



## DOWNTOWN ACTION ORGANIZATION (DAO)

### Executive Committee Meeting

April 14, 2021

Noon

Zoom Meeting ID: 806 654 7370

Passcode: Downtown

Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

## A G E N D A

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|-------------|---|---|
| <b>1.0</b>  | <b>CALL TO ORDER</b>  | Natalie Balfour   |
| <b>2.0</b>  | <b>PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)</b><br>Comments from the public will be allowed on all agenda items at the time each item is called. |   |
| <b>3.0</b>  | <b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>   | Natalie Balfour   |
| <b>4.0</b>  | <b>CONSENT ITEMS</b><br>4.1 March 8, 2021 Meeting Minutes   | Natalie Balfour   |
| <b>5.0</b>  | <b>FINANCIAL REPORT</b><br>Review of DAO financial statements ending March 31 and financial projections   | All   |
| <b>6.0</b>  | <b>EXECUTIVE DIRECTOR REPORT</b><br>Update provided on StreetPlus as well as Downtown priorities, activities and projects   | Cadance Hinkle Allinson   |
| <b>7.0</b>  | <b>COMMITTEE UPDATES</b><br>7.1 Ad Hoc on County Center and EIFD<br>7.2 Community Engagement<br>7.3 Business Development<br>7.4 Design & Improvement<br>7.5 Parking       | Hugh Futrell<br>Cadance Hinkle Allinson<br>Doug Van Dyke<br>Hugh Futrell<br>Cadance Hinkle Allinson |
| <b>8.0</b>  | <b>USE OF DOWNTOWN PARK / CAPITAL IMPROVEMENT FEES</b><br>Discussion of possible DAO proposal to the City regarding use of Downtown park and capital improvement fees     | Hugh Futrell  |
| <b>9.0</b>  | <b>APRIL BOARD MEETING AGENDA</b>   | All   |
| <b>10.0</b> | <b>ADJOURNMENT</b>  | Natalie Balfour   |

## CLOSED SESSION

- 1.0 DAO MANAGEMENT CONTRACT NEGOTIATION**

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**DOWNTOWN ACTION ORGANIZATION (DAO)**  
**Executive Committee Meeting**  
**March 8, 2021, noon**  
**Zoom Meeting ID: 806 654 7370, Password: Downtown**  
**Phone: 669-900-9128**

Executive Committee Present: Natalie Balfour, Joe Dietzen, Hugh Futrell, Doug Van Dyke

Staff Present: Cadance Hinkle Allinson

**MINUTES**

**1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 12:01pm.

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

There were no public comments at this time.

**2.0 CONFLICTS OF INTEREST OR ABSTENTIONS**

There were no conflicts of interest or abstentions.

**4.0 CONSENT ITEMS**

4.1 Motion to approve consent item, February 10, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

**5.0 FINANCIAL REPORT**

Joe Dietzen provided a brief update on the finances, noting when further assessments might be expected and commenting on StreetPlus being under budget for the month. He highlighted the name change to "Earmarked" funds to show that the funds in that account are earmarked for specific projects, which is currently the Asawa Fountain, and not available in the general budget.

**6.0 EXECUTIVE DIRECTOR REPORT**

Cadance Hinkle Allinson provided a report on the following.

The StreetPlus team continues to meet weekly with Catholic Charities and have walk throughs multiple times a month where they focus on specific homeless individuals. They have also been able to make some progress on longer term maintenance items like weeding and demossing the sidewalks. They continue to have struggles with their equipment.

The Egg-Cellent Adventure Easter Egg Hunt starts on March 15 and there are over 30 Downtown businesses participating, as well as a few in Railroad Square. The goal is to bring families Downtown. The concept and logistics are being managed by Bayside Church, which makes this type of event possible. The DAO is handling marketing/PR and business outreach and communication.

A partnership with Sonoma County Museum will result in some art or historical photos being placed into empty storefronts. This is a good pilot project to see what else can be done to do to bring some of the vacancies to life.

