

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Design & Improvement Committee Meeting  
May 7, 2021, 11am**

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

**A G E N D A**

- 1.0 CALL TO ORDER** Hugh Futrell, Chair
- 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 CONSENT ITEMS**  
3.1 April 2 Committee Meeting Minutes
- 4.0 PRUNING AND REPLACING TREES ON 4TH STREET**  
Committee will approve final budget and tree selections for 4th street planting.
- 5.0 ADDITIONAL PRIORITIES**  
Committee will discuss additional priorities that could receive remainder of budget in 2021, which could include wayfinding, lighting and further beautification to the Square.
- 6.0 ASAWA FOUNTAIN UPDATES**  
Brief update on current status of fountain project and City work being done on panels
- 7.0 ADJOURNMENT**

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**DOWNTOWN ACTION ORGANIZATION (DAO)  
Design & Improvement Committee Meeting  
April 2, 2021, 11am**

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

**MINUTES**

Present: Hugh Futrell, Charles Evans, Ken LaFranchi, Kurt Nichols, Jenny Romeyn

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

**2.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 11:05am.

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

There were no public comments at this time.

**3.0 CONSENT ITEMS**

**3.1** Motion to approve consent items, March 19, 2021 Design & Improvement Committee Meeting Minutes was passed. Hugh Futrell abstained.

**6.0 2021 BEAUTIFICATION PRIORITIES**

**6.1 General Discussion**

The committee discussed whether the projects being reviewed were the responsibility of the property owner or the City. It was determined that the committee would still like to move forward with the tree pruning and replacement, but would like to look at other projects that make more of an impact such as wayfinding or additional colorful planting.

**6.2 Pruning/Replacing Trees on 4th**

Cadance shared that Suburban Propane has contributed \$5,000 to support the tree planting project, which might make it possible to complete all three blocks of fourth street. She will request a quote from Davey, the company chosen to move forward.

The committee discussed the benefits of planting smaller trees versus larger trees. Curt shared that though 24" trees have more of an immediate impact, they also tend to not do as well in the long run, whereas 15 gallon trees might look small to start but will establish themselves better and possibly grow bigger.

The committee discussed attributes of trees on the City's street tree list and it was agreed that any tree installed should be sturdy enough for string lights in the future. Trees with color to make an immediate impact were also suggested. The committee was okay with the option of choosing two different trees to move forward. Curt suggested Ginko and Crape Myrtle, and will discuss those options with Davey before finalizing the decision.

Hugh suggested that Curt come up with the recommendation as to what type of trees will ultimately be planted. Cadance will set up a final meeting with Davey to discuss the options and move forward as quickly as possible.

### **6.3 Festive Lighting Expansion**

Item 4.3 was not discussed.

### **6.4 Light Pole Refurbishment**

Cadance shared that she had a meeting with Jason Nutt who asked that the DAO come up with a plan for the light poles Downtown. He is willing to have his staff price them out and figure out the work required once the DAO determines what types of poles they want. He also suggested that the number of poles could be reduced or increased as needed.

One suggestion was to keep the tall light poles as the spun aluminum traffic poles, similar to what has been installed at the corner of Mendocino and 4th. These last a long time and are very cost effective. With simple larger lights, there could be a focus on making the smaller pedestrian level luminaries more attractive to the streetscape and placemaking.

Council would need to allocate funding for this type of capital project.

Jenny Romeyn will share an old street furniture palette to see what options were presented there.

Hugh suggested at the next board meeting, the DAO should discuss putting a proposal to the City that the DAO play a role in determining the use of park fees and capital improvement fees paid by developers by create a working a working group to plan for expenditures in the Downtown core. The committee agreed to add this item to the agenda for discussion at the next DAO board meeting.

## **7.0 WAYFINDING**

Cadance shared that she met with Noelle in Railroad Square to see where they stood in putting together their wayfinding needs. They have determined locations for signs, but nothing beyond that, so there is a good opportunity to be involved in the process and work together on the design and creation of the program.

## **8.0 COURTHOUSE SQUARE UPDATES**

### **8.1 Benches**

Item 6.1 was not discussed.

### **8.2 Bollard Project**

Item 6.2 was not discussed.

### **8.3 Reseeding**

Item 6.3 was not discussed.

### **8.4 Asawa Fountain**

Item 6.4 was not discussed.

## **7.0 ADJOURNMENT**

Chair Hugh Futrell adjourned the meeting at 11:57am.