

**DOWNTOWN ACTION ORGANIZATION (DAO)**

**Parking Committee Meeting**

**August 4, 2021, 9am**

**Zoom Meeting ID: 806 654 7370, Password: Downtown**

**Phone: 669-900-9128**

**A G E N D A**

**1.0 CALL TO ORDER**

**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 CONSENT ITEM: APRIL 5, 2021 MEETING MINUTES**

**4.0 RECOMMENDATION TO DAO BOARD FOR FUTURE PARKING GARAGE INCENTIVES**

Committee will discuss potential garage incentives that the DAO board might wish to request as permanent incentives starting in calendar year 2022

**5.0 PARKING GARAGE EQUIPMENT UPDATES**

Cadance to provide brief update as to equipment updates in garages

**6.0 ADJOURNMENT**

**DOWNTOWN ACTION ORGANIZATION (DAO)**

**Parking Committee Meeting**

**April 5, 2021, 3pm**

**Zoom Meeting ID: 806 654 7370, Password: Downtown**

**Phone: 669-900-9128**

**MINUTES**

Present: Michael Hyman, Bill Hillendahl, Bernie Schwartz

Absent: Sue Kade, Tom Robertson

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

**2.0 CALL TO ORDER**

Chair, Michael Hyman called the meeting to order at 3:20pm.

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

There were no comments from the public.

**3.0 DOWNTOWN GARAGE PARKING CHANGES AND PROPOSAL**

Kim Nadeau shared that she is requesting council extend the current garage incentives through the end of June. She also shared that it would be an estimated loss of \$700-\$750K in FY 21/22 if the free parking is extended through the next fiscal year. It appears that back filling those lost revenues with American Rescue Act funds may be possible, but she is waiting on confirmation that is an eligible use of those funds and if so, Council would still need to approve the allocation of the funds for that purpose.

The committee discussed what recommendation they'd like to make to the DAO Board. Bernie made a motion that the committee recommend keeping free garage parking on weekends and the first hour free through the end of calendar year 2021. He also motioned that the DAO advocate using Rescue Act funding to make the parking district whole, if possible.

Discussion ensued about the motion and was unanimously approved.

**4.0 VALIDATION PROGRAM**

Bernie shared what a great opportunity it had been for his business.

It was clarified that the Economic Development Department covers 25% of the current discount and the Parking District covers 15%. The Parking District does not intent to change their discount for parking validation packs.

Discussion ensued about the difficulties of getting businesses to participate and engage in parking promotions.

**5.0 ADJOURNMENT**

Chair, Michael Hyman adjourned the meeting at 3:57pm.

