



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting
September 16, 2020
9am – 10am

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

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
4.1 August 19, 2020 Meeting Minutes | Natalie Balfour |
| 5.0 | TEMPORARY ZONING ORDINANCE UPDATE
The City is considering temporary changes for new and existing businesses to continue housing development activities and economic recovery initiatives, given social distancing and other requirements in place for COVID-19. Proposed amendments include the allowance of “collaborative” retail uses and activities, incentivizing child care, expanding mobile food vending opportunities, and providing temporary use permit time extensions, among other changes. | Amy Lyle, City of SR |
| 6.0 | FINANCIAL REPORT
Board will review DAO financial statements ending August 31 and financial projections. | Tom Robertson |
| 7.0 | EXECUTIVE DIRECTOR REPORT
Update on Open & Out program, beautification projects and street level efforts. | Cadance Hinkle Allinson |
| 8.0 | STREETPLUS SECURITY STAFFING
A review of the StreetPlus security staffing and discussion around potential changes. | Cadance Hinkle Allinson |
| 9.0 | HOTEL AZURA DISCUSSION AND POSSIBLE ACTION
Continued discussion and possible action around County’s proposal for Hotel Azura as part of Project Homekey. | Hugh Futrell |
| 10.0 | ADJOURNMENT | Natalie Balfour |

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
August 19, 2020
9am – 10am

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

MINUTES

Present: Natalie Balfour, Andrea Ballus, Zach Berkowitz, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Sonu Chandi, Sue Kade, Sara Woodfield

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

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 9:02 am. She clarified that Item 7.0 was in regard to the Hotel Azura only, and not to Project Homekey as a whole, just as a source of funding for the County's Hotel Azura project.

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, July 15 Board Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Tom provided an update on the DAO financial statements, reminding everyone that the funds designated for the Asawa Fountain are not included on the Cash Flow document and that the assessments came in about \$10,000 less than expected.

Zach asked what happened if property owners work with the County to reduce their property taxes. It was explained that this would have no impact on District assessments because assessments are not ad valorem and the County assessor has no control over the assessment itself.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on StreetPlus, which is still working toward the new security model.

The Open & Out program has been going smoothly. Four pieces of art have been installed and about 24 more will be installed by before October 15. Response continues to improve with most businesses supporting the program and seeing the benefit, though about 5 businesses still oppose it. Cadance has been working closely with retailers to try and improve their visibility and help them take advantage

of the increased foot traffic. There continues to be bi-weekly surveys conducted of businesses located on 4th Street.

There have been concerns from business owners around increased crime, which is directly connected to COVID and the inability for most arrests to lead to charges. She is connecting with the City regularly to try and address this.

The Imagine Art in Courthouse Square project has posted the final proposals and will have a live survey link later today for people to provide feedback. Charles shared that there will be one on one meetings with the artists and the Selection Committee before October. Cadance will share the survey link.

The Lighting project has not moved forward, but there is a temporary light installation happening as part of Open & Out and the Jeju Way lights are being installed in the next week.

The Asawa Fountain project continues to move forward thanks to Hugh Futrell Corp. The budget came in at about half what the City anticipated. Cadance will work with Carolina Spence on fundraising to secure remaining funds and hopefully the project will break ground soon.

Cadance said that she would connect with the group interested in holiday décor, as there have been many requests already, with business owners wanting to see something done this year and still upset about last year's lack of holiday décor.

7.0 PROJECT HOMEKEY DISCUSSION

Chair Natalie Balfour again clarified this item was related only to Hotel Azura and not to Project Homekey as a whole.

Hugh shared that though this is a County issue, it was important to get the City's perspective. Dave Gouin shared some background around the project and details around what the City knows regarding the County's plans to turn Hotel Azura into permanent supportive housing. The Planning Department has shared that it is a use by right process and nothing will be needed for the County to move forward unless they master lease or contract with a nonprofit partner in which case they might need to go through the public permitting process.

Joe Dietzen asked if it was possible to see the County's application to the State. Cadance will reach out to see if they will provide the application

Tom Robertson stated that this was outside of the District boundaries and didn't think it would have any impact on the District.

