



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting

July 21, 2021

9am

Virtual Meeting

Zoom Meeting ID: 806 654 7370

Passcode: Downtown

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

AGENDA

- 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** Natalie Balfour
4.1 June 16, 2021 Meeting Minutes
- 5.0 FINANCIAL REPORT** Joe Dietzen
Board will review and approve DAO financial statements ending June 30
- 6.0 WATER USE EFFICIENCY AND DROUGHT IMPACTS FOR BUSINESSES**
Santa Rosa Water staff will talk about resources available and requirements for businesses during the current drought.
- 7.0 EXECUTIVE DIRECTOR REPORT** Cadance Hinkle Allinson
Update provided on Downtown priorities, activities and projects
- 8.0 DISCUSSION ON POTENTIAL SYNTHETIC ICE RINK AND OTHER HOLIDAY ACTIVITIES** All
The board will discuss the potential of bringing a synthetic ice rink Downtown on a multi-year contract and options for further activation during the holidays.
- 9.0 DISCUSSION AND POSSIBLE ACTION ON DOWNTOWN CIVIC CENTER PROPOSAL TO SUPERVISORS ON JULY 27** All
The board will discussion and possibly take action on whether they would like to further engage the County prior to making their preliminary site decision on July 27.
- 10.0 DISCUSSION AND POSSIBLE ACTION ON IMPLEMENTING PLANS TO IMPROVE THE DOWNTOWN OFFICE LEASING LANDSCAPE** All
The board will discuss the potential of encouraging the City to reduce certain barriers to office leasing and improve the ability to rent Downtown office space post pandemic.
- 11.0 ADJOURNMENT** Natalie Balfour

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DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
June 16, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399

Present: Natalie Balfour, 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: Leeanna Ausiello-Kane, Zach Berkowitz, 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 9:03am.

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, May 19, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that the second district assessment was received in May. Open & Out funds are now being shown on the cash flow projection through Events/Programming.

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

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided the following updates.

Currently the City is proposing that only the first hour free be extended in garages through the end of the year, but business owners have requested that the other current garage incentives remain in place through year end as well: free weekends and free after 5pm. This item is going to council on Tuesday night, and Cadance will conduct outreach to let business owners know they should participate and submit comments if they wish to see parking incentives extended.

The StreetPlus team recently had an employee quit and are now hiring for one of their afternoon shifts.

Cadance has been working with business owners around the transition from temporary to permanent parklet program. It is unknown how many will take advantage, but she is encouraging them to work with the City to make sure they are following the process correctly.

All those who do not get a permanent permit, will need to remove their structures by the end of the summer. The 500 Block will be fully reopening once the parklet program is in place.

Open & Out has been running for three weeks. Over \$40,000 has been raised to put the events on thanks to Poppy Bank coming in as a presenting sponsor. Outside events, like the Bartender Challenge, are now being planned to help showcase Downtown bars, breweries and restaurants. There might also be a wine event that will focus on retail locations. The following activities are currently taking place:

- Live acoustic music on Thursday, Friday and Saturday
- Student Music Series on some Sundays, planned by Julie Montgomery
- Fitness on the Square on some Saturdays
- Movie Nights on Wednesdays in July with entertainment beforehand
- Three markets:
 - SOCO Market – Friday, June 18, 5-8pm
 - Pop Tha Trunk Art Show on June 26, 11am to 4pm
 - Open Air Craft Fair – date to be determined
- Obstacle course on the 500 block
- Two different cultural performances
 - Taiko Drummers and Ballet Folklorico
- Partnering with medical groups to host vaccination clinics on the Square

Cadance shared that it looks like the ice rink might not be feasible due to power concerns. Others have already raised concerns about water use during a drought. Peter Stanley asked how much water was needed during the period the Ice Rink would be installed. Cadance will look into it and provide more information. She shared that considering a fake ice rink might be worthwhile for this year.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh Futrell shared that the City and the county are having discussions and conducting analysis on relocating the Civic Center Downtown, though it is unclear if that includes a thorough economic analysis. It is possible that the DAO could still be invited to conduct further analysis and be offered the opportunity to discuss and present on the impact to relocate Downtown.

Committee members shared optimism from other outreach on the issue.

