



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting
March 17, 2021
9am

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

A G E N D A

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|------------|--|--|
| 1.0 | CALL TO ORDER | Natalie Balfour |
| 2.0 | PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)
Comments from the public will be allowed on all agenda items at the time each item is called. | |
| 3.0 | CONFLICTS OF INTEREST OR ABSTENTIONS | Natalie Balfour |
| 4.0 | CONSENT ITEMS
4.1 February 17, Board Meeting Minutes | Natalie Balfour |
| 5.0 | SHARED MOBILITY DEVICES
Presentation from City Staff on two pilot projects for Shared Mobility Devices | Nancy Adams |
| 6.0 | FINANCIAL REPORT APPROVAL
Board will review and financial projections and statements ending February 28 | Joe Dietzen |
| 7.0 | EXECUTIVE DIRECTOR REPORT
Update provided on Downtown priorities, activities and projects | Cadance Hinkle Allinson |
| 8.0 | COMMITTEE UPDATES
8.1 Ad Hoc on County Center and EIFD
8.2 Community Engagement
8.3 Ad Hoc Business Development
8.4 Design & Improvement
8.5 Parking | Hugh Futrell
Sonu Chandi
Doug Van Dyke
Cadance Hinkle Allinson
Cadance Hinkle Allinson |
| 9.0 | ADJOURNMENT | Natalie Balfour |

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Board Meeting
February 17, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399

Present: Leeanna Ausiello, Natalie Balfour, Pauline Block, Sonu Chandi, Charles Evans, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Steven Stankovich, Peter Stanley, Doug Van Dyke

Absent: Zach Berkowitz, Raissa de la Rosa, Joe Dietzen

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

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

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, January 20, 2021 Annual Meeting Minutes, with inclusion of nominee names, was unanimously passed.

5.0 FINANCIAL REPORT APPROVAL

Tom Robertson shared that there was nothing of note in the financial statements ending January 31.

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

6.0 VOTE: 2021 EXECUTIVE COMMITTEE

Cadance shared that Natalie Balfour and Hugh Futrell both expressed a willingness to stay on in their current roles as Chair and Vice Chair. Doug Van Dyke has expressed an interest in serving as Secretary and Joe Dietzen in serving as Treasurer. Nominations from the floor are allowed.

Tom Robertson made a motion to elect Natalie Balfour (Chair), Hugh Futrell (Vice Chair), Doug Van Dyke (Secretary) and Joe Dietzen (Treasurer) to the board for the 2021 year. Peter Stanley seconded the motion and it was unanimously passed.

7.0 BOARD MEMBER REQUIREMENTS AND EXPECTATIONS

Cadance shared the following board member requirements and expectations.

Board members are expected to attend monthly board meetings, and review and familiarize themselves with the agenda packet ahead of each meeting.

If unable to attend, members must notify either Executive Director or Board Chair prior to the meeting. If a meeting is missed, it is the responsibility of the board member to review the

minutes and familiarize themselves with discussions and decisions that took place. Draft minutes can be requested from the Executive Director after each meeting.

Members must abstain from voting on minutes from any meetings they were unable to attend.

Attendance is taken at every meeting and the Board may declare vacant the seat of any board member who fails attend four meetings during any calendar year.

Board members are expected to join and participate on one of the DAO's subcommittees or ad hoc committees.

Members are also expected to represent the DAO at Community and City meetings, as needed and as members are available to do so.

8.0 EXECUTIVE DIRECTOR REPORT

Cadance provided updates on the following:

The Annual Report has been completed and is available online. The Statement of Activities will be mailed out to property owners by the end of the month.

The District is again partnering with Bayside Church who are putting together a downtown egg hunt that is meant to bring families Downtown safely for spring time fun. There are about 30 businesses participating, mostly Downtown with a few in Santa Rosa Plaza and Railroad Square.

The Santa Rosa Public Art Program has shared a call for artists for the 5th Street Garage and they are looking for a DAO representative to serve on the selection panel. Cadance will provide Call for Artists for anyone interested.

Cadance is working with the Museum to try and fill some of the vacant storefronts with either large scale historic photographs or artwork.

Cadance has been meeting regularly with Danielle to try and make sure some of the maintenance issues are resolved. StreetPlus have been working on weeding and getting the pressure washer functioning. They have had a lot of trouble with the homeless population recently, and SRPD has been a huge help. Cadance reminded everyone to contact Danielle directly with any maintenance requests.

The following updates were provided on 2021 priorities:

Light poles, additional lighting and pruning/replacing trees on 4th will be discussed at the Design & Improvement Committee's meeting on Friday, February 19.

Cadance is still looking into the potential costs of the Ice Rink and it will likely take a while to get the details. The Community Engagement committee will discuss options, including potentially bringing in a fake ice rink.

