



## DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting

January 13, 2021

9am – 10am

Virtual Meeting

Zoom Meeting ID: 806 654 7370

Passcode: Downtown

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

### 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** Natalie Balfour  
4.1 December 16, 2020 Meeting Minutes
- 5.0 **FINANCIAL REPORT APPROVAL** Tom Robertson  
Board will review DAO financial statements ending December 31 and financial projections.
- 6.0 **EXECUTIVE DIRECTOR REPORT** Cadance Hinkle Allinson  
Report on StreetPlus, business activity, holiday activities and beautification efforts
- 7.0 **2021 PROPOSED BUDGET** Tom Robertson  
Board will review and approve 2021 budget
- 8.0 **COUNTY CENTER LOCATION DISCUSSION** Hugh Futrell / Tom Robertson  
Discuss potential next steps regarding DAO involvement with County Ad Hoc Committee on relocation of County Center to Downtown
- 9.0 **2021 PROPOSED BOARD NOMINEES** Natalie Balfour  
Board will review and approve slate of board members proposed by Nominating Committee
- 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>.

## Proposed Budget for 2021 Fiscal Year beginning January 1, 2021

	2020 Budget	2020 Projected	2020 Difference	2021 Proposed Budget	Notes
<b>Income</b>					
District Assessment	\$ 529,686.00	\$ 533,025.00	\$ 3,339.00	\$533,025.26	
Interest Income	\$ 1,000.00	\$ 1,465.00	\$ 465.00	\$ 1,000.00	
<b>TOTAL INCOME</b>	<b>\$ 530,686.00</b>	<b>\$ 534,490.00</b>	<b>\$ 3,804.00</b>	<b>\$534,025.26</b>	
<b>Expense</b>					
Primary District Services	\$ 320,200.00	\$ 281,395.00	\$ (38,805.00)	\$325,000.00	
SR Metro Chamber Contract	\$ 145,000.00	\$ 145,000.00	\$ -	\$150,000.00	StreetPlus and DAO office use, utilities, IT, supplies and equipment, HR support, accounting and bookkeeping, Chamber employee salary/benefits
Insurance/Taxes	\$ 10,000.00	\$ 7,541.00	\$ (2,459.00)	\$ 10,000.00	
Annual Priorities	\$ 50,000.00	\$ 58,140.00	\$ 8,140.00	\$ 45,000.00	
Project Maintenance	\$ -	\$ -	\$ -	\$ 5,000.00	
Website/Marketing	\$ 1,500.00	\$ 614.00	\$ (886.00)	\$ 1,500.00	
Misc Direct Expenses	\$ 2,400.00	\$ 1,010.00	\$ (1,390.00)	\$ 2,400.00	
Contingency	\$ 31,781.00	\$ -	\$ (31,781.00)	\$ 32,000.00	Provides 6% contingency
<b>TOTAL EXPENSE</b>	<b>\$ 560,881.00</b>	<b>\$ 493,700.00</b>	<b>\$ (67,181.00)</b>	<b>\$570,900.00</b>	
<b>NET INCOME</b>	<b>\$ (30,195.00)</b>	<b>\$ 40,790.00</b>	<b>\$ 70,985.00</b>	<b>\$ (36,874.74)</b>	

## Proposed Slate of DAO Board Members to begin serving January 20, 2021

Joe Dietzen, WestAmerica Bank	Business Representative	3 year term
Caitlin Kurasek, La Rosa Tequileria & Grille	Business Representative	3 year term
Bernie Schwartz, California Luggage	Business Representative	2 year term
Peter Stanley, Archilogix	Business Representative	3 year term
Leeanna Ausiello, Ausiello's	Property Representative	3 year term
Zach Berkowitz	Property Representative	2 year term
Raissa de la Rosa, City of Santa Rosa	Property Representative	2 year term
Rick Mossi, Exchange Bank	Property Representative	2 year term
Stevan Stankovich, Santa Rosa Plaza	Property Representative	3 year term
Doug Van Dyke, ER Sawyer	Property Representative	2 year term

**DOWNTOWN ACTION ORGANIZATION (DAO)**  
**Board Meeting**  
**December 16, 9am**  
**Zoom Meeting ID: 806 654 7370, Passcode: Downtown**  
**Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399**

**MINUTES**

Present: Natalie Balfour, Andrea Ballus, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke, Sara Woodfield

Absent: Zach Berkowitz

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

**1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 9:03 am.

**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, November 18, 2020 Board Meeting Minutes, as presented was unanimously passed.

**5.0 FINANCIAL REPORT**

Tom Robertson reviewed the financial statements ending November 30 and shared that there is \$60,000 in the account heading into 2021. Concern remains around the potential unknown impact of the pandemic on assessments, and the budget process is delayed as a result.

