woodfield

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

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

Chair Natalie Balfour called the meeting to order at 9:03 am.

#### **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**

Motion to approve consent items, October 21, 2020 Board Meeting Minutes, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

Tom Robertson reviewed the financial statements ending October 31 and shared that everything is slightly under budget heading into year end, though concern remains around the potential unknown impact of the pandemic on assessments being paid.

Motion to approve the financial report as presented was unanimously passed.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided the following updates:

The StreetPlus team is fully staffed and security staff members are working full hours through end of the year.

Holiday planning is moving forward. Evergreen swags, along with window decorations, will be distributed early next week to all those who requested them. Some empty storefronts are being painted with festive scenes and the Engine is Red has designed new banners that feature Downtown landmarks and buildings, which will be installed the week of Thanksgiving. Winter Lights is moving forward with festive, family fun in the Downtown area. New lighting, wrapped around the redwood trunks, is in the process of being installed.

Steve Rabinowitsh has put together a proposal for City Council around investing in and improving the Price Memorial Greenway. Unless there is opposition, a letter of support for the project will be sent on behalf of the DAO to City Council. There was no opposition.

## **FY20 Annual Report - Downtown Action Organization**

There have been some minor delays with the Asawa Fountain, but hopefully work will begin early next year.

Current feedback from Downtown businesses is that many owners are experiencing a lot of anxiety and concern around the uncertainties that COVID has created. Some are considering closing for the winter to try and survive until outdoor dining is more feasible. Raissa shared that restaurants in Healdsburg, Sonoma and Petaluma are also closing until spring to try and ultimately stay in business.

### **7.0 ACTION ON PARKING CHANGES**

Despite the Parking District having lost at least 1.5 million from their budget this year, they are proposing that the following parking changes remain in place until Sonoma County is placed in the yellow zone:

- Parking meter rates in the Value Zone reduced to \$0.75/hour
- Free parking at all five garages, Monday – Friday from 5 PM to 6 AM
- Free parking at all five garages on Saturday and Sunday
- First hour of parking free at the 1<sup>st</sup> Street and 7<sup>th</sup> Street garages
- One free metered parking session using the Passport mobile payment application
- Waiver of meter reservation fees for temporary parklets, outdoor seating and retail to expand business footprint to meet physical distancing requirements related to COVID-19 health order

The only difference between these proposed changes and the changes that went into effect on July 1, is that only two of the five garages will now offer the first hour free, which is a return to how the garages normally operated.

Discussion ensued about the appropriate timing of making changes and the importance of keeping the first hour free in garages. Some board members felt it was important to have a strong partnership with the Parking District and show a willingness to work together. Some felt that given the situation of many Downtown business owners, it was critical to keep everything as is and provide as many incentives for community members to come Downtown as possible. All agreed further promotion of any parking plans was critical.

It was suggested that the Parking District consider returning to normal fees for value street parking, but keep the first hour free in garages, which will help drive the community toward more regular use of the garage spaces.

Julie Montgomery, owner of Kindred Fair Trade, said that she felt the Parking District was putting forth a generous proposal and that free weekends were the most important for retailers like her.

A motion was put forward that the DAO urge the Parking District and City council to keep the garage parking policies in place, but return the cost of the value meters. Raissa de la Rosa opposed the motion. All others present approved and the motion was passed.

Cadance will speak with Kim Nadeau directly about this option and will follow up with council to express the DAO's opinion and support.

### **8.0 BOARD RECRUITMENT AND NOMINATIONS**

Cadance explained the process for Board Recruitment for 2021. Last year, five board members whose one-year terms ended, signed on for an additional one-year term. There are

## **FY20 Annual Report - Downtown Action Organization**

also five board members with two-year terms ending this year, so there are ten open board seats, which will be filled with members serving either two-year or three-year terms. The board will still be made up of two-thirds property owners and one-third business owners

A letter went out to property owners on Saturday and an email will go out to business owners in the next week asking for board nominations. Natalie will be touching base with all the current board members about their interest in serving an additional term. Any board members who do want to serve again, will need to be nominated again. Nominations are due by December 31 to Cadance via email.

