



## DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

March 8, 2021

Noon

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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|---|---|
| <b>1.0 CALL TO ORDER</b>  | Natalie Balfour   |
| <b>2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)</b><br>Comments from the public will be allowed on all agenda items at the time each item is called. |   |
| <b>3.0 CONFLICTS OF INTEREST OR ABSTENTIONS</b>   | Natalie Balfour   |
| <b>4.0 CONSENT ITEMS</b><br>4.1 February 10, 2021 Meeting Minutes   | Natalie Balfour   |
| <b>5.0 FINANCIAL REPORT</b><br>Review of DAO financial statements ending February 28 and financial projections  | All   |
| <b>6.0 EXECUTIVE DIRECTOR REPORT</b><br>Update provided on StreetPlus as well as Downtown priorities, activities and projects.  | Cadance Hinkle Allinson   |
| <b>7.0 COMMITTEE UPDATES</b><br>7.1 Ad Hoc on County Center and EIFD<br>7.2 Community Engagement<br>7.3 Business Development<br>7.4 Design & Improvement<br>7.5 Parking       | Hugh Futrell<br>Cadance Hinkle Allinson<br>Doug Van Dyke<br>Hugh Futrell<br>Cadance Hinkle Allinson |
| <b>8.0 BYLAW UPDATE DISCUSSION</b><br>Discuss suggested Bylaw changes from members of the Board   | All   |
| <b>9.0 MARCH BOARD MEETING AGENDA</b>   | All   |
| <b>10.0 ADJOURNMENT</b>   | Natalie Balfour   |

**DOWNTOWN ACTION ORGANIZATION (DAO)**  
**Executive Committee Meeting**  
**February 10, 2021, noon**  
**Zoom Meeting ID: 806 654 7370, Password: Downtown**  
**Phone: 669-900-9128**

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 at 12:02pm.

**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, January 11, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

**5.0 FINANCIAL REPORT**

Cadance shared the financial statements ending January 31 and financial projections.

**6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided updates on the following:

Annual administrative reporting for the DAO is underway. The Annual Report has been completed and is available online. The Statement of Information will be submitted at the end of the month. The Statement of Activities will be mailed out to property owners after the next meeting and the FY21 Budget and Workplan will be provided to the City by the end of the month as well.

The District is again partnering with Bayside Church who are putting on a downtown egg hunt that is meant to bring families Downtown safely. Downtown businesses are encouraged to participate and stores in Santa Rosa Plaza are also getting involved. Railroad Square has not decided if they will participate, though the invitation has been extended.

Art in Public Places is doing a call for artists for the 5th Street Garage and they are looking for a DAO representative to serve on the selection panel.

Regular meetings with StreetPlus staff are happening to ensure that all projects are being proactively managed. There have been multiple requests for StreetPlus's corporate office to provide an updated contract, but they have yet to provide one.

The following are updates on DAO priorities:

A meeting of the Design & Improvement Committee will be held this month to discuss powder coating light poles, new lighting and tree replacements.

Cadance is working with the City to obtain the needed information to figure out Ice Rink feasibility. She also met to discuss Baseline services and there will be regular meetings around these items moving forward.

Cadance, Peter and Raissa met to discuss possible funding sources for Downtown marketing needs, including a potential BIA. Staff will continue working through options and share updates as available.

## **7.0 COMMITTEE UPDATES**

### **7.1 Ad Hoc on County Center and EIFD**

Hugh shared that the Ad Hoc Committee on the County Center and EIFD met and determined that they would notify the mayor and County Ad Hoc Committee about the DAO's strong interest in getting involved. Peter Stanley is going to investigate the potential of the SMART site as a County Center location. The Ad Hoc committee is going to put together technical analysis to help show feasibility and see if their model can encourage enough focus to make something happen Downtown. Although many feel it is unlikely, there is still a sense of urgency to get the work done.

Tom added that there would be a PR campaign and shared that he felt there was a realistic chance because of support from conservation organizations, the Chamber and the North Bay Leadership Council.

### **7.2 Community Engagement**

Cadance shared that Sonu and Matt Vella are chairing the committee and will meet tomorrow to set the first meeting date. The committee will have representatives from throughout the different areas of Downtown. This group will focus on events and how to engage business owners as well as community members.

Sonu shared that the key for the committee is to figure out how to do small things to bring people Downtown.

### **7.3 Business Development**

Cadance shared that this will be a small group ad hoc to determine if there is a role for a formal DAO committee in supporting further business development in the Downtown area.

### **7.4 Design & Improvement**

Cadance shared that this committee will be meeting soon to the plan forward with the selected annual priorities.

### **7.5 Parking**

Cadance shared that she would be meeting with Kim to see what is on the horizon. The Parking Committee will meet sometime in the next few months to discuss what they would like to see once restrictions have been lifted.

## **8.0 BYLAW UPDATE DISCUSSION**

The Executive Committee decided to ask the board to review the bylaws at the next meeting, sending their thoughts directly to Cadance in the two weeks following. The Executive Committee will review the feedback at their March meeting and then present recommended changes to the board shortly after.

Tom shared that he felt it was important for an attorney to review the draft changes.

**9.0 FEBRUARY BOARD MEETING AGENDA**

In addition to Subcommittee Reports and Bylaw update procedures, the February Board Meeting will start with a vote on Executive Committee members, include a brief reminder of board member expectations and end with a presentation by the City on Shared Mobility Devices. Natalie asked that Cadance include her updates on baseline services and the BIA in her report.

**10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:10pm.