Discussion ensued about the feasibility of the space and the County's plans moving forward.

Hugh raised concerns around the stability, operational funding and experience of the County in dealing with this type of work. He shared examples of other areas where homeless housing has deterred market rate investment in the surrounding area, which should be a concern to the DAO. The need for support and housing is clear, and the DAO might not want to take a position, but there are undeniable risks to the District if the project moves forward.

Discussion ensued about the suitability of the location, the impact of other similar projects and the potential impact to the District.

Michael Hyman reiterated that the DAO needs to remain focused on what will enhance Downtown and the concern that this project could create a very negative perception and impact.

Discussion continued around the fact that there is ambiguity in the county's language around the potential group of people who would be served by Hotel Azura.

Natalie raised concerns around where the residents would come from. If it would truly make an impact on those living Downtown or if it would draw from across the county.

It was reiterated that the DAO is not against the homeless population and wants to continue serving those Downtown as much as possible. However, the goal of the DAO is support business and to enhance Downtown and that needs to remain at the forefront.

The DAO will work to get a County representative to speak to the group again.

8.0 DOWNTOWN STATION AREA SPECIFIC PLAN DISCUSSION

Natalie provided an overview of the meeting with the City on Monday around the Downtown Station Area Specific Plan. Discussion ensued about a number of facets of the plan and various perspectives of how it might impact parking and business.

Cadance will send the draft plan to the members of the DAO for their review and individual comment.

9.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 10:05.

Downtown Action Organization Incorporated

Balance Sheet

09/09/20

As of August 31, 2020

Accrual Basis

	<u>Aug 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Poppy DAO Revenue	48,901.70
1001000 · Poppy District Funds Savings	238,000.00
1010000 · Poppy District Funds Operating	3,502.51
Total 1000000 · DAO OPERATING FUNDS	<u>290,404.21</u>
Total Checking/Savings	290,404.21
Other Current Assets	
1100000 · District Revenue Receivables	354,907.50
Total Other Current Assets	<u>354,907.50</u>
Total Current Assets	<u>645,311.71</u>
TOTAL ASSETS	<u>645,311.71</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	34,229.09
Total Accounts Payable	<u>34,229.09</u>
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	176,562.20
Total Other Current Liabilities	<u>176,562.20</u>
Total Current Liabilities	<u>210,791.29</u>
Total Liabilities	210,791.29
Equity	
32000 · Unrestricted Net Assets	400,436.41
Net Income	34,084.01
Total Equity	<u>434,520.42</u>
TOTAL LIABILITIES & EQUITY	<u>645,311.71</u>

2020 DAO Budget and Cash Flow Projection															
Budget	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Budget		
District Assessments - Whole	\$0	\$333,787	\$0	\$0	\$0	\$174,779	\$0	\$10,583	\$0	\$0	\$0	\$0	\$519,149		
Interest Income	\$0	\$0	\$288	\$519	\$0	\$250	\$0	\$0	\$250	\$0	\$0	\$250	\$1,000		
Sub Total	\$0	\$333,787	\$288	\$519	\$0	\$175,029	\$0	\$10,583	\$250	\$0	\$0	\$250	\$520,149		
Starting Cash	\$53,004	\$350,161	\$307,332	\$257,874	\$219,226	\$357,237	\$323,872	\$288,312	\$241,753	\$189,102	\$143,116	\$97,380			
														YE Projection	\$ From Budget
StreetPlus Contract	\$24,536	\$22,132	\$24,411	\$25,381	\$24,905	\$21,227	\$23,934	\$21,341	\$26,435	\$26,435	\$26,435	\$26,435	\$320,200	\$293,607	\$26,593
Santa Rosa Metro	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$12,083	\$145,000	\$144,996	\$4
Insurance/Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,550	\$0	\$0	\$5,000	\$10,000	\$11,550	-\$1,550
Plants/CHS Upgrades	\$0	\$8,635	\$13,188	\$0	\$0	\$0	\$10,071	\$0	\$7,143	\$7,143	\$7,143	\$7,143	\$50,000	\$60,466	-\$10,466
Website/Marketing	\$0	\$0	\$0	\$40	\$15	\$40	\$40	\$40	\$240	\$125	\$125	\$125	\$1,500	\$790	\$710
Misc. Direct Expense	\$11	\$267	\$295	\$15	\$15	\$15	\$15	\$15	\$200	\$200	\$200	\$200	\$2,400	\$1,448	\$952
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,781	\$31,781	\$0
Sub Total	\$36,630	\$43,118	\$49,977	\$37,519	\$37,019	\$33,365	\$46,143	\$33,479	\$52,651	\$45,986	\$45,986	\$50,986	\$560,881	\$512,858	\$48,023
Account Balance	\$16,374	\$307,044	\$257,355	\$220,355	\$182,207	\$323,872	\$277,728	\$241,503	\$189,102	\$143,116	\$97,130	\$46,393			

