



## **DOWNTOWN ACTION ORGANIZATION (DAO)**

**Board Meeting**

**April 15, 2020**

**9am – 10am**

**Virtual Meeting**

**Zoom Meeting ID: 448 617 799, Password: 041520**

**Call In: 669-900-9128, 448617799#, #041520#**

### **A G E N D A**

**1.0 CALL TO ORDER**

**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**

**4.0 CONSENT ITEMS**

**4.1** February 19, 2020 Meeting Minutes

**5.0 EXECUTIVE DIRECTOR REPORT**

Report on current activities within District

**6.0 FINANCIAL REPORT**

**6.1** Consideration of the adoption of the District's financial report ending March 31

**7.0 REVIEW OF FINANCIAL OUTLOOK**

Discussion around revenue impacts as a result of Shelter-In-Place Order and other potential funding sources.

**8.0 PARKING UPDATE**

Michael Hyman to share updates from Kim Nadeau and Parking Department.

**9.0 DESIGN & IMPROVEMENT COMMITTEE MEETING**

Discussion to set date for next Design & Improvement Committee Meeting which will focus on deciding lightscape for Downtown.

**10.0 ADJOURNMENT**

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## **DOWNTOWN ACTION ORGANIZATION**

### **Board Meeting**

**February 19<sup>th</sup>, 2020**

**9:00 – 10:30 am**

**Santa Rosa Metro Chamber**

**50 Old Courthouse Square, Santa Rosa, CA 95404**

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Raissa De la Rosa, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Andrea Ballus, Joe Dietzen

Santa Rosa Metro Chamber Staff: Jennifer Beach, Peter Rumble

## **MINUTES**

### **1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 9:06am.

### **2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**

There were no comments from the public at this time.

### **3.0 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 9, 2020 board meeting minutes was unanimously approved.

### **5.0 FINANCIAL REPORT**

Tom Robertson discussed the financial report and contingency of the balance sheet. A motion to approve the financial report was made and unanimously approved.

### **6.0 EXECUTIVE DIRECTOR REPORT**

Peter Rumble gave a brief presentation regarding the crape myrtle trees being planted in Courthouse Square. The trees will bloom during the summer and grow up to two feet per year. There was a discussion about the wrapping the trunks of the

redwood trees with year-round decorative lighting, on the corners of 4<sup>th</sup> Street. Peter gave clarification that this is a first step towards lighting in the downtown District. DAO is working on obtaining quotes to get the best possible pricing on lighting.

Peter brought up that the City Council priority setting is coming up in mid-March. Talking points for the Council and investment in Downtown Santa Rosa as a tier-one priority were discussed. Peter communicated the need for partnership with the City in relationship to economic development in the Downtown District. Bernie brought up an EIFD (Enhanced Infrastructure Finance District) as a possible funding source. Hugh discussed obtaining support for an EIFD. There was a discussion regarding the County needing to view an EIFD as a worthwhile investment as being economically beneficial for the County, as well as Downtown Santa Rosa.

Peter expressed that the DAO is having bi-weekly meetings with the assistant City Manager and addressing matters of importance for the Downtown District such as maintenance, safety issues, lighting, planters, bollards, and the overall visual appearance of the Downtown District.

The Executive Committee and Peter will walk through the District to ascertain what needs to be done as far as maintenance. The City is not certain which lights in the trees downtown belong to the City or Businesses.

There was a discussion about the programming of events in Courthouse Square, running from the spectrum of being a deliberate and proactive scheduler of what is in the square, with the understanding that there are free-speech rights that we cannot control. Option range of what could be possible regarding events in Courthouse Square.

Peter discussed that this year will be the last year that Santa Rosa has two Iron Man events, moving to only one Iron Man event in 2021.

Peter brought up the fact that the Rose Parade has reached out to find partnership for the Rose Parade Festival in the Square, with a potential for future partnership for the event in total. It is possible that some resources could be captured by the DAO and utilized as decided by the direction of the Board of Directors.

Jennifer Beach shared that several businesses owners have taken time to communicate gratitude for the work that StreetPlus is doing in the Downtown District and that there is a clear difference before and during StreetPlus and the street level services provided by them.

Charles Evans had a question about access to cameras on Courthouse Square. Peter clarified that the City has a camera on the square and StreetPlus can pull up the

camera to check on happenings in the square. Charles discussed the need for comprehensive tree replacement and to discover what is appropriate for urban tree planting moving forward.

Sara Woodfield requested an update on the Asawa Fountain. Hugh Futrell discussed that there are structural drawings being done on the fountain and those plans are due this week. There is also a fountain consultant that has been working very inexpensively who is working to price out the equipment. An encroachment permit will be needed to do the work for the Asawa Fountain. Construction on the fountain will happen this Spring, 2020. Tom Robertson expressed gratitude to Hugh for his contribution and generosity for the Asawa Fountain.

There was a comment from the public regarding lighting as a perceived security issue and the need to increase the overall luminosity of the lights. There was a comment from the member of the public regarding the Redwood trees and how they are lifting the concrete and creating a drainage problem. Tom Robertson proposed a future agenda item regarding pruning or extracting the Redwood trees.

#### **7.0 CITY'S BANNER POLICY**

Rafael Rivero presented on the City of Santa Rosa's new banner policy. Rafael will propose a new banner policy for the installation and removal of banners in the City of Santa Rosa before City Council on March 3<sup>rd</sup>. Michael Hyman asked a question regarding banners, and Raissa provided clarification that this banner policy is regarding street-pole banners only. Rafael explained that there are 110 poles that can support banners in the Downtown District. A draft of the banner policy can be sent to the DAO to distribute in the future.

#### **8.0 DOWNTOWN COMMERCIAL VACANCIES**

Peter began a discussion regarding the shared responsibility to fill the commercial vacancies Downtown Santa Rosa. Peter expressed that the City of Santa Rosa is interested in making sure vacancies are filled. Charles stressed the need for speed to get new tenants into the vacancies in the Downtown District. Raissa clarified that the City is aggressive in working to streamline projects moving forward. Hugh Futrell expressed that tenant improvement costs have tripled in the past several years. Sonu expressed gratitude to the City with their intention to help fill vacancies.

There was a discussion regarding parking being a large concern for new businesses coming into the Downtown District. It was agreed upon that it would be advantageous to look at the hurdles that new businesses have to go through, and what fees must be paid in order to set up shop in Downtown Santa Rosa. It was discussed that an ad hoc committee may be set up to create a checklist of issues to understand them clearly and see what kind of conversations with the City need to take place regarding filling commercial vacancies. Charles Evans voiced that a diary

of what a tenant has to go through to set up a new businesses could be created to demonstrate what different businesses such as a retailer or restaurant has to go through to set up a Business in Downtown Santa Rosa.

#### **9.0 FUTURE AGENDA ITEMS**

Bernie Swartz expressed the need for parking to be on the agenda in the future.

A Board member suggested that there be an update regarding the Wednesday Night Market.

Sue Kade suggested that garbage cans on the street needed to be addressed in the next board meeting.

#### **10.0 ADJOURNMENT**

Board Chair Natalie Balfour adjourned the meeting at 10:42am.