The top four priorities are all being focused on by committee work. The Design & Improvement Committee is currently seeking quotes for tree pruning and replacement, improving lighting and painting the light poles. There are some challenges with each, but

Cadance is collecting information and will report out to the Committee next month. The Ice Rink is being addressed through work with the Community Engagement Committee.

A brief discussion ensued about the DAO selecting the light poles as a priority and the need for the DAO to put some time and funds toward improving them.

Cadance also shared a new store recently opened called Botany Zhi and it has been extremely popular so far, with lines out the door. Fleet Feet is moving to 3rd Street in the next month and two restaurants on the 500 Block are moving forward. Warike, a Peruvian restaurant is moving into the old Stout Brothers and a sushi restaurant is opening where Tex Wasabi's was.

## **7.0 COMMITTEE UPDATES**

### **7.1 Ad Hoc on County Center and EIFD**

Hugh Futrell shared that the Ad Hoc committee is putting a lot of time and effort into the issue of the Civic Center moving Downtown, despite poor odds of it happening. The committee has evaluated and run elaborate cost models on five different sites, coming to the ultimate conclusion that the City Hall site is the most promising. This site could feature two separate mid rises, one for County and one for City services, as well as incorporate creek restoration and a plaza.

The committee agrees that it is critical that the DAO take a leading role in pushing this forward for the betterment of the community. If the DAO supports it, the committee will approach the City about taking on a leading role to bring together economic development and analysis on the City Hall site. A firm proposal will be critical to any type of action and will require the committee to find additional funding it.

Hugh reiterated that the EIFD is also critical and the committee will make sure it is still able to launch despite the process with civic center.

Joe shared that Supervisor Coursey has expressed an eagerness to hear more.

Hugh reiterated it will take significant resources and shared that there are major impediments, but if the committee gets support from the City and County to continue with further analysis, they will pursue it.

### **7.2 Community Engagement**

Cadance shared that this group had their first meeting and are trying to raise funds to figure out what summer and winter programming will look like. The City has agreed to weekend closures during the summer, but it will be up to the business owners what they'd like to see. A community wide meeting is being held on March 23 for business owners to share opinions.

Cadance is currently trying to figure out the cost of the increased power needs to get an ice rink into the Square, as well as if there is an option to decrease the rink size and utilize the current power available.

### **7.3 Business Development**

Doug Van Dyke shared there was a good initial meeting of the Business Development committee, who are primarily forward thinking people. The group came up with four concepts they would like to see brought to fruition: the creation of a Downtown sales deck, a toolkit that helps to streamline the process of starting a business from the logistical point of view, a list of open rental spaces and a target list of businesses. The committee will also look to have

dialogue with property owners on open spaces and determine how to best support future leases.

Doug clarified that this is an Ad Hoc committee and should be labeled as such in references.

#### **7.4 Design & Improvement**

Cadance reiterated her earlier comments and the three priorities that the Committee is going to move forward with this year, with roughly \$15,000 going to each category of improved lighting, tree work and light poles.

Joe asked about the potential of funding awnings and façade improvements. Doug suggested that the Business Development committee take that topic on. Hugh shared that there had previously been funds available for façade improvement through the redevelopment agency, but they were not taken advantage of. The EIFD is also a possible future source of façade improvement.

#### **7.5 Parking**

Cadance shared that she and Michael Hyman met with Kim Nadeau to hear where the Parking District was headed since the current incentives are scheduled to end on June 30 or when Sonoma County reaches the yellow zone. The garage incentives are costing the Parking District about \$200,000 a year. The goal is to work with Kim on a proposal to council. Cadance will conduct outreach to business owners, then convene the parking committee and bring their recommendations to the Board in April before working with Kim.

Hugh reiterated that parking was a topic that tended to devolve and that the important thing was to focus on what business owners need and not the numbers attached to them.

### **8.0 BYLAW UPDATE DISCUSSION**

It was determined that this item would be postponed for another month and that when it was addressed, changes to the check signing policy would be included.

### **9.0 MARCH BOARD MEETING AGENDA**

Cadance shared that there will be a presentation on shared mobility devices at the next meeting. The committee agreed that the agenda would mirror that of the Executive Committee, without the Bylaw discussion.

### **10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 1:12pm.