The nominating Committee will meet to review nominations and select a slate of ten board members: five at a two-year term, five at a three-year term.

At the annual meeting, current board members will vote on the slate recommended by the nominating committee. If other names are brought forward for consideration, voting will be by majority on individual members, rather than the full slate. At that point, the new board will be in place.

After the annual meeting any Board members who are interested, may submit their name for consideration for Executive Committee position. At the February Board meeting, board members will vote on members of Executive Committee

### **9.0 2021 PRIORITY SETTING**

Cadance explained that the priority setting would follow the same process as last year, with the goal of the exercise to help guide the Executive Committee in determining how the discretionary budget will be spent in 2021 but also how staff time should be spent. Some items on this list might not be able to be funded from the budget, but outside funding could be sought. Updates about the priorities will be shared in all board meetings moving forward.

Cadance explained each of the items on the priority list, which was based on board member suggestions. All board members will be able to cast six votes for the items they think should be the priorities for 2021. Cadance will follow up with any board members not present to collect their votes. The considered priorities were:

#### **Improvements / Beautification**

- Additional District Wide Planting
- Expanded Lighting
- Public-facing Murals
- Powder Coating Light Poles
- Replacing Trees on 4th Street
- Wayfinding / Signage

#### **Business Support**

- Additional Parklet Fortification
- Assistance for Businesses Providing Parking Validation
- Assistance for Businesses to Install New Awnings
- Increased Action around Homeless Issues
- Installation of Security Cameras
- New Business Development

#### **Marketing / Events**

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Additional Holiday Décor  
Digital Historic Tour of Courthouse Square  
Installation of Seasonal Ice Rink  
Large Format Signage for Courthouse Square  
Local Advertisements  
Marketing/PR Campaign  
Photography and Branding of District  
Programming and Downtown Events (Ongoing)  
Publicization of Parking Program

Board members shared their perspectives and placed their votes.

### **10.0 UPDATE ON COUNTY CENTER**

Tom Robertson shared that there had been no discussion at the County level on the new location of the County Center, and that though this decision is years in the future, the DAO should begin to get involved as it would be a huge boon to Downtown.

Discussion ensued about the City and County plans for development Downtown and the need for the DAO to be aware of any potential plans and have a voice in the discussion.

### **11.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 10:30am.

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**DOWNTOWN ACTION ORGANIZATION (DAO)  
Executive Committee Meeting  
December 9, 2020, 12pm  
Zoom Meeting ID: 806 654 737, Passcode: Downtown  
Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399**

Executive Committee Present: Natalie Balfour, Sonu Chandi, Hugh Futrell, Tom Robertson

Staff Present: Cadance Hinkle Allinson, Peter Rumble

### **MINUTES**

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

Chair Natalie Balfour called the meeting to order 12:03.

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

There were no public comments at this time.

#### **2.0 CONFLICTS OF INTEREST OR ABSTENTIONS**

There were no conflicts of interest or abstentions.

#### **4.0 CONSENT ITEMS**

**4.1** Motion to approve consent item, November 9, 2020 Executive Committee Meeting Minutes, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

The committee reviewed DAO financial statements ending November 30 and financial projections. Clarification was provided around the cash flow for year end and methods of reporting.

#### **6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided a brief update on Winter Lights and holiday activities Downtown. The Engine is Red created and donated the banners that were used, so only \$6,000 of the allocated \$10,000 for the holidays was spent. Banner installation will have to be allocated for annually moving forward.

The lighting project was successfully completed and has gotten positive feedback along 4th Street.

StreetPlus is currently short one staff member. Their biggest challenges remain management of the homeless population. Danielle is speaking to Catholic Charities weekly and coordinating as many site visits as possible.

