



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting
October 21, 2020
9am – 10am

Virtual Meeting
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

AGENDA

- | | | |
|-------------|---|-------------------------|
| 1.0 | CALL TO ORDER | Natalie Balfour |
| 2.0 | PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)
Comments from the public will be allowed on all agenda items at the time each item is called. | |
| 3.0 | CONFLICTS OF INTEREST OR ABSTENTIONS | Natalie Balfour |
| 4.0 | CONSENT ITEMS
4.1 September 16, 2020 Meeting Minutes | Natalie Balfour |
| 5.0 | FINANCIAL REPORT
Board will review DAO financial statements ending September 30 and financial projections. | Tom Robertson |
| 6.0 | EXECUTIVE DIRECTOR REPORT
Update on StreetPlus, Open & Out program and beautification efforts. | Cadance Hinkle Allinson |
| 7.0 | DOWNTOWN HOLIDAY PLANS
Overview of plans for Metro Chamber's Winter Lights event and Downtown decorations | Cadance Hinkle Allinson |
| 8.0 | PRELIMINARY 2021 BUDGET DISCUSSION
Board members can share ideas for later discussion around potential inclusion in 2021 Budget. | All |
| 9.0 | NEXT STEPS AROUND HOTEL AZURA PROJECT
Discuss ways for DAO to continue engaging with County around Hotel Azura project. | Hugh Futrell |
| 10.0 | ADJOURNMENT | Natalie Balfour |

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Board Meeting

September 16, 2020

9am – 10am

Virtual Meeting

Zoom Meeting ID: 806 654 7370, Password: Downtown

Phone: 669-900-9128

MINUTES

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

Absent: Andrea Ballus, Zach Berkowitz, Joe Dietzen, 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.

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

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.

Downtown Action Organization Incorporated

Balance Sheet

As of September 30, 2020

	<u>Sep 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Poppy DAO Revenue	99,651.70
1001000 · Poppy District Funds Savings	216,049.46
1010000 · Poppy District Funds Operating	<u>3,023.42</u>
Total 1000000 · DAO OPERATING FUNDS	<u>318,724.58</u>
Total Checking/Savings	318,724.58
Other Current Assets	
1100000 · District Revenue Receivables	<u>344,324.40</u>
Total Other Current Assets	<u>344,324.40</u>
Total Current Assets	<u>663,048.98</u>
TOTAL ASSETS	<u>663,048.98</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	<u>31,377.91</u>
Total Accounts Payable	31,377.91
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	<u>132,421.65</u>
Total Other Current Liabilities	<u>132,421.65</u>
Total Current Liabilities	<u>163,799.56</u>
Total Liabilities	163,799.56
Equity	
32000 · Unrestricted Net Assets	400,436.41
Net Income	<u>98,813.01</u>
Total Equity	<u>499,249.42</u>
TOTAL LIABILITIES & EQUITY	<u>663,048.98</u>

