



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

June 9, 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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| 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
4.1 May 12, 2021 Meeting Minutes | Natalie Balfour |
| 5.0 FINANCIAL REPORT
Review of DAO financial statements ending May 31 and financial projections | Joe Dietzen |
| 6.0 EXECUTIVE DIRECTOR REPORT
Update provided on StreetPlus, Downtown Subcommittee discussions, parking, baseline services, Open & Out and other activities. | Cadance Hinkle Allinson |
| 7.0 COMMITTEE UPDATES
7.1 Ad Hoc on County Center and EIFD
7.2 Community Engagement
7.3 Ad Hoc Business Development
7.4 Design & Improvement | Hugh Futrell
Cadance Hinkle Allinson
Doug Van Dyke
Hugh Futrell |
| 8.0 SAFE PARKING PROPOSAL
Discussion of impact of City's safe parking proposal to Downtown and potential action by DAO board. | Hugh Futrell |
| 9.0 JUNE BOARD MEETING AGENDA | All |
| 10.0 ADJOURNMENT | Natalie Balfour |

DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
May 12, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

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

Staff Present: Cadance Hinkle Allinson, Peter Rumble

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:07pm.

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

4.1 Motion to approve consent item, April 14, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that there was nothing of note on the April financial statements, other than the slight increase to income from the \$5,000 donation Sonu Chandi secured to help with tree maintenance. Cadance noted that the assessment check has been received and reflected in the Cash Flow for May.

6.0 EXECUTIVE DIRECTOR REPORT

Cadance Hinkle Allinson

Cadance shared the following updates.

A meeting was hosted a few months ago to collect feedback from restaurants around Santa Rosa's Zero Waste Food Ware Ordinance, and she has now received a draft and provided it to businesses offering takeout. She has not heard any other feedback since sending the draft out, but it could mean significant changes for some businesses in how they offer takeout, which many businesses are still reliant upon.

A meeting will be held next week regarding the permanent parklet program to help restaurants transition to a permanent parklet for fall, if they are interested. The 500 Block has decided they want to stay closed, but it will reopen when this policy goes into place.

The next DAO Newsletter will feature ways for DAO members to participate in the general plan update.

Santa Rosa Water is doing maintenance work Downtown over the next few weeks and she is helping to coordinate the outreach.

The garage parking incentive extension was discussed at the last subcommittee meeting and Chair Tibbets is going to bring it up in his report at the next council meeting to try and find the path forward. The need for it to continue is clear though councilmembers raised concerns for

the health of the parking district, but both councilmembers present were in favor of it continuing another six months.

Also discussed at the Downtown Subcommittee was the increase in break ins and ongoing crime happening Downtown. Chair Tibbets directed staff to investigate the cost of an expanded CCTV system, similar to what exists in Courthouse Square, which Sgt. Wolf shared was effective. The councilmembers indicated being comfortable with a one-time expense, but had concern about ongoing costs and want to discuss in more detail at the next Subcommittee meeting.

Chair Tibbets also directed staff to look into the feasibility of rewarding members of the community for turning in footage of aggressive driving and sideshows. This issue was shared with the Subcommittee due to a meeting where both Exchange Bank and Hotel E raised concerns around this type of behavior. More details will be shared at the next Downtown Subcommittee Meeting.

The Ice Rink continues to move forward, albeit slowly. There is a specific piece of equipment the rink company can buy to make the power situation function and they are now in discussions with the City on whether they can use it.

Cadance shared concerns around the fact that StreetPlus is not requiring employees to be vaccinated which has caused frequent disruptions to service due to the regular quarantining staff members must do if show symptoms. This has caused a number of disruptions to service.

A brief discussion ensued and it was determined that Cadance would reiterate the concerns around the service disruptions to the StreetPlus management team and find out what policies they have around unvaccinated and vaccinated employees showing symptoms.