Motion to approve the financial report, as presented was unanimously passed.

**6.0 SHARED MOBILITY DEVICES**

This item was not presented.

**7.0 EXECUTIVE DIRECTOR REPORT**

Cadance provided a report on StreetPlus, holiday activities, business updates and future plans for the District.

StreetPlus is currently short one staff member. Their biggest challenges remain management of the homeless population. Danielle is speaking to Catholic Charities weekly and coordinating as many site visits as possible.

Winter Lights has been going well. It was created with social distancing in mind, so it is all still functional and providing the community with a safe, festive, outdoor experience.

All businesses were offered evergreen swags and window decals, and many took advantage of them. The banners designed and donated by Engine is Red were installed and have received great feedback.

The lighting project was successfully completed and the redwoods on 4th now have their trunks wrapped in lights.

It has been a very frustrating and anxious time for business owners, especially restaurants that are only able to offer takeout. There is incredible concern over how the coming weeks will affect the ability for businesses to continue operating.

Made Local Marketplace is leaving Downtown and moving to Montgomery Village. The Store Next Store opened next to ER Sawyer and a new Latin themed restaurant is opening in Stout Brothers.

A meeting was held with business owners on the 500 block last week and those who attended unanimously want it to remain closed to vehicular traffic. Follow up will be done to discuss with other business owners unable to attend. There will be similar meetings for the other two blocks on 4th Street in the new year. Business owners will be encouraged to discuss the options with each other so that everyone understands how these types of decisions will impact the surrounding businesses. Discussions will also focus on creative ideas to further activate the space.

Doug shared his support for closing the roads again in the spring and summer and hoped that plans could be made ahead of time to make it happen.

Bernie shared that he would like the streets to be reopened and that outdoor dining can coexist with through traffic that could help retailers. He asked about the potential of one-way traffic on the 500 block. Cadance shared that she has reached out to the City and will let him know if they are able to facilitate.

Sonu asked questions around when outdoor dining might reopen, and a brief discussion occurred around the data and metrics that go into the decision-making process for the County and State.

## **8.0 ANNUAL PRIORITIES**

The priorities selected by DAO Board members are as follows. These items are not guaranteed funding, but all will receive time and research into the feasibility, which could include securing outside funding or dedicated District funds. These items will be reported out on at every board meeting moving forward.

1. Expanded Lighting (16.5 points)
2. Powder Coating Light Poles (15 points)
3. Replacing Trees on 4th (13 points)
4. Installation of Seasonal Ice rink (10.5 points)

## **9.0 BOARD RECRUITMENT AND NOMINATIONS**

Cadance explained that the nomination period is open until December 31 and she is speaking directly with any new nominees to explain the process, the expectations of board members and answer any questions. All new nominees are providing a bio and a few sentences about why they would like to join the board.

The nominating committee will meet review all the applicants in early January and the slate they recommend will be voted on at the annual meeting. Any new board members will then step into their roles.

There are ten open seats. Five will be filled by those serving a two-year term and five will be filled by those serving a three-year term. There are currently 17 people nominated.

Natalie explained that no one was guaranteed a seat, even those who currently serve on the board. It is important that board members are active and engaged in the District and that the effectiveness of the board depends on having new members.

#### **10.0 ADJOURNMENT**

Chair Natalie Balfour adjourned the meeting at 9:29am.

4:05 PM

01/08/21

Accrual Basis

**Downtown Action Organization Incorporated**  
**Balance Sheet**  
As of December 31, 2020

	Dec 31, 20
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Poppy DAO Revenue	129,672.70
1001000 · Poppy District Funds Savings	81,840.96
1010000 · Poppy District Funds Operating	2,648.34
<b>Total 1000000 · DAO OPERATING FUNDS</b>	<b>214,162.00</b>
<b>Total Checking/Savings</b>	<b>214,162.00</b>
Other Current Assets	
1100000 · District Revenue Receivables	347,663.16
<b>Total Other Current Assets</b>	<b>347,663.16</b>
<b>Total Current Assets</b>	<b>561,825.16</b>
<b>TOTAL ASSETS</b>	<b>561,825.16</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	13,696.26
<b>Total Accounts Payable</b>	<b>13,696.26</b>
Other Current Liabilities	
2320000 · YE Liabilities	27,978.53
<b>Total Other Current Liabilities</b>	<b>27,978.53</b>
<b>Total Current Liabilities</b>	<b>41,674.79</b>
<b>Total Liabilities</b>	<b>41,674.79</b>
Equity	
32000 · Unrestricted Net Assets	400,436.41
Net Income	119,713.96
<b>Total Equity</b>	<b>520,150.37</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>561,825.16</b>