Cadance, Raissa and Peter met to discuss the BIA. Work is currently being done on a staff level to assess other potential funding options that could help meet the need as well as the feasibility of starting a BIA.

Cadance met with Jason and Raissa last week to talk about Baseline Services and is meeting with the Parks crew next week to talk more specifically about the baseline services and the regularity with which they can happen, once they are fully staffed. The goal is to meet regularly to address maintenance and some of the more challenging service issues and projects.

City staff will be coming through to remove all the lighting on the smaller trees, unless business owners specifically request for it to remain. Already notified business owners via our newsletter and trying to give them as much advance notice as possible. Most of the lights are completely broken and do not function.

Cadance is working on getting some of the old, dilapidated newspaper boxes removed.

The City is going to reseed the grass on Courthouse Square and is hoping that can become an annual project.

9.0 COMMITTEE UPDATES

9.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that the committee, comprised of Charles Evans, Tom Robertson and Peter Stanley has had a few meetings so far with the main focus on the County Civic Center. Their objective is to narrow in on some preferred alternatives for feasible locations and be able to make a defensible case and honest analysis, bearing in mind the studies already conducted by the county. They will be talking with City officials and the County to share their work and present the alternatives to them.

Hugh reminded everyone about the function of an EIFD and the potential it has for Downtown. He let everyone know Raissa is working on this as a staff level and that the Ad Hoc committee has this in their purview as well, though are currently focusing on the timelier issue of the Civic Center.

9.2 Community Engagement

Sonu Chandi shared that the Community Engagement Committee has been formed and the first meeting is set for February 24 at 3:30. Matt Vella is serving as co-chair. Leeanna Ausiello, Caitlin Kurasek and Stevan Stankovich are joining from the board and there are six non board members joining to get good representation from businesses Downtown. The goal is to create summer and winter programming and create community engagement between the business community and the customer coming Downtown.

Chandi Hospitality is conducting a fundraiser and is committing \$15,000 to get the effort started.

Pauline asked about working with Wednesday Night Market.

Natalie thanked Sonu and his partners for generosity.

9.3 Business Development

Doug Van Dyke shared that there have been initial discussions on the open storefronts and how more businesses can be brought Downtown. Pauline Block, Chris Denny, Ken LaFranchi and Michelle Zyromski will be joining Doug on the ad hoc committee. They will meet on February 25 at 11am.

9.4 Design & Improvement

The next meeting is on February 19 at 11am to talk through 2021 priorities as well as wayfinding and the benches in Courthouse Square.

9.5 Parking

Cadance is going to set up a meeting with Kim Nadeau and will look to set a meeting with the committee in the next few months.

10.0 BYLAW UPDATE DISCUSSION

Chair Natalie Balfour shared that it is time to review the Bylaws. Cadance will email a copy to everyone after the meeting. She requested that everyone review the bylaws and submit any suggested changes by March 4. The Executive Committee will review at their next meeting and bring the suggested edits back to the board for their meeting in March.

Tom asked if this was for the nominating process. Natalie clarified it was for the full bylaws. Hugh reminded everyone that though the nominating process had been formally adopted, it had not yet been incorporated into the bylaws and would likely be part of this discussion. Cadance will also share the adopted nominating process.

11.0 ADJOURNMENT

The Chair adjourned the meeting at 9:50am.

Downtown Action Organization Incorporated

Balance Sheet

As of February 28, 2021

	Feb 28, 21
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Poppy Earmarked Project Cash	129,922.70
1001000 · Poppy District Funds Savings	374,504.12
1010000 · Poppy District Funds Operating	3,142.07
Total 1000000 · DAO OPERATING FUNDS	507,568.89
Total Checking/Savings	507,568.89
Other Current Assets	
1100000 · District Revenue Receivables	533,025.00
Total Other Current Assets	533,025.00
Total Current Assets	1,040,593.89
TOTAL ASSETS	1,040,593.89
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	61,705.34
Total Accounts Payable	61,705.34
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	444,187.50
2320000 · YE Liabilities	1,200.00
Total Other Current Liabilities	445,387.50
Total Current Liabilities	507,092.84
Total Liabilities	507,092.84
Equity	
32000 · Unrestricted Net Assets	520,134.63
Net Income	13,366.42
Total Equity	533,501.05
TOTAL LIABILITIES & EQUITY	1,040,593.89

12:53 PM

03/03/21

Accrual Basis

Downtown Action Organization Incorporated
Profit & Loss Budget Performance
February 2021

