



**DOWNTOWN ACTION ORGANIZATION (DAO)**

**Board Meeting**

**June 16, 2021**

**9am**

**Virtual Meeting**

**Zoom Meeting ID: 806 654 7370**

**Passcode: Downtown**

**Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399**

**AGENDA**

- |            |  |  |
|------------|--|--|
| <b>1.0</b> | <b>CALL TO ORDER</b>   | Natalie Balfour  |
| <b>2.0</b> | <b>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</b> | <b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>  | Natalie Balfour  |
| <b>4.0</b> | <b>CONSENT ITEMS</b><br>4.1 May 19, 2021 Meeting Minutes   | Natalie Balfour  |
| <b>5.0</b> | <b>FINANCIAL REPORT</b><br>Board will review and approve DAO financial statements ending May 31  | Joe Dietzen  |
| <b>6.0</b> | <b>EXECUTIVE DIRECTOR REPORT</b><br>Update provided on Downtown priorities, activities and projects  | Cadance Hinkle Allinson                                      |
| <b>7.0</b> | <b>COMMITTEE UPDATES</b><br>7.1 Ad Hoc on County Center and EIFD<br>7.2 Community Engagement<br>7.3 Ad Hoc Business Development<br>7.4 Design & Improvement  | Hugh Futrell<br>Sonu Chandi<br>Doug Van Dyke<br>Hugh Futrell |
| <b>8.0</b> | <b>MOTION ON SAFE PARKING LOCATIONS</b><br>Board to review City's safe parking location proposal and take a motion on the Executive Committee's recommendation that the City not locate any safe parking sites in the Downtown core. | Hugh Futrell   |
| <b>9.0</b> | <b>ADJOURNMENT</b>   | Natalie Balfour  |

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**Board Meeting**  
**May 19, 2021, 9am**  
**Zoom Meeting ID: 806 654 7370, Password: Downtown**  
**Phone: 669-900-9128, Passcode: 93058399**

Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Pauline Block, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Caitlin Kurasek, Tom Robertson, Bernie Schwartz, Peter Stanley, Steven Stankovich, Doug Van Dyke

Absent: Sonu Chandi

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

**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 item, April 21, 2021 Board Meeting Minutes was unanimously passed.

**5.0 FINANCIAL REPORT**

Joe Dietzen shared that there has been little deviation from the budget. The district assessment has been received and is noted on the cash flow document. Joe noted that the StreetPlus budget reflects hours worked, rather than a set monthly fee.

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

**6.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided the following updates.

The DAO continues to support the City through outreach to business owners as the City develops policies that need their feedback.

Last year the DAO hosted a meeting for restaurant owners to weigh in on the new Zero Waste Food Ware Ordinance coming from the Climate Action Subcommittee. The draft policy was recently sent to restaurant owners for their review with the request to provide feedback directly to the City staff. The ordinance limits the supplies restaurants can use and puts some requirements in place around trash receptacles. If approved by council this summer, it will go into effect on Jan 1.

The DAO hosted a meeting on Tuesday, May 18 with Gabe Osburn and Raissa de la Rosa around the permanent parklet program. Downtown businesses with parklets and Railroad Square businesses were invited to attend to provide feedback and better understand the

transition from the temporary to permanent program this fall. All businesses interested in applying for a permanent parklet are encouraged to reach out to Gabe directly.

The 500 Block will remain closed through the end of summer, and will reopen to vehicular traffic as soon as the parklet policy goes into place.

At the May Downtown Subcommittee meeting, the need to keep the garage incentives in place through year end was discussed. Chair Tibbetts said he would bring the issue up to Council. He has not been able to yet, but confirmed he would bring it up at council meeting on May 25.

The Downtown Subcommittee is working on a few initiatives around safety. Chair Tibbetts directed staff to investigate the cost of installing CCTV cameras as well as establishing a financial reward program for turning in footage of aggressive drivers or drivers who do sideshows. Updates are expected at the June meeting.