Downtown Action Organization Incorporated

Profit & Loss Budget Performance

August 2020

	Aug 20	Budget	\$ Over Budget	% of Budget	Jan - Aug 20	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 - District Assessments	44,140.55	44,140.55	0.00	100.0%	353,124.40	353,124.40	0.00	100.0%	529,686.60
4100002 - Interest Income	0.00	83.33	-83.33	0.0%	806.86	666.68	140.18	121.0%	1,000.00
Total Income	44,140.55	44,223.88	-83.33	99.8%	353,931.26	353,791.08	140.18	100.0%	530,686.60
Expense									
5100000 - PRIMARY DISTRICT SERVICES									
5100001 - Street Plus Contract	21,340.77	26,683.33	-5,342.56	80.0%	187,865.92	213,466.68	-25,600.76	88.0%	320,200.00
Total 5100000 - PRIMARY DISTRICT SERVICES	21,340.77	26,683.33	-5,342.56	80.0%	187,865.92	213,466.68	-25,600.76	88.0%	320,200.00
5200000 - DISTRICT IMPROVEMENTS									
5200001 - Plants/Benches	0.00	4,166.67	-4,166.67	0.0%	31,894.48	33,333.32	-1,438.84	95.7%	50,000.00
5200003 - Website/Social Media	40.00	125.00	-85.00	32.0%	175.48	1,000.00	-824.52	17.5%	1,500.00
5200004 - Fountain Expenses	750.00				2,596.50				
Total 5200000 - DISTRICT IMPROVEMENTS	790.00	4,291.67	-3,501.67	18.4%	34,666.46	34,333.32	333.14	101.0%	51,500.00
5400000 - DISTRICT MANAGEMENT									
5400001 - SR Metro Chamber Contract	12,083.33	12,083.33	0.00	100.0%	96,666.64	96,666.68	-0.04	100.0%	145,000.00
5400003 - Insurance/Taxes	0.00	0.00	0.00	0.0%	0.00	5,000.00	-5,000.00	0.0%	10,000.00
5400004 - Misc Direct Expenses	14.99	200.00	-185.01	7.5%	648.23	1,600.00	-951.77	40.5%	2,400.00
Total 5400000 - DISTRICT MANAGEMENT	12,098.32	12,283.33	-185.01	98.5%	97,314.87	103,266.68	-5,951.81	94.2%	157,400.00
5500000 - CONTINGENCY									
5500001 - Contingency - Misc Expense	0.00	2,648.43	-2,648.43	0.0%	0.00	21,187.48	-21,187.48	0.0%	31,781.20
Total 5500000 - CONTINGENCY	0.00	2,648.43	-2,648.43	0.0%	0.00	21,187.48	-21,187.48	0.0%	31,781.20
Total Expense	34,229.09	45,906.76	-11,677.67	74.6%	319,847.25	372,254.16	-52,406.91	85.9%	560,881.20
Net Ordinary Income	9,911.46	-1,682.88	11,594.34	-589.0%	34,084.01	-18,463.08	52,547.09	-184.6%	-30,194.60
Net Income	9,911.46	-1,682.88	11,594.34	-589.0%	34,084.01	-18,463.08	52,547.09	-184.6%	-30,194.60