7.2 Community Engagement

Cadance shared that the committee is meeting tomorrow and will review Open & Out, the ice rink and Halloween plans. They are still running the monthly social media contest, which has been going well.

7.3 Ad Hoc Business Development

Doug Van Dyke shared there is currently nothing to report and he will provide a more in depth report at a future meeting.

7.4 Design & Improvement

Cadance shared that the committee is working on two new lighting concepts, including stringing lights across 4th Street between the redwoods at the intersections at B and E. The city has given permission, but details are still being worked out. An additional lighting concept on the frontage of buildings is being considered if property owners are interested in implementing. More details will be shared as they are available.

Cadance shared details on the progress of the Asawa Fountain installation. The DAO and Hugh Futrell Corporation are waiting on final specs from City consultants as they work to figure out the bronze casting. Once received, building plans can move forward.

Hugh shared that there was a meeting regarding park fees with Jason Nutt and Jen Santos and that an RFP was circulated for the revisioning of Fremont Park. It was agreed that the DAO would have an important role in providing review and input into that process, although it was not clarified what that role would be.

Development fees within the Downtown core are currently being used Downtown, though follow up council action might be needed to extend.

It was clarified that park fees can be used for capital replacements but not for routine maintenance and that Courthouse Square does qualify for the use of park funds.

A brief discussion about lighting in public alleys occurred. Hugh shared that city said that park fees cannot be used for Jeju or Comstock, as they are technically roadways. Jason Nutt is looking into whether they can be qualified as open space amenities for the Downtown community, which means that if a developer paying those fees raises no objection, those areas could receive funding from development fees.

8.0 MOTION ON SAFE PARKING LOCATIONS

Hugh Futrell shared that the Executive Committee discussed the safe parking proposal council has been evaluating. It does not look likely that council will support the further introduction of homeless services into the Downtown core due to the overconcentration of facilities and the increased population. The item will be discussed on next week's agenda.

The question for the board to consider is whether the DAO should still take a motion on the Executive Committee's recommendation that the City not locate any safe parking sites in the Downtown core.

Hugh suggested that the board could take a position and write a letter recognizing the difficulties of the homeless situation and the resources being developed, but express concern around the over concentration in the Downtown core.

A brief discussion ensued and Tom moved that the DAO write the letter and indicate that the concentration of homeless services in the Downtown core suggests that no more be added.

The motion was unanimously passed.

9.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 9:47.

10:12 PM

07/08/21

Accrual Basis

Downtown Action Organization Incorporated
Balance Sheet
As of June 30, 2021

	Jun 30, 21
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	139,135.74
1001000 · District Funds Savings-Poppy	374,570.63
1010000 · DAO Operating-Poppy	3,486.63
Total 1000000 · DAO OPERATING FUNDS	517,193.00
Total Checking/Savings	517,193.00
Accounts Receivable	
11000 · Accounts Receivable	30,000.00
Total Accounts Receivable	30,000.00
Other Current Assets	
1100000 · District Revenue Receivables	351,057.12
Total Other Current Assets	351,057.12
Total Current Assets	898,250.12
TOTAL ASSETS	898,250.12
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	37,624.39
Total Accounts Payable	37,624.39
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	266,512.50
Total Other Current Liabilities	266,512.50
Total Current Liabilities	304,136.89
Total Liabilities	304,136.89
Equity	
32000 · Unrestricted Net Assets	519,759.63
Net Income	74,353.60
Total Equity	594,113.23
TOTAL LIABILITIES & EQUITY	898,250.12