	Feb 21	Budget	\$ Over Budget	% of Budget	Jan - Feb 21	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 · District Assessments	44,418.75	44,418.75	0.00	100.0%	88,837.50	88,837.50	0.00	100.0%	533,025.00
4100002 · Interest Income	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	1,000.00
4200000 · DAO Activities									
4200001 · Earmarked Project Funding	250.00	0.00	250.00	100.0%	250.00	0.00	250.00	100.0%	0.00
Total 4200000 · DAO Activities	250.00	0.00	250.00	100.0%	250.00	0.00	250.00	100.0%	0.00
Total Income	44,668.75	44,418.75	250.00	100.6%	89,087.50	88,837.50	250.00	100.3%	534,025.00
Expense									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Plus Contract	23,023.40	27,083.33	-4,059.93	85.0%	49,189.60	54,166.70	-4,977.10	90.8%	325,000.00
Total 5100000 · PRIMARY DISTRICT SERVICES	23,023.40	27,083.33	-4,059.93	85.0%	49,189.60	54,166.70	-4,977.10	90.8%	325,000.00
5200000 · DISTRICT IMPROVEMENTS									
5200001 · Annual Priorities	0.00	3,750.00	-3,750.00	0.0%	0.00	7,500.00	-7,500.00	0.0%	45,000.00
5200002 · Project Maintenance	1,500.00	416.67	1,083.33	360.0%	1,500.00	833.30	666.70	180.0%	5,000.00
5200003 · Website/Social Media	0.00	125.00	-125.00	0.0%	0.00	250.00	-250.00	0.0%	1,500.00
5200004 · Fountain Expenses	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	0.00
Total 5200000 · DISTRICT IMPROVEMENTS	1,500.00	4,291.67	-2,791.67	35.0%	1,500.00	8,583.30	-7,083.30	17.5%	51,500.00
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	12,500.00	12,500.00	0.00	100.0%	25,000.00	25,000.00	0.00	100.0%	150,000.00
5400003 · Insurance/Taxes	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	10,000.00
5400004 · Misc Direct Expenses	15.74	200.00	-184.26	7.9%	31.48	400.00	-368.52	7.9%	2,400.00
Total 5400000 · DISTRICT MANAGEMENT	12,515.74	12,700.00	-184.26	98.5%	25,031.48	25,400.00	-368.52	98.5%	162,400.00
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	2,666.67	-2,666.67	0.0%	0.00	5,333.30	-5,333.30	0.0%	32,000.00
Total 5500000 · CONTINGENCY	0.00	2,666.67	-2,666.67	0.0%	0.00	5,333.30	-5,333.30	0.0%	32,000.00
Total Expense	37,039.14	46,741.67	-9,702.53	79.2%	75,721.08	93,483.30	-17,762.22	81.0%	570,900.00
Net Ordinary Income	7,629.61	-2,322.92	9,952.53	-328.4%	13,366.42	-4,645.80	18,012.22	-287.7%	-36,875.00
Net Income	7,629.61	-2,322.92	9,952.53	-328.4%	13,366.42	-4,645.80	18,012.22	-287.7%	-36,875.00

2021 DAO Budget and Cash Flow Projection															
Income	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total	YE Projection	\$ From Budget
Starting cash at 1/1/21	\$42,799														
District Assessments	\$347,663	\$0	\$0	\$0	\$0	\$174,779	\$0	\$10,583	\$0	\$0	\$0	\$0	\$533,025	\$533,025	\$0
Interest Income	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$0
Sub Total	\$390,462	\$0	\$0	\$0	\$0	\$174,779	\$0	\$10,583	\$0	\$0	\$0	\$0	\$534,025	\$534,025	\$0
Cash at Beginning of Month	\$390,462	\$348,030	\$307,116	\$263,041	\$218,966	\$349,670	\$305,595	\$272,103	\$228,028	\$183,953	\$137,378	\$88,303			
Expense															
StreetPlus Contract	\$26,166	\$23,023	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$325,000	\$320,023	\$4,977
Santa Rosa Metro	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$150,000	\$150,000	\$0
Insurance/Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,500	\$5,000	\$2,500	\$10,000	\$10,000	\$0
Annual Priorities	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$45,000	\$45,000	\$0
Project Maintenance	\$0	\$1,500	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$5,000	\$5,667	-\$667
Website/Marketing	\$0	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500	\$1,375	\$125
Misc. Direct Expense	\$16	\$16	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$2,031	\$369
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,781	\$0	\$32,000
Sub Total	\$42,432	\$40,914	\$44,075	\$44,075	\$44,075	\$44,075	\$44,075	\$44,075	\$44,075	\$46,575	\$49,075	\$46,575	\$570,681	\$534,096	\$36,585
Account Balance	\$348,030	\$307,116	\$263,041	\$218,966	\$174,891	\$305,595	\$261,520	\$228,028	\$183,953	\$137,378	\$88,303	\$41,728			