It has been a very frustrating and anxious time for business owners as the state rolled out its new restrictions. Customers are operating as if a shelter in place order is in place and business has slowed. There is a lot of concern over how the coming weeks will affect the ability for businesses to continue operating. The 500 Block is meeting on December 10 to discuss what they would like to see moving forward.

Nearly all the board members shared their priorities for the year. The top four were:

1. Expanded Lighting (16.5 points)
2. Powder Coating Light Poles (15 points)

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3. Replacing Trees on 4th (13 points)
4. Installation of Seasonal Ice rink (10.5 points)

Cadance shared that she will provide priority updates at all board meetings starting in 2021.

Tom shared that he would like to see a Christmas Market, Ice Rink and Window Decoration contest take place in the future.

Sonu shared that he would also like to see an Ice Rink and reiterated that business owners are very nervous right now. Nothing can be done about COVID or the orders and regulations, but it would be wise for the DAO to focus on tasks within their control, such as lighting and tackling the ongoing homeless issues.

Member of the public, Stevan Stankovich from Santa Rosa Plaza, shared that he appreciated the new lights and would love to see an ice rink in the future.

### **7.0 2021 BOARD RECRUITMENT AND NOMINATIONS**

Natalie shared that she had reached out to all ten board members who are scheduled to term off to let them know they could nominate themselves to serve another term. Seven have said they would like to serve again, one has said they are not interested.

Cadance shared that there are five new nominees so far and there will likely be three to five additional before December 31. She estimates that there will be fifteen to twenty total nominees to fill the ten open seats.

Discussion ensued about the nomination process.

Tom suggested that it would be easy to amend the bylaws to increase the board to 18 members.

### **8.0 2021 BUDGET REVIEW AND DISCUSSION**

Cadance shared that the budget cannot be finalized until the assessment amount is finalized, which she expects will happen in the next week or two. It is projected that the 2020 budget will end about \$19,000 under budget due to StreetPlus numbers coming in lower than anticipated.

Moving forward the Plants/CHS Upgrades line item will be renamed to Annual Priorities, which will help clarify the budget and remove any confusion around the expenses incurred.

The board discussed the contingency line item and agreed to continue to have the contingency line item in the budget moving forward. Contingency funds from 2020 will move into the general fund.

The assessment shortfall will be adjusted in the budget.

The board reviewed several options for the StreetPlus budget including small salary increases and potential adjustment to hours. Currently, StreetPlus has staff working 192 hours per week, which is the equivalent of four full time and one part time staff members. These hours are in place through year end. The original contract is for 182 hours per week, which is the equivalent of three full time and two part time staff members. These two options, along with the option of increasing to 200 hour per week, which allows for all staff to be full time, were reviewed.

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Cadance shared that StreetPlus management feels not having full time positions has been one of the reasons staffing has been a challenge.

Sonu asked how many hours on average StreetPlus worked per week. Cadance shared they averaged 724 hours per month or about 180 hours per week over the past year. Some months were as high as 954 and others as low as 615 due to staffing.

Hugh shared that as the DAO works to get Downtown reactivated, this remained the most important line item in the DAO budget. He suggested that subject to final assessment revenue, the DAO should consider trying to fill as many full-time positions as possible.

Executive Committee members felt that there was enough information to decide once the assessment had been received and did not want to review other options.

### **9.0 DECEMBER BOARD MEETING AGENDA**

Cadance shared that Nancy Rogers from the City has been asked by Council to present to the DAO about the potential of Shared Mobility Devices in Downtown Santa Rosa. It was requested she limit her presentation to five minutes and provide the board with a report ahead of time so that they can spend most of the allocated time asking questions.

Hugh asked that both Raissa and whichever Councilmember is chairing the committee dedicated to the EIFD be brought in to speak with the Executive Committee. Cadance will confirm and schedule a separate meeting for the group with the Executive Committee.

Tom spoke about discussing the County Center relocation at some point in the future.