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

September 2020

Accrual Basis

	Sep 20	Budget	\$ Over Budget	% of Budget	Jan - Sep 20	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 - District Assessments	44,140.55	44,140.55	0.00	100.0%	397,264.95	397,264.95	0.00	100.0%	529,686.60
4100002 - Interest Income	466.36	83.33	383.03	559.7%	1,273.22	750.01	523.21	169.8%	1,000.00
4200000 - DAO Activities									
4200001 - Project Funding	51,500.00				51,500.00				
Total 4200000 - DAO Activities	51,500.00				51,500.00				
Total Income	96,106.91	44,223.88	51,883.03	217.3%	450,038.17	398,014.96	52,023.21	113.1%	530,686.60
Expense									
5100000 - PRIMARY DISTRICT SERVICES									
5100001 - Street Plus Contract	18,893.38	26,683.33	-7,789.95	70.8%	206,759.30	240,150.01	-33,390.71	86.1%	320,200.00
Total 5100000 - PRIMARY DISTRICT SERVICES	18,893.38	26,683.33	-7,789.95	70.8%	206,759.30	240,150.01	-33,390.71	86.1%	320,200.00
5200000 - DISTRICT IMPROVEMENTS									
5200001 - Plants/Benches	0.00	4,166.67	-4,166.67	0.0%	31,894.48	37,499.99	-5,605.51	85.1%	50,000.00
5200003 - Website/Social Media	318.95	125.00	193.95	255.2%	494.43	1,125.00	-630.57	43.9%	1,500.00
5200004 - Fountain Expenses	0.00				2,596.50				
Total 5200000 - DISTRICT IMPROVEMENTS	318.95	4,291.67	-3,972.72	7.4%	34,985.41	38,624.99	-3,639.58	90.6%	51,500.00
5400000 - DISTRICT MANAGEMENT									
5400001 - SR Metro Chamber Contract	12,083.33	12,083.33	0.00	100.0%	108,749.97	108,750.01	-0.04	100.0%	145,000.00
5400003 - Insurance/Taxes	0.00	0.00	0.00	0.0%	0.00	5,000.00	-5,000.00	0.0%	10,000.00
5400004 - Misc Direct Expenses	82.25	200.00	-117.75	41.1%	730.48	1,800.00	-1,069.52	40.6%	2,400.00
Total 5400000 - DISTRICT MANAGEMENT	12,165.58	12,283.33	-117.75	99.0%	109,480.45	115,550.01	-6,069.56	94.7%	157,400.00
5500000 - CONTINGENCY									
5500001 - Contingency - Misc Expense	0.00	2,648.43	-2,648.43	0.0%	0.00	23,835.91	-23,835.91	0.0%	31,781.20
Total 5500000 - CONTINGENCY	0.00	2,648.43	-2,648.43	0.0%	0.00	23,835.91	-23,835.91	0.0%	31,781.20
Total Expense	31,377.91	45,906.76	-14,528.85	68.4%	351,225.16	418,160.92	-66,935.76	84.0%	560,881.20
Net Ordinary Income	64,729.00	-1,682.88	66,411.88	-3,846.3%	98,813.01	-20,145.96	118,958.97	-490.5%	-30,194.60
Net Income	64,729.00	-1,682.88	66,411.88	-3,846.3%	98,813.01	-20,145.96	118,958.97	-490.5%	-30,194.60

2020 DAO Budget and Cash Flow Projection															
Budget	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Budget		
District Assessments - Whole	\$0	\$333,787	\$0	\$0	\$0	\$174,779	\$0	\$10,583	\$0	\$0	\$0	\$0	\$519,149		
Interest Income	\$0	\$0	\$288	\$519	\$0	\$0	\$0	\$0	\$466	\$0	\$0	\$0	\$1,000		
Sub Total	\$0	\$333,787	\$288	\$519	\$0	\$174,779	\$0	\$10,583	\$466	\$0	\$0	\$0	\$520,149		
Starting Cash	\$53,004	\$350,161	\$307,332	\$257,874	\$219,226	\$356,987	\$323,622	\$288,062	\$241,969	\$210,592	\$161,749	\$106,355			
														YE Projection	\$ From Budget
StreetPlus Contract	\$24,536	\$22,132	\$24,411	\$25,381	\$24,905	\$21,227	\$23,934	\$21,341	\$18,893	\$26,435	\$26,435	\$26,435	\$320,200	\$286,065	\$34,135
Santa Rosa Metro	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$145,000	\$144,996	\$4
Insurance/Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,550	\$5,000	\$10,000	\$11,550	-\$1,550
Plants/CHS Upgrades	\$0	\$8,635	\$13,188	\$0	\$0	\$0	\$10,071	\$0	\$0	\$10,000	\$10,000	\$10,000	\$50,000	\$61,894	-\$11,894
Website/Marketing	\$0	\$0	\$0	\$40	\$15	\$40	\$40	\$40	\$319	\$125	\$125	\$125	\$1,500	\$869	\$631
Misc. Direct Expense	\$11	\$267	\$295	\$15	\$15	\$15	\$15	\$15	\$82	\$200	\$200	\$200	\$2,400	\$1,330	\$1,070
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,781	\$31,781	\$0
Sub Total	\$36,630	\$43,118	\$49,977	\$37,519	\$37,019	\$33,365	\$46,143	\$33,479	\$31,378	\$48,843	\$55,393	\$53,843	\$560,881	\$506,706	\$54,175
Account Balance	\$16,374	\$307,044	\$257,355	\$220,355	\$182,207	\$323,622	\$277,478	\$241,503	\$210,592	\$161,749	\$106,355	\$52,512			