Cadance is working with Jason Nutt and Raissa to finalize the list of baseline services, which they reviewed earlier in the year.

The Ice Rink company and the City are still in conversations around the feasibility of the equipment needed to manage the power. The goal is to set a meeting with an electrical engineer to discuss and finalize the options.

Coordinating the logistics of Open & Out has been incredibly time consuming. \$22,500 has been raised and the goal is to raise another \$10,000-\$20,000 so that all programming the Community Engagement Committee wanted to offer would be possible. Much appreciation is given to Chandi Hospitality, Ausiello's and Sonoma Clean Power for joining as sponsors already.

The following is planned starting Memorial Day:

- Live acoustic music Thursday, Friday and Saturday
- Student Music Series on Sunday, planned by Julie Montgomery
- Fitness on the Square on weekends
- Movie Nights on Wednesdays in July
- SOCO Market – June 18, 5-8pm
- Open Air Craft Fair – tentatively scheduled for August 7

There are plans in the works for another passport concept to begin in July as well as a Downtown Bartender Battle.

The Open & Out website will launch next week and signage will be printed and displayed Downtown as soon as final sponsors are confirmed. The program will be advertised through a sponsorship with the Press Democrat as well as through social media purchases. A Summer Guide, featuring 45 restaurants and retailers, will be printed and distributed to promote supporting local Downtown businesses.

Looking forward, California Luggage has committed to sponsoring Halloween activities and planning for that will begin soon.

## **7.0 COMMITTEE UPDATES**

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

Hugh Futrell shared that there has not been much progress on getting the County to accept the support offered by the DAO, although the City and the County continue to work together to address the County's needs to relocate Downtown. The primary concern of the County remains parking. It is doubtful the County will choose to move Downtown without an independent analysis of the economic benefits, and that has yet to be conducted.

Some members of the DAO's Ad Hoc Committee think there could be benefit in conducting a public campaign around the issue. The current strategy is going to be to continue to try and work with the Supervisors on the County's Ad Hoc Committee.

#### **7.2 Community Engagement**

Cadance shared there was nothing additional beyond what was included in her report.

#### **7.3 Ad Hoc Business Development**

Natalie shared that there is no update, but that the ad hoc committee is meeting next week.

#### **7.4 Design & Improvement**

Cadance shared that tree pruning will begin on Friday, but tree removal and planting will not take place until the fall when hopefully drought conditions have lessened, and weather is more suitable.

The black planters will be updated this week and monitored throughout the summer.

The committee is working on additional festive lighting and will be reviewing at their next meeting.

A brief discussion ensued about the bollards and whether the DAO should look into covering them in some capacity at some point.

### **8.0 ASAWA FOUNTAIN UPDATE**

Hugh Futrell reminded the board of the reinstallation process of the Asawa Fountain. The Fountain is being rebuilt at cost by the Hugh Futrell Corporation and funded through park funds, DAO contributions through the Sesquicentennial funding, private donations solicited by the DAO and in-kind contributions from Hugh Futrell Corporation and others. The City is responsible for storing, maintaining and reinstalling the panels on the fountain, once built.

There has been a slight problem that the City needs to address around preserving the deteriorating panels. One possible option is to recast the panels in bronze, though that changes the potential size and weight of the panels, so has put a slight delay on the actual building of the fountain. Hugh reminded everyone that the original concept was for the fountain to be made in bronze, but due to funding it was cast in a concrete material. Tara Thompson is working with the Art in Public Places Committee and possibly City Council to figure out funding.

All parties are now in a collaborative discussion to figure out best steps forward.

Stevan brought up concerns about installing a fountain during the drought and recommended that a visible sign specifying recycled water was used.

### **9.0 MOTION ON DOWNTOWN PARK & CAPITAL IMPROVEMENT FEES**

Hugh reviewed the details of the memo provided in the agenda packet which referenced putting together a proposal for the DAO to support the City by becoming involved in determining how park and capital improvement fees should be spent in the Downtown core.

