



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

July 14, 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 June 9, 2021 Meeting Minutes | Natalie Balfour |
| 5.0 FINANCIAL REPORT
Review of DAO financial statements ending June 30 and financial projections | Joe Dietzen |
| 6.0 EXECUTIVE DIRECTOR REPORT
Update provided on StreetPlus, parking, Downtown Subcommittee updates, Open & Out and other activities. | Cadance Hinkle Allinson |
| 7.0 COMMITTEE UPDATES
7.1 Ad Hoc on County Center and EIFD
7.2 Community Engagement
7.3 Ad Hoc Business Development
7.4 Design & Improvement | Hugh Futrell
Cadance Hinkle Allinson
Doug Van Dyke
Hugh Futrell |
| 8.0 DOWNTOWN OFFICE SPACE VACANCY & LEASING
Discussion of current state of office leasings in the Downtown area, potential impact to the District and actions available to Board. | Hugh Futrell |
| 9.0 JULY BOARD MEETING AGENDA | All |
| 10.0 ADJOURNMENT | Natalie Balfour |

DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
June 9, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

Executive Committee Present: Natalie Balfour, Hugh Futrell, Doug Van Dyke

Absent: Joe Dietzen

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:07pm.

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

4.1 Motion to approve consent item, May 12, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Cadance shared there was nothing of note on the report and asked if the committee would like to see Open & Out expense and income on the cash flow document. She will follow up with Joe to find out if that detail should be included.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on the StreetPlus team and the precautions they will maintain moving forward since so many of their team are not vaccinated.

She shared that this month's subcommittee meeting was canceled but that she has followed up on the parking issue and is expecting to hear back soon as councilmembers know the tight deadline to secure the extension through year end. Next month's subcommittee meeting should address some of the crime issues that have recently been discussed.

Discussions will be moving forward with Jason Nutt around baseline services at the end of this week.

The Design & Improvement Committee has put forward a new lighting concept which is awaiting permission from the City, though both traffic and fire have approved it so far. The concept is to string lights between the redwood trees across the intersections of 4th street. The City is working to finalize the parklet program and business owners will have to go through the formal process if they want to keep extended outdoor dining. At this point it is unclear how many will take advantage though Cadance will work with those who need support to get through the process.

Open & Out has been running for two weeks and over \$40,000 was raised to put the program on. The goal is to create two additional events later this summer that will draw people down and connect them with businesses.

There are no updates on the Ice Rink.

The Community Engagement Committee will meet on Thursday and will likely start talking through Halloween plans.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that he spoke with Supervisor Coursey and is slightly more optimistic that the committee will be able to provide additional analysis to the County. The committee will also take up the idea of whether a public campaign should be conducted, though it is unclear whether that it would be effective. The committee could bring that idea to the board to determine if the DAO would like to weigh in in a more public way.

7.2 Community Engagement

Cadance shared there was nothing additional to report.

7.3 Ad Hoc Business Development

Doug Van Dyke shared that good dialogue and work continues to position Downtown as a unique opportunity and he expects there to be work product to share, including a sales deck, toward the end of the year.

7.4 Design & Improvement

Hugh shared that there had been an additional Zoom call with City consultants involved in the Asawa Fountain reinstallation and it was determined that casting the panels in bronze was necessary. Tara Thompson will be working to secure the funding needed to complete that portion of the conservation, and not much else can be done until that is finalized.

8.0 SAFE PARKING PROPOSAL

The committee briefly discussed the City's safe parking proposal and it was determined that it would be presented to the full board with the recommendation that they take formal action to request that council locate all safe parking sites outside of Downtown.

9.0 JUNE BOARD MEETING AGENDA

No additional items were brought forward.

10.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 12:50.