



DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
February 12, 2020
12:00pm – 1:30pm
Santa Rosa Metro Chamber
50 Old Courthouse Square, Suite 110

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 January 8, 2020 Meeting Minutes | Natalie Balfour |
| 5.0 | FINANCIAL REPORT | Peter Rumble |
| 6.0 | EXECUTIVE DIRECTOR REPORT | Peter Rumble |
| 7.0 | BUDGET ALLOCATION <ul style="list-style-type: none">• Review of lighting/planting options for Downtown District• Allocation of \$50,000 for priorities set by Board | All |
| 8.0 | BOARD LOGISTICS <ul style="list-style-type: none">• Establishing Conflict of Interest Policy• Enforcing Board Attendance per bylaws | Natalie Balfour |
| 9.0 | DAO PRIORITIES AND INITIATIVES UPDATE | Peter Rumble
Hugh Futrell |
| 10.0 | FEBRUARY BOARD MEETING AGENDA REVIEW | All |
| 11.0 | ADJOURNMENT | Natalie Balfour |

Downtown Action Organization (DAO) does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting reception at (707) 545-1414 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.downtownsantarosa.org/districtnews>.

DAO Executive Committee Meeting – January 8, 2020, 12pm Santa Rosa Metro Chamber

Present: Natalie Balfour, Hugh Futrell, Tom Robertson

Absent: Sonu Chandi

Chamber 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.

Downtown Action Organization (DAO) does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting reception at (707) 545-1414 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.downtownsantarosa.org/districtnews>.

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.

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.