4:05 PM

01/08/21

Accrual Basis

**Downtown Action Organization Incorporated**  
**Profit & Loss Budget Performance**  
**December 2020**

	Dec 20	Budget	\$ Over Budget	% of Budget	Jan - Dec 20	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4100000 · District Assessments	47,479.31	44,140.55	3,338.76	107.6%	533,025.36	529,686.60	3,338.76	100.6%	529,686.60
4100002 · Interest Income	191.50	83.33	108.17	229.8%	1,464.72	1,000.00	464.72	146.5%	1,000.00
4200000 · DAO Activities									
4200001 · Project Funding	0.00				81,521.00				
<b>Total 4200000 · DAO Activities</b>	<b>0.00</b>				<b>81,521.00</b>				
<b>Total Income</b>	<b>47,670.81</b>	<b>44,223.88</b>	<b>3,446.93</b>	<b>107.8%</b>	<b>616,011.08</b>	<b>530,686.60</b>	<b>85,324.48</b>	<b>116.1%</b>	<b>530,686.60</b>
<b>Expense</b>									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Plus Contract	26,403.53	26,683.33	-279.80	99.0%	281,395.38	320,200.00	-38,804.62	87.9%	320,200.00
<b>Total 5100000 · PRIMARY DISTRICT SERVICES</b>	<b>26,403.53</b>	<b>26,683.33</b>	<b>-279.80</b>	<b>99.0%</b>	<b>281,395.38</b>	<b>320,200.00</b>	<b>-38,804.62</b>	<b>87.9%</b>	<b>320,200.00</b>
5200000 · DISTRICT IMPROVEMENTS									
5200001 · Plants/Benches	22,470.52	4,166.67	18,303.85	539.3%	58,140.00	50,000.00	8,140.00	116.3%	50,000.00
5200003 · Website/Social Media	119.40	125.00	-5.60	95.5%	613.83	1,500.00	-886.17	40.9%	1,500.00
5200004 · Fountain Expenses	0.00				2,596.50				
<b>Total 5200000 · DISTRICT IMPROVEMENTS</b>	<b>22,589.92</b>	<b>4,291.67</b>	<b>18,298.25</b>	<b>526.4%</b>	<b>61,350.33</b>	<b>51,500.00</b>	<b>9,850.33</b>	<b>119.1%</b>	<b>51,500.00</b>
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	12,083.33	12,083.33	0.00	100.0%	144,999.96	145,000.00	-0.04	100.0%	145,000.00
5400003 · Insurance/Taxes	1,239.00	5,000.00	-3,761.00	24.8%	7,541.00	10,000.00	-2,459.00	75.4%	10,000.00
5400004 · Misc Direct Expenses	14.99	200.00	-185.01	7.5%	1,010.45	2,400.00	-1,389.55	42.1%	2,400.00
<b>Total 5400000 · DISTRICT MANAGEMENT</b>	<b>13,337.32</b>	<b>17,283.33</b>	<b>-3,946.01</b>	<b>77.2%</b>	<b>153,551.41</b>	<b>157,400.00</b>	<b>-3,848.59</b>	<b>97.6%</b>	<b>157,400.00</b>
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	2,648.43	-2,648.43	0.0%	0.00	31,781.20	-31,781.20	0.0%	31,781.20
<b>Total 5500000 · CONTINGENCY</b>	<b>0.00</b>	<b>2,648.43</b>	<b>-2,648.43</b>	<b>0.0%</b>	<b>0.00</b>	<b>31,781.20</b>	<b>-31,781.20</b>	<b>0.0%</b>	<b>31,781.20</b>
<b>Total Expense</b>	<b>62,330.77</b>	<b>50,906.76</b>	<b>11,424.01</b>	<b>122.4%</b>	<b>496,297.12</b>	<b>560,881.20</b>	<b>-64,584.08</b>	<b>88.5%</b>	<b>560,881.20</b>
<b>Net Ordinary Income</b>	<b>-14,659.96</b>	<b>-6,682.88</b>	<b>-7,977.08</b>	<b>219.4%</b>	<b>119,713.96</b>	<b>-30,194.60</b>	<b>149,908.56</b>	<b>-396.5%</b>	<b>-30,194.60</b>
<b>Net Income</b>	<b>-14,659.96</b>	<b>-6,682.88</b>	<b>-7,977.08</b>	<b>219.4%</b>	<b>119,713.96</b>	<b>-30,194.60</b>	<b>149,908.56</b>	<b>-396.5%</b>	<b>-30,194.60</b>

[illegible]