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Please take a moment to read the updates and details below. As always, please don't hesitate to be in touch if there is anything we can do to support you, any concerns you have, or any ideas you have to improve Downtown.

Cadance Hinkle Allinson

Santa Rosa Downtown District, Executive Director

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Trash Talk - Noon Wednesday, 9/16

As businesses reopen, many are looking for ways to reduce expenses. Recology's Waste Zero team helps businesses lower their garbage bill by implementing robust recycle and compost programs. Implementation includes technical assistance, training and tools for success.

Spend your lunch hour talking trash with Casey Williams, Public Education Manager for Recology, and hear how your business can save.

This is a free seminar and open to all businesses, but you must register to receive the Zoom link.

[Waste strategy: are you throwing money away?](#)

Wednesday, September 16, 12:00-1:00pm

Open & Out Final Surveys - PLEASE COMPLETE ASAP

The Downtown Subcommittee will be making a decision about the future of

If you are located on 4th Street, please make sure you have completed [this survey](#) (closes 9/17).

If you are located off 4th Street and would like to provide feedback, please complete [this survey](#). (closes 9/21).

Results from both surveys, will be used to help guide a recommendation to the Subcommittee, so your direct feedback will be critical.

Holiday Planning

We are working hard to figure out what can be done for the holidays this year, starting with potential trick or treating around Halloween. We are seeking permission from the County to see if it will be possible to move forward as in year's past. We are also working on the winter holidays to figure out ways to keep encouraging people to come Downtown, even if streets reopen. We will keep you updated as plans develop.

Asawa Fountain

The rebuilding of the Asawa Fountain is scheduled to begin by the end of the year! Updates can be found at www.downtownsantarosa.org/asawa. We are currently raising the remainder of funds needed, and all contributors of \$2,500 or more will be recognized on a plaque within Courthouse Square. If you or your business would like more information, please contact me and I'd be happy to discuss.

Upcoming DAO Meetings via Zoom

All agendas and meeting login information can be found at downtownsantarosa.org/districtnews.

September 16, 9am – Board

October 14, noon – Executive Committee

October 21, 9am – Board

November 11, 2020, noon – Executive Committee

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December 16, 2020, 9am – Board



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