



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

April 8, 2020

12:00pm – 1:30pm

Zoom Meeting ID: 805 530 464, Password: 040820

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 March 11, 2020 Meeting Minutes | Natalie Balfour |
| 5.0 | EXECUTIVE DIRECTOR REPORT
Cadance will share response and plans from Downtown business owners, as well as DAO outreach in relation to COVID-19. | Cadance Hinkle Allinson |
| 6.0 | FINANCIAL REPORT AND REVENUE REDUCTION DISCUSSIONS
Board will discuss fiscal management, revenue reduction scenarios and contingency plans as related to COVID-19. | All |
| 7.0 | APRIL 15 BOARD MEETING AGENDA REVIEW | All |
| 8.0 | ADJOURNMENT | Natalie Balfour |

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DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

12:00pm—1:30pm

Santa Rosa Metro Chamber

50 Old Courthouse Square, Suite 110

Natalie Balfour called in from 7681 Pallino Court, Windsor, CA 95492 using (425) 436-6349, Access code: 806057#

Committee Present: Natalie Balfour (via remote access), Sonu Chandi, Hugh Futrell, Tom Robertson

Chamber Staff: Jennifer Beach, Peter Rumble

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:04pm.

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 at this time.

4.0 CONSENT ITEMS

4.1 The motion to approve the February 12, 2020 minutes was unanimously approved.

5.0 FINANCIAL REPORT

There was a request for clarification regarding the negative budget. Request was made to include cash flow budget in monthly financial presentation going forward.

6.0 EXECUTIVE DIRECTOR REPORT

Jennifer reported that four benches have been installed in Courthouse Square surrounding the newly planted Crape Myrtle trees in fulfillment of the City's master plan for the square. Jennifer communicated that she has worked on creating a comprehensive business list for all businesses in the Santa Rosa Downtown District so that as many businesses as possible can be included on the DAO website and in outreach efforts to fortify business endeavors.

Jennifer communicated that Sue Kade has been working on options for the planters in the Downtown District and will provide an update at the next DAO Board Meeting.

Peter communicated that there is a shared responsibility that all board members must continue with positive messaging for Downtown Santa Rosa. Peter discussed that we could share data about business sales, sales tax data, and StreetPlus data. Sonu reiterated that it is important to present the positive collective effort that DAO is doing to enhance conditions in Downtown Santa Rosa.

7.0 BUDGET ALLOCATION

Discussion regarding budget and desire to include cash flow budget in monthly financial presentation moving forward.

8.0 BOARD LOGISTICS

Peter will create a draft of the conflict of interest policy for the DAO Board and submit it to the board for approval.

9.0 DAO PRIORITIES AND INITIATIVES UPDATE

Hugh communicated the necessity of the design and improvement committee to get into more discussion regarding lighting options. Sonu expressed the urgent need for lighting to be installed in Downtown Santa Rosa. Tom spoke about the need for consensus regarding what type of lighting is installed. Sonu communicated that lighting is something that needs to be done as soon as possible and the idea that there needs to be a comprehensive plan for lighting in Downtown Santa Rosa. There was a discussion regarding beginning the lighting project with Fourth Street and then moving to out to Third Street and Fifth Street. There was a discussion regarding ensuring that the dead trees could be removed and replaced with a coherent plan in the Downtown District.

Peter communicated that he would check with a property owner regarding lighting in front of his building to see if the City can tear down the existing broken lights in the district. Peter gave an update that the City is working on replacing all of the streetlights in the District.

A discussion ensued regarding lighting and the need for specification from each vendor. Peter expressed that he would put out a request for luminosity of the lighting to be increased in the Downtown District. Hugh reiterated that the Santa Rosa Plaza needs to be encouraged to increase lighting in front of the Plaza building.

Sonu discussed StreetPlus numerical data and continuing to communicate a positive message of change in Downtown Santa Rosa. Hugh confirmed that Hotel E has high occupancy and zero consumer complaints about Downtown or homelessness in the district from hotel guests.

A discussion ensued regarding the positive change due to StreetPlus presence and the better response time of Santa Rosa Police Department due to increase in personnel.

10.0 PARKING

Sonu discussed that parking is an ad hoc committee and council is seeking a more in-depth conversation on parking. Sonu discussed the possibility that the parking

committee needs to become a standing committee in the future. Peter clarified that if an ad hoc committee meets longer than a year it needs to become a standing committee.

Tom Robertson suggested a bulk monthly parking permit rate for building owners, to encourage office development.

Hugh discussed the possibility of launching a pilot parking program in which free evening parking and free weekend parking could be available on the streets and in garages. A discussion ensued regarding monitoring sales tax in the Downtown District and see what impact free parking during weekends would have.

Peter reminded the committee that there is an upcoming City Council meeting in which there will be advocacy regarding

11.0 MARCH BOARD MEETING AGENDA REVIEW

The upcoming DAO Board meeting agenda was reviewed and approved by the executive committee. Hugh recommended that an agenda item be added regarding an update on the Asawa Fountain construction. Hugh stated that he would provide the update.

12.0 ADJOURNMENT

Chair Natalie Balfour adjourned the meeting at 1:28pm.