



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting
August 19, 2020
9am – 10am

Virtual Meeting
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

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 15, 2020 Meeting Minutes
- 5.0 **FINANCIAL REPORT** Tom Robertson
Board will review DAO financial statements ending July 31 and financial projections.
- 6.0 **EXECUTIVE DIRECTOR REPORT** Cadance Hinkle Allinson
Update on Open & Out program, beautification projects and street level efforts.
- 7.0 **PROJECT HOMEKEY DISCUSSION** Hugh Futrell
Review of information provided regarding Project Homekey and discussion about whether or not DAO Board wishes to take formal opinion around Hotel Azura proposal.
- 8.0 **DOWNTOWN STATION AREA SPECIFIC PLAN DISCUSSION** All
Discussion around August 17 presentation of Downtown Station Area Specific Plan and whether DAO Board wishes to provide feedback to planning commission.
- 9.0 **ADJOURNMENT** Natalie Balfour

DOWNTOWN ACTION ORGANIZATION (DAO)

Downtown Action Organization (DAO) does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting reception at (707) 545-1414 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.downtownsantarosa.org/districtnews>.

Downtown Action Organization (DAO) Board Meeting
July 15, 2020
9am – 10am

Virtual Meeting
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

MINUTES

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Joe Dietzen, Charles Evans, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Andrea Ballus, Hugh Futrell

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

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:05 am.

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 items, June 17 Board Meeting Minutes and July 1 Board Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Motion to approve District's financial report ending June 30 as presented was unanimously passed.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance shared that the City is hosting a Virtual Open House for the Downtown Station Area Specific Plan this evening at 5:30. She will send out details.

She provided an update around the Open & Out program including details on beautification projects, upcoming marketing efforts, administration of the art grant and response from business owners.

Discussion ensued about the response from business owners, acknowledging very positive response so far from restaurants and the need to work further with retailers to help them benefit further from the program. Surveys will be sent regularly to assess the program and responses will be shared with the City.

7.0 HOMELESS POLICY REQUESTS TO CITY

Cadance shared that the DAO has been requesting additional information about the Hotel Azura project and will likely need to call an additional meeting to discuss once more details are available.

After discussions from the City, the Executive Committee looked at the potential of shifting StreetPlus time toward more of a security focus. Hours have already been adjusted to make sure weekends are covered and a presence is visible later in the day. Cadance shared it would be about \$2,000 in one time expenses to appropriately equip the StreetPlus staff who are licensed security guards. It is not anticipated that this shift would have a negative impact on the maintenance side of StreetPlus's work.

Discussion ensued about the importance of still getting a caseworker into the area, and the importance of moving forward quickly to help support businesses as they reopen. It was acknowledged that a caseworker, while it could be affective, would not make a quick enough impact for the businesses struggling with the impact of those experiencing homelessness Downtown.

Tom Robertson moved that the DAO spend funds necessary to equip StreetPlus personnel for security while continuing to pursue with the City, funding from the City for caseworkers dedicated to Downtown. The motion was unanimously approved.

8.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 9:50am.