Doug motioned that the Design & Improvement Committee put together a formal proposal and bring it back to the DAO board for review and approval. The motion was seconded and unanimously passed.

#### **10.0 CHAMBER CONTRACT AND BUDGET RECOMMENDATION**

Peter shared that at the closed session in April, the board gave direction for the Chamber to provide recommendations around adjusting the chamber contract with explicit goal of increasing the Executive Director's salary. In follow up to that direction, the recommendation of the Chamber is to utilize one-time funds that can cover the change without any action from the DAO board or adjustment to the Chamber contract this calendar year. Because these are one-time funds, he recommends that the board include this in their budget and priority setting for future fiscal years.

Although no action was needed, it was noted that both Hugh and Joe Dietzen, as members of the Chamber board, abstained from commenting. There was general support from members of the board.

#### **11.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 9:56am.

## Downtown Action Organization Incorporated

## Balance Sheet

As of May 31, 2021

	May 31, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	147,422.70
1001000 · District Funds Savings-Poppy	414,127.90
1010000 · DAO Operating-Poppy	3,054.05
Total 1000000 · DAO OPERATING FUNDS	564,604.65
Total Checking/Savings	564,604.65
Accounts Receivable	
11000 · Accounts Receivable	5,000.00
Total Accounts Receivable	5,000.00
Other Current Assets	
1100000 · District Revenue Receivables	351,057.12
Total Other Current Assets	351,057.12
Total Current Assets	920,661.77
<b>TOTAL ASSETS</b>	<b>920,661.77</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	41,510.86
Total Accounts Payable	41,510.86
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	310,931.25
Total Other Current Liabilities	310,931.25
Total Current Liabilities	352,442.11
Total Liabilities	352,442.11
Equity	
32000 · Unrestricted Net Assets	519,759.63
Net Income	48,460.03
Total Equity	568,219.66
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>920,661.77</b>

2021 DAO Budget and Cash Flow Projection															
<u>Income</u>	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	\$181,968	\$0	\$0	\$3,394	\$0	\$0	\$0	\$0	\$533,025	\$533,025	\$0
Events/Programming	\$0	\$0	\$0	\$0	\$12,500	\$30,000	\$0	\$0	\$0	\$1,500	\$0	\$0	\$44,000		
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	\$194,468	\$30,000	\$0	\$3,394	\$0	\$1,500	\$0	\$0	\$578,025	\$578,025	\$0
Cash at Beginning of Month	\$390,462	\$351,780	\$314,741	\$273,912	\$429,601	\$418,290	\$364,215	\$308,534	\$251,302	\$208,727	\$160,652	\$111,577			
<u>Expense</u>															
StreetPlus Contract	\$26,166	\$23,023	\$27,800	\$26,189	\$24,209	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$325,000	\$316,971	\$8,029
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	\$31	\$74	\$0	\$0	\$0	\$0	\$0	\$2,500	\$5,000	\$2,500	\$10,000	\$10,105	-\$105
Annual Priorities	\$0	\$0	\$0	\$0	\$195	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$45,000	\$26,445	\$18,555
Project Maintenance	\$0	\$1,500	\$450	\$0	\$0	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$5,000	\$4,867	\$133
Website/Marketing	\$0	\$0	\$0	\$0	\$48	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500	\$923	\$577
Events/Programming	\$0	\$0	\$0	\$0	\$4,343	\$10,000	\$15,000	\$13,157	\$0	\$1,500	\$0	\$0	\$44,000	\$44,000	\$0
Misc. Direct Expense	\$16	\$16	\$48	\$16	\$16	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$1,511	\$889
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,781	\$0	\$32,000
Sub Total	\$38,682	\$37,039	\$40,829	\$38,779	\$41,311	\$54,075	\$59,075	\$57,232	\$44,075	\$48,075	\$49,075	\$46,575	\$614,681	\$554,822	\$59,860
Account Balance	\$351,780	\$314,741	\$273,912	\$235,133	\$388,290	\$364,215	\$305,140	\$251,302	\$207,227	\$160,652	\$111,577	\$65,002			