### **10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:28pm.

## **FY20 Annual Report - Downtown Action Organization**

### **DOWNTOWN ACTION ORGANIZATION (DAO)**

#### **Board Meeting**

**December 16, 9am**

**Zoom Meeting ID: 806 654 7370, Passcode: Downtown**

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

### **MINUTES**

Present: Natalie Balfour, Andrea Ballus, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Zach Berkowitz

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

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

Chair Natalie Balfour called the meeting to order at 9:03 am.

#### **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**

Motion to approve consent items, November 18, 2020 Board Meeting Minutes, as presented was unanimously passed.

#### **5.0 FINANCIAL REPORT**

Tom Robertson reviewed the financial statements ending November 30 and shared that there is \$60,000 in the account heading into 2021. Concern remains around the potential unknown impact of the pandemic on assessments, and the budget process is delayed as a result.

Motion to approve the financial report, as presented was unanimously passed.

#### **6.0 SHARED MOBILITY DEVICES**

This item was not presented.

#### **7.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided a report on StreetPlus, holiday activities, business updates and future plans for the District.

StreetPlus is currently short one staff member. Their biggest challenges remain management of the homeless population. Danielle is speaking to Catholic Charities weekly and coordinating as many site visits as possible.

Winter Lights has been going well. It was created with social distancing in mind, so it is all still functional and providing the community with a safe, festive, outdoor experience.



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All businesses were offered evergreen swags and window decals and many took advantage of them. The banners designed and donated by Engine is Red were installed and have received great feedback.

The lighting project was successfully completed and the redwoods on 4th now have their trunks wrapped in lights.

It has been a very frustrating and anxious time for business owners, especially restaurants that are only able to offer takeout. There is incredible concern over how the coming weeks will affect the ability for businesses to continue operating.

Made Local Marketplace is leaving Downtown and moving to Montgomery Village. The Store Next Store opened next to ER Sawyer and a new Latin themed restaurant is opening in Stout Brothers.

A meeting was held with business owners on the 500 block last week and those who attended unanimously want it to remain closed to vehicular traffic. Follow up will be done to discuss with other business owners unable to attend. There will be similar meetings for the other two blocks on 4th Street in the new year. Business owners will be encouraged to discuss the options with each other so that everyone understands how these types of decisions will impact the surrounding businesses. Discussions will also focus on creative ideas to further activate the space.

Doug shared his support for closing the roads again in the spring and summer and hoped that plans could be made ahead of time to make it happen.

Bernie shared that he would like the streets to be reopened and that outdoor dining can coexist with through traffic that could help retailers. He asked about the potential of one-way traffic on the 500 block. Cadance shared that she has reached out to the City and will let him know if they are able to facilitate.

Sonu asked questions around when outdoor dining might reopen and a brief discussion occurred around the data and metrics that go into the decision making process for the County and State.

### **8.0 ANNUAL PRIORITIES**

The priorities selected by DAO Board members are as follows. These items are not guaranteed funding, but all will receive time and research into the feasibility, which could include securing outside funding or dedicated District funds. These items will be reported out on at every board meeting moving forward.

5. Expanded Lighting (16.5 points)
6. Powder Coating Light Poles (15 points)
7. Replacing Trees on 4th (13 points)
8. Installation of Seasonal Ice rink (10.5 points)

### **9.0 BOARD RECRUITMENT AND NOMINATIONS**

Cadance explained that the nomination period is open until December 31 and she is speaking directly with any new nominees to explain the process, the expectations of board members and answer any questions. All new nominees are providing a bio and a few sentences about why they would like to join the board.

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The nominating committee will meet review all the applicants in early January and the slate they recommend will be voted on at the annual meeting. Any new board members will then step into their roles.

There are ten open seats. Five will be filled by those serving a two-year term and five will be filled by those serving a three-year term. There are currently 17 people nominated.

Natalie explained that no one was guaranteed a seat, even those who currently serve on the board. It is important that board members are active and engaged in the District and that the effectiveness of the board depends on having new members.

### **10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 9:29am.