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Please take a moment to read the updates and details below. As always, do not hesitate to be in touch if there is anything we can do to support you, any concerns you have, or any ideas you have to improve Downtown.

Cadance Hinkle Allinson

Santa Rosa Downtown District, Executive Director

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### **Pruning and Replacement of Trees on 4th Street**

The DAO is working to replace the dead trees and prune the living trees on 4th Street. I will share more details once available, but if you have any particular concerns, or attachments to any non-living trees, please let me know so that we can plan accordingly.

This also means that all old string lights will be removed from the trees to accomodate the work being done. This should not affect festoon lighting or parklet lighting, but solely the lights (most of which are not functional) in the trees.

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### **NEW BUSINESS: Welcome (Back) Fleet Feet!**

Stop by and meet your new neighbors at FleetFeet, as they return to Downtown at 720 3rd Street.

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Parking remains free in the City Garages for the first hour during the week, all day on weekends and after 5pm every day. If you are a business that welcomes customers, please remind them that the City garages are a safe, easy and inexpensive place to park.

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### **Social Media**

Please remember to tag @downtownsantarosa when you post on Instagram so we can reshare. We are not able to repost unless we are specifically tagged.

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### **Downtown Sanitation and Security**

If you have any sanitation or security needs, please contact StreetPlus at: 318-7777. They are there to provide security and sanitation services throughout the District, so please take advantage of their services.

Please remember to double check that your doors are locked before leaving for the day. The StreetPlus Team tries to check as many businesses as they can each night, but it is critical that you ensure all doors and windows are properly secured.

If you have experienced any theft or vandalism, please remember to report it using the City's online reporting tool [here](#).

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### **Upcoming DAO Meetings via Zoom**

All DAO Board meetings are open to the public, and participation from Downtown business and property owners is highly encouraged. Meeting dates and agendas (uploaded 2 days prior to the meeting) can be found here: [downtownsantarosa.org/districtnews](https://downtownsantarosa.org/districtnews). All meetings are currently being held virtually and login information is located within the agenda.

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