2021 DAO Budget and Cash Flow Projection															
Income	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	\$0	\$30,000	\$0	\$0	\$1,500	\$0	\$0	\$44,000		
Interest Income	\$0	\$0	\$0	\$0	\$0	\$443	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$0
Sub Total	\$390,462	\$0	\$0	\$0	\$194,468	\$443	\$30,000	\$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	\$388,733	\$374,955	\$319,274	\$262,042	\$219,467	\$171,392	\$122,317			
Expense															
StreetPlus Contract	\$26,166	\$23,023	\$27,800	\$26,189	\$24,209	\$24,889	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$325,000	\$314,776	\$10,224
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	\$2,400	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$45,000	\$25,095	\$19,905
Project Maintenance	\$0	\$1,500	\$450	\$0	\$0	\$0	\$417	\$417	\$417	\$417	\$417	\$417	\$5,000	\$4,450	\$550
Website/Marketing	\$0	\$0	\$0	\$0	\$48	\$0	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500	\$798	\$702
Events/Programming	\$0	\$0	\$0	\$0	\$4,343	\$3,973	\$15,000	\$13,157	\$0	\$1,500	\$0	\$0	\$37,974	\$37,974	\$0
Misc. Direct Expense	\$16	\$16	\$48	\$16	\$16	\$16	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$1,327	\$1,073
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	\$43,778	\$59,075	\$57,232	\$44,075	\$48,075	\$49,075	\$46,575	\$608,655	\$544,525	\$64,130
Account Balance	\$351,780	\$314,741	\$273,912	\$235,133	\$388,290	\$344,955	\$315,880	\$262,042	\$217,967	\$171,392	\$122,317	\$75,742			

10:13 PM

07/08/21

Accrual Basis

Downtown Action Organization Incorporated
Profit & Loss Budget Performance
June 2021

	Jun 21	Budget	\$ Over Budget	% of Budget	Jan - Jun 21	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 · District Assessments	44,418.75	44,418.75	0.00	100.0%	266,512.50	266,512.50	0.00	100.0%	533,025.00
4100002 · Interest Income	442.73	250.00	192.73	177.1%	898.63	500.00	398.63	179.7%	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	30,000.00				42,500.00				
Total 4200000 · DAO Activities	30,000.00	0.00	30,000.00	100.0%	47,750.00	0.00	47,750.00	100.0%	0.00
Total Income	74,861.48	44,668.75	30,192.73	167.6%	315,161.13	267,012.50	48,148.63	118.0%	534,025.00
Expense									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Plus Contract	24,888.68	27,083.33	-2,194.65	91.9%	152,476.02	162,500.02	-10,024.00	93.8%	325,000.00
Total 5100000 · PRIMARY DISTRICT SERVICES	24,888.68	27,083.33	-2,194.65	91.9%	152,476.02	162,500.02	-10,024.00	93.8%	325,000.00
5200000 · DISTRICT IMPROVEMENTS									
5200001 · Annual Priorities	2,400.00	3,750.00	-1,350.00	64.0%	2,595.00	22,500.00	-19,905.00	11.5%	45,000.00
5200002 · Project Maintenance	0.00	416.67	-416.67	0.0%	1,950.00	2,499.98	-549.98	78.0%	5,000.00
5200003 · Website/Social Media	0.00	125.00	-125.00	0.0%	47.88	750.00	-702.12	6.4%	1,500.00
5200004 · Fountain Expenses	190.00	0.00	190.00	100.0%	190.00	0.00	190.00	100.0%	0.00
Total 5200000 · DISTRICT IMPROVEMENTS	2,590.00	4,291.67	-1,701.67	60.3%	4,782.88	25,749.98	-20,967.10	18.6%	51,500.00
5300000 · MARKETING									
5300001 · Events/Programming	3,973.49				8,316.93				
Total 5300000 · MARKETING	3,973.49				8,316.93				
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	12,500.00	12,500.00	0.00	100.0%	75,000.00	75,000.00	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%	126.84	1,200.00	-1,073.16	10.6%	2,400.00
Total 5400000 · DISTRICT MANAGEMENT	12,515.74	12,700.00	-184.26	98.5%	75,231.70	76,200.00	-968.30	98.7%	162,400.00
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	2,666.67	-2,666.67	0.0%	0.00	15,999.98	-15,999.98	0.0%	32,000.00
Total 5500000 · CONTINGENCY	0.00	2,666.67	-2,666.67	0.0%	0.00	15,999.98	-15,999.98	0.0%	32,000.00
Total Expense	43,967.91	46,741.67	-2,773.76	94.1%	240,807.53	280,449.98	-39,642.45	85.9%	570,900.00
Net Ordinary Income	30,893.57	-2,072.92	32,966.49	-1,490.3%	74,353.60	-13,437.48	87,791.08	-553.3%	-36,875.00
Net Income	30,893.57	-2,072.92	32,966.49	-1,490.3%	74,353.60	-13,437.48	87,791.08	-553.3%	-36,875.00