**Downtown Action Organization Incorporated**  
**Profit & Loss Budget Performance**

Accrual Basis

May 2021

	May 21	Budget	\$ Over Budget	% of Budget	Jan - May 21	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
Income									
4100000 - District Assessments	44,418.75	44,418.75	0.00	100.0%	222,093.75	222,093.75	0.00	100.0%	533,025.00
4100002 - Interest Income	0.00	0.00	0.00	0.0%	455.90	250.00	205.90	182.4%	1,000.00
4200000 - DAO Activities									
4200001 - Earmarked Project Funding	0.00	0.00	0.00	0.0%	5,250.00	0.00	5,250.00	100.0%	0.00
4200002 - Events/Programming	17,500.00				17,500.00				
Total 4200000 - DAO Activities	17,500.00	0.00	17,500.00	100.0%	22,750.00	0.00	22,750.00	100.0%	0.00
Total Income	61,918.75	44,418.75	17,500.00	139.4%	245,299.65	222,343.75	22,955.90	110.3%	534,025.00
<b>Expense</b>									
5100000 - PRIMARY DISTRICT SERVICES									
5100001 - Street Plus Contract	24,408.80	27,083.33	-2,674.53	90.1%	127,587.34	135,416.69	-7,829.35	94.2%	325,000.00
Total 5100000 - PRIMARY DISTRICT SERVICES	24,408.80	27,083.33	-2,674.53	90.1%	127,587.34	135,416.69	-7,829.35	94.2%	325,000.00
5200000 - DISTRICT IMPROVEMENTS									
5200001 - Annual Priorities	0.00	3,750.00	-3,750.00	0.0%	0.00	18,750.00	-18,750.00	0.0%	45,000.00
5200002 - Project Maintenance	195.00	416.67	-221.67	46.8%	2,145.00	2,083.31	61.69	103.0%	5,000.00
5200003 - Website/Social Media	47.88	125.00	-77.12	38.3%	47.88	625.00	-577.12	7.7%	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	242.88	4,291.67	-4,048.79	5.7%	2,192.88	21,458.31	-19,265.43	10.2%	51,500.00
5300000 - MARKETING									
5300001 - Events/Programming	4,343.44				4,343.44				
Total 5300000 - MARKETING	4,343.44				4,343.44				
5400000 - DISTRICT MANAGEMENT									
5400001 - SR Metro Chamber Contract	12,500.00	12,500.00	0.00	100.0%	62,500.00	62,500.00	0.00	100.0%	150,000.00
5400003 - Insurance/Taxes	0.00	0.00	0.00	0.0%	104.86	0.00	104.86	100.0%	10,000.00
5400004 - Misc Direct Expenses	15.74	200.00	-184.26	7.9%	111.10	1,000.00	-888.90	11.1%	2,400.00
Total 5400000 - DISTRICT MANAGEMENT	12,515.74	12,700.00	-184.26	98.5%	62,715.96	63,500.00	-784.04	98.8%	162,400.00
5500000 - CONTINGENCY									
5500001 - Contingency - Misc Expense	0.00	2,666.67	-2,666.67	0.0%	0.00	13,333.31	-13,333.31	0.0%	32,000.00
Total 5500000 - CONTINGENCY	0.00	2,666.67	-2,666.67	0.0%	0.00	13,333.31	-13,333.31	0.0%	32,000.00
Total Expense	41,510.86	46,741.67	-5,230.81	88.8%	196,839.62	233,708.31	-36,868.69	84.2%	570,900.00
Net Ordinary Income	20,407.89	-2,322.92	22,730.81	-878.5%	48,460.03	-11,364.56	59,824.59	-426.4%	-36,875.00
Net Income	20,407.89	-2,322.92	22,730.81	-878.5%	48,460.03	-11,364.56	59,824.59	-426.4%	-36,875.00