Hugh asked about the food ware ordinance and how it might impact business. Cadance clarified that it would be a cost increase to purchase new supplies and that this was a directive of the Climate Action Subcommittee.

7.0 COMMITTEE UPDATES

7.1 Ad Hoc on County Center and EIFD

Hugh provided an update on the Ad Hoc Committee's work related to the Civic Center relocation. There has been a lot of discussion, but no movement to utilize the committee to provide further analysis. Council members made it clear they want to assist the County in moving forward, but there has been no request or outreach from the County. Hugh will continue to follow up with supervisors to offer the DAO's support in providing analysis around the economic benefits. Some members of the committee feel that a public advocacy and further analysis from volunteers would be beneficial. Others feel that if the County is not open to accepting the analysis provided by the DAO's Ad Hoc committee, there is no point to continue the work.

The committee has not had recent discussions on the EIFD, though data collected by HFC about four years ago was passed along to city staff working on the implementation. It remains important for the DAO to take an active role.

7.2 Community Engagement

Cadance shared the plans moving forward for Open & Out and that she is currently fundraising to make the plans possible. Activities include music scheduled three nights a week, movies taking place on the Square in July, fitness classes and two different maker markets. There is also another

scavenger hunt type of activity taking place later in the summer. She has also been working with local nonprofits that want to use the Square for other types of events as well.

While the Chamber holds the permit for Courthouse Square all summer long, this is providing the opportunity for the DAO to manage the events taking place there, which could provide a path forward for further oversight of the events in the Square.

7.3 Ad Hoc Business Development Committee

Doug shared that the next meeting of the Ad Hoc Business Development Committee will take place in two weeks and he will report out at the next meeting.

7.4 Design & Improvement

Cadance shared that the committee decided to move forward with tree pruning, but that it will be waiting until fall, when hopefully drought conditions are lessened and the weather is better for planting, to remove and plant the trees. Some updates are also being done in the black planters this week.

She is meeting with Ken LaFranchi on Monday to begin reviewing festive light options, which the committee will then review at their next meeting with the hope of speedy implementation.

She is also connecting with Railroad Square around wayfinding so that the DAO can be aware of planning and design that is taking place.

Hugh shared the construction of the Asawa Fountain depends on final design work which is dependent on some work with the actual panels. He reminded the committee that the City has the ultimate responsibility to store and install panels once design is done. Unfortunately, the concrete resin panels are deteriorating, so the City is reviewing options to cast the panels in bronze, which would be more expensive up front, but ultimately less to maintain and a better quality. Hugh reminded the committee that the initial intention when the Fountain was installed was to create bronze panels, but that was not completed due to cost.

The commencement of fountain construction hinges upon the City's decision on the best option for the panels. Hugh shared he is cautiously optimistic that everything will move forward smoothly and felt this could be a good investment from the City.

8.0 USE OF DOWNTOWN PARK / CAPITAL IMPROVEMENT FEES

The committee reviewed the memo provided by Hugh and determined that they would like to bring an action item to the next board meeting for staff and the Design & Improvement committee to move forward in finalizing the request.

9.0 BASELINE SERVICES

Cadance shared that she has a list of the baseline services, which she previously reviewed with Jason Nutt, and asked for the committee's recommendation on how they would like to see it formalized. It was agreed she would share the list with members of the committee to review and set a meeting with Jason to discuss further. Doug requested that Cadance provide updates during her report out at the next board meeting.

Hugh raised concerns about the state of the benches in Courthouse Square and the problems that have not been addressed or fixed by the City, which should be seen as baseline services.

10.0 CHAMBER CONTRACT AND BUDGET RECOMMENDATION

Peter is working through different options and scenarios which will include the Chamber taking on some personnel expenses through the administrative portion of the contract. He is working through the details and the impact to the Chamber budget and will make a recommendation to the full board next week.

11.0 MAY BOARD MEETING AGENDA

No additional items were added to the agenda, but Joe reminded everyone to sign their bank signature cards.

12.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:14pm.