

## **DAO Board Meeting – 2020 Priority Setting – January 9, 2020, 9am Santa Rosa Metro Chamber**

Present: Natalie Balfour, Zach Berkowitz, Joe Dietzen, Raissa De La Rosa, Charles Evans, Hugh Futrell, Michael Hyman, Sue Kade, Rick Mossi, Tom Robertson, Bernie Schwartz, Doug Van Dyke

Absent: Andrea Ballus, Sonu Chandi, Sara Woodfield

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

### **MINUTES**

#### **1.0 CALL TO ORDER**

Chair Natalie Balfour called the meeting to order at 9:08am.

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

There were no comments from the public at this time.

#### **3.0 PRIORITY SETTING: 2020 DAO DISCRETIONARY FUNDS**

Cadance shared that the board would be conducting a dot vote to determine priorities for 2020. All of the items included were previously discussed at board meetings or suggested by property and business owners. The results will help guide the Executive Committee in their decision regarding \$50,000 of discretionary funding available for spending in 2020. The following priorities were considered and received the vote counts listed at the close of voting.

1. Installation of festive lights: 13
2. Refurbishment and replanting of planters: 10
3. Assistance for businesses to install new awnings or public-facing murals: 2
4. Wayfinding: 9
5. Installation of security cameras in Downtown District: 1
6. Expanded security hours: 4
7. Holiday Décor: 4
8. Programming and events on Courthouse Square: 4
9. Assistance for businesses providing parking validation: 4
10. Marketing/PR campaign: 7
11. Local Advertisements: 0
12. Photography and branding of District: 1

#### **4.0 PRIORITY SETTING: IMPROVEMENTS, MAINTENANCE & MANAGEMENT**

Hugh presented a proposed action plan for the DAO. This is a conceptual plan to address primary issues and problems within the Downtown District in collaboration with the City and create a long-term strategy for vitality and economic development of the area.

The primary problems are:

1. Inadequate district maintenance
2. Dilapidated district-wide improvements
3. The absence of district-wide marketing
4. The failure to capitalize on the Square through a comprehensive event strategy
5. The uncompleted Square Master Plan
6. The impact of indigents

Items 5 and 6 are already being addressed by the DAO and City.

The proposed actions included:

1. DAO to oversee Maintenance of Courthouse Square (addresses problem 1)
2. DAO to oversee Downtown Event Management (addresses problem 4)
3. DAO to begin preparation for creation of BIA through validation, data collection and discussion (addresses problem 3)
4. DAO to oversee infrastructure improvements (addresses problems 2, 5)

Doug expressed that this plan must be put into effect in an efficient and urgent manner. There was a discussion about funding sources for the implementation of the action plan.

Tom Robertson made a motion for the DAO to draft two Letters of Intent regarding event management in Courthouse Square and the maintenance of Courthouse Square.

The motion was seconded by Doug Van Dyke and unanimously approved. Michael Hyman and Raissa de la Rosa were absent for the vote.

Tom Robertson made a motion to urge the City to adopt a plan to support a series of immediate improvements Downtown and devote the necessary resources for the DAO to complete these improvements.

The motion was seconded by Doug Van Dyke and unanimously approved. Michael Hyman and Raissa de la Rosa were absent for the vote.

A discussion ensued about the need to begin working on options for large scale marketing efforts to support the District which would ultimately include a specific, targeted plan. It was agreed that the DAO needs to make progress and take action on the previously discussed issues prior to launching such an effort, but that research and planning could begin immediately.

Hugh Futrell motioned that the DAO authorize the Executive Committee and possible additional committees and administrative staff to do non-outreach research and preparation for a potential future BIA or other means to provide marketing funding.

The motion was seconded by Doug Van Dyke and unanimously approved. Michael Hyman and Raissa de la Rosa were absent for the vote.

## **5.0 ADJOURNMENT**

Board Chair Natalie Balfour adjourned the meeting at 10:35.