



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

February 10, 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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|-------------|---|--|
| 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 11, 2021 Meeting Minutes | Natalie Balfour |
| 5.0 | FINANCIAL REPORT
Review of DAO financial statements ending January 31 and financial projections | All |
| 6.0 | EXECUTIVE DIRECTOR REPORT
Update provided on Downtown priorities, annual reporting and other Downtown activities and projects. | Cadance Hinkle Allinson |
| 7.0 | COMMITTEE UPDATES
7.1 Ad Hoc on County Center and EIFD
7.2 Community Engagement
7.3 Business Development
7.4 Design & Improvement
7.5 Parking | Hugh Futrell
Sonu Chandi
Cadance Hinkle Allinson
Cadance Hinkle Allinson
Cadance Hinkle Allinson |
| 8.0 | BYLAW UPDATE DISCUSSION
Discuss process for board to review and update Bylaws | All |
| 9.0 | FEBRUARY BOARD MEETING AGENDA | All |
| 10.0 | ADJOURNMENT | Natalie Balfour |

DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
January 11, 2021, 10am
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 10:06 am.

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, December 9, 2020 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

The committee reviewed DAO financial statements ending December 31 and financial projections. Cadance shared that the assessment check was received on December 31.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on current outreach to businesses. Meetings were hosted for each block on 4th Street in an effort to get neighbors to engage with each other. A committee will be formed that is focused on COVID-19 recovery and engaging the community to bring them back Downtown once possible. With how challenging it has been for businesses right now, the goal is for the committee to work with the DAO's support to create positive programming and engagement.

A brief discussion occurred around the idea of getting the BIA up and running and there was general support for the idea. Cadance will work with Peter to determine next steps.

Cadance has reached out to Jason Nutt to revisit the baseline services discussion that came up last year and will hopefully be able to finalize who holds various responsibilities in the Downtown in the near future.

Hugh shared that he is waiting on an insurance quote, at which point the Asawa Fountain should be able to move forward and is still on target to break ground some time in the first quarter.

Cadance shared that there continue to be ongoing security issues from business owners who are facing issues of theft and property vandalism in the evening. Likely this is in relation

to the increased homeless population that is currently Downtown. It could be time to revisit the discussion of overnight security or security cameras.

Cadance suggested that the priorities be revisited once new board members were in place. Committee members felt it was better for board members to have some time on the board prior to weighing in on priorities. It was suggested the order of budget approval and priorities be revisited in future years.

7.0 COUNTY CENTER LOCATION

Tom Robertson spoke about the outcome of the January 5 Board of Supervisors meeting and shared details around the county's formation of the ad hoc committee to review options for a county center in the Downtown area.

A discussion ensued about the likelihood of such a move and the opinions of Supervisors and county staff on the subject. There was consensus that such a move would be beneficial.

Hugh suggested that the DAO form an ad hoc technical and advocacy committee to help move the issue forward and include discussion around the EIFD.

It was decided that this be presented to the DAO Board to discuss potential next steps regarding DAO involvement with the County's Ad Hoc committee.

8.0 2021 BOARD RECRUITMENT AND NOMINATIONS

Natalie shared the slate of 2021 board members being recommended by the Nominating Committee.

Joe Dietzen, WestAmerica Bank	Business Representative	3 year term
Caitlin Kurasek, La Rosa Tequileria & Grille	Business Representative	3 year term
Bernie Schwartz, California Luggage	Business Representative	2 year term
Peter Stanley, Archilogix	Business Representative	3 year term
Leeanna Ausiello, Ausiello's	Property Representative	3 year term
Zach Berkowitz	Property Representative	2 year term
Raissa de la Rosa, City of Santa Rosa	Property Representative	2 year term
Rick Mossi, Exchange Bank	Property Representative	2 year term
Stevan Stankovich, Santa Rosa Plaza	Property Representative	3 year term
Doug Van Dyke, ER Sawyer	Property Representative	2 year term

9.0 2021 BUDGET REVIEW AND DISCUSSION

Cadance presented the proposed budget, which keeps all StreetPlus staff at their current hours, allows for \$45,000 of expenditures on annual priorities and \$5,000 for maintenance of existing projects such as lighting and planters.

Hugh suggested that it be made clear to the board that we are deficit spending with carry over funds from 2020 and that this amount of discretionary funding will not normally be available in future years, unless there are changes to the budget or assessments.

The proposed budget will be presented to the DAO Board for approval on Wednesday.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 11:15am.