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Thank you to everyone who participated in Fall Fun Fest! What a fun night Downtown for our community. Please feel free to pass on any feedback to me.

Take a moment to read the updates and details below. As always, do not 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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TREE REMOVAL ON 4TH

Over 30 trees have been tagged along 4th Street and will be removed starting November 15. Trees with blue tape will be replanted with Crape Myrtles. Trees with yellow tape will be replanted with Ginkgoes. Impacted first floor businesses will receive paper notifications today. The DAO will be tending these trees, but any extra love or attention you can give them as they spread their roots and grow, will be helpful.

If you currently have lights or decorations, that you installed, in these trees, please ensure they are removed ASAP. We will be removing the summer lighting on the 500 Block, but all other lights are your responsibility. If lights are not removed, new trees, cannot be planted. You will not be able to put lights or decorations in the new trees until late fall of 2022.

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November 13: Diwali Celebration hosted by [North Bay Indo-American Association](#)

November 19 - January 9: [Winter Lights Skating in the Square](#) - Synthetic Skating in Courthouse Square this holiday season!

November 20 & 21: [Modern Makers Market](#)

November 25 (Thanksgiving): [Turkey Trot](#)

November 26: [Winter Lights Tree Lighting](#), 4-7pm, Tree Lighting at approximately 6:30pm

We'll be distributing materials for the Turkey Trot and Winter Lights in the coming weeks, so thank you for taking the time to hang the posters and share the postcards with your customers!

As a reminder, you can find a calendar of upcoming events on our website: www.downtownsantarosa.org.

DISCOVER DOWNTOWN

Every month the Downtown social media accounts promote three businesses with a Discover Downtown contest. This is a great way to increase your social following! Each business contributes a prize with a minimum value of \$50 and participants have to follow each of the businesses during the contest period. We select one winner each month.

If you're interested in participating, please let me know and we can schedule a month for your business to participate.

FREE HOLIDAY WREATHS - ORDER DUE BY NOVEMBER 5

This is the FINAL call for Free Holiday Wreaths. If you have already completed the form, there is no need to do so again. If not, please sign up for your free wreath using [this link](#).

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hanging snowflake ornaments throughout Downtown as well as installing our Downtown holiday banners and some new lighting on 4th Street.

PARKLETS

We unfortunately don't know yet when all the details for permanent parklets will be available from the City, but we will pass them along when they are and help anyone interested get through the process.

StreetPlus Services & Schedule

Our StreetPlus team is working on adding additional staff, so we appreciate your patience as they try to address your needs. Despite the staffing shortage, please do not hesitate to reach out to Danielle and her team at 318-7777 for any security and sanitation needs. They will be transitioning to fall hours shortly:

Monday: 6am-8pm

Tuesday: 6am-8pm

Wednesday: 6am-8pm

Thursday: 6am-8pm

Friday: 6am-9pm

Saturday: 6am-9pm

Sunday: off

Please remember that if you experience any theft or vandalism, to report it using the City's online reporting tool [here](#).

Upcoming DAO Meetings via Zoom

All DAO Board meetings are open to the public, and participation from Downtown business and property owners is highly encouraged. Meeting dates and agendas (uploaded 2 days prior to the meeting) can be found here:

downtownsantarosa.org/districtnews. All meetings are currently being held virtually and login information is located within the agenda.

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