



## DOWNTOWN ACTION ORGANIZATION (DAO)

### Executive Committee Meeting

August 11, 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

- 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 July 14, 2021 Meeting Minutes
- 5.0 FINANCIAL REPORT** Joe Dietzen  
Review of DAO financial statements ending July 31 and financial projections
- 6.0 EXECUTIVE DIRECTOR REPORT** Cadance Hinkle Allinson  
Update provided on StreetPlus, Downtown Subcommittee updates, Open & Out and other activities.
- 7.0 COMMITTEE UPDATES**
  - 7.1 Ad Hoc on County Center and EIFD Hugh Futrell
  - 7.2 Community Engagement Cadance Hinkle Allinson
  - 7.3 Ad Hoc Business Development Doug Van Dyke
  - 7.4 Design & Improvement Hugh Futrell
- 8.0 PARKING COMMITTEE RECOMMENDATIONS** Hugh Futrell  
Finalize recommendations to be presented to DAO board specific to Downtown parking starting January 1, 2022. The Parking Committee makes the following recommendations:  
  
In 2022 and beyond, the committee would like to see the Parking District simplify and create uniformity of all parking options Downtown as well as promote and incentivize use of City garages through,
  1. Partnering with DAO on annual marketing campaign to promote validation program and Downtown parking in general
  2. Changing garage operating hours to 9-6 to be in line with street parking and surface lots
  3. Keeping free weekends in the garages to promote people using the garages on Saturdays when street parking is paid
  4. Offering first hour free to incentivize use of garages

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|-------------|--|-----------------|
| <b>9.0</b>  | <b>DOWNTOWN OFFICE SPACE VACANCY &amp; LEASING</b><br>Discussion of current state of office leasing in the Downtown area, potential impact to the District and actions available to Board. | Hugh Futrell    |
| <b>10.0</b> | <b>AUGUST BOARD MEETING AGENDA</b>   | All             |
| <b>11.0</b> | <b>ADJOURNMENT</b>   | Natalie Balfour |

**DOWNTOWN ACTION ORGANIZATION (DAO)**  
**Executive Committee Meeting**  
**July 14, 2021, noon**  
**Zoom Meeting ID: 806 654 7370, Password: Downtown**  
**Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell

Absent: Doug Van Dyke

Staff Present: Cadance Hinkle Allinson, Peter Rumble

**MINUTES**

**1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 12:09pm.

**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, June 9, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

**5.0 FINANCIAL REPORT**

Joe reviewed the financials ending June 30. He shared the budget is tracking well and that the line item for StreetPlus has been down. Cadance clarified that it was because they are currently short one staff member.

**6.0 EXECUTIVE DIRECTOR REPORT**

Cadance shared that the Downtown Subcommittee has not met in a few months but that the DET has been patrolling Downtown again, which has been hugely beneficial and will be closer to fully staffed later this month. They've been great partners and very proactive in tackling issues Downtown as they've been able to dedicate time.

Cadance shared that the DAO was able to get all three parking incentives extended through year end but that the DAO would need to decide if they want to ask for anything moving forward in 2022. The committee discussed and determined that the Parking Committee should meet and make a recommendation to the Executive Committee in August and the Executive Committee will review and bring the item to the board for discussion and action.

A brief discussion occurred around the need for the City to officially clear the 2020 lost income from garage permits since the Parking District is not attempting to collect on the lost fees. The need for reduced garage permits moving forward was also discussed.

Natalie suggested that in discussions with the City, it would be important to focus on which parking incentives support the different segments of Downtown businesses.

Cadance shared that there have been a few conversations around the need to review the StreetPlus services and contract and see if there is an opportunity for their work to be

adjusted or changed given the current Downtown landscape, which has changed since the contract began two and a half years ago. It would be important to discuss this in the coming months.

Cadance shared that due to the 20% reduction mandate with the drought, it would be necessary for the StreetPlus team to focus only on sanitary needs for the pressure washer, rather than regular street cleaning. She will also look into whether there might be a gray water option, rather than the potable water they're accessing currently.

She shared that Open & Out has been going well and conversations are already happening about Halloween and Winter Lights.

She asked for feedback from the committee around the potential of having a three-year contract for a synthetic ice rink during the holidays. A synthetic rink is a green alternative and will allow for other holiday activations. A discussion ensued and the committee determined that it would bring the discussion to the board along with a bigger discussion around holiday activities.

## **7.0 COMMITTEE UPDATES**

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

Hugh shared that the County staff have prepared three options to propose for Civic Center sites to the supervisors on July 27. Two Downtown sites, the white house and library sites as well as the Sears site are being considered, though are more expensive options than the county remaining on their current site. No additional analysis has been done to review the economic or environmental benefits, though they will encourage supervisors to consider those items. There remains no path forward for the DAO providing further analysis or context.

A discussion, with possible action, will take place at the board meeting to determine if the board wishes to take any steps before or at the supervisor's meeting.

### **7.2 Community Engagement**

Cadance shared no additional information about the work of the committee.

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

Cadance shared that the committee is working on a Downtown sales deck and with City on refining some of the permitting processes.

### **7.4 Design & Improvement**

Hugh shared the committee has not met and has nothing to report.

## **8.0 DOWNTOWN OFFICE SPACE VACANCY & LEASING**

Hugh shared some background on this item and the potential movement of businesses out of the Downtown core due to parking and homeless issues. An additional issue is now the change in the office leasing marketplace, which will be a challenge for lessors to address. It was suggested that the DAO might take a position on encouraging the City to support the property owners in bringing office tenants Downtown by doing the following:

1. Reducing cost of parking permits
2. Creating a special, discounted category for business licenses in the Downtown core
3. Require 24 hour turn around on tenant improvement submissions

These items are all feasible for the City and will help draw more leases and office workers Downtown. Having viable office space will be critical not only to the success of retailers and restaurants but in bringing more housing Downtown as well. The board will discuss with the idea of possible action at the board meeting.

**9.0 JULY BOARD MEETING AGENDA**

The board will discuss the synthetic ice rink and holiday activation plans, whether they'd like to take action on the Civic Center and whether they'd like to engage the City in implementing plans to support the leasing of office space in the Downtown core. A representative from Santa Rosa Water will also speak about the impact of the drought and the required changes for businesses.

**10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:27pm.