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Sent: Thursday, June 11, 2020 4:59 PM
To: Cadance H. Allinson
Subject: Santa Rosa Downtown District - June News

May 2020

DOWNTOWN ACTION ORGANIZATION
Newsletter for Business and Property Owners



FROM THE EXECUTIVE DIRECTOR

We are looking forward to reopening Downtown and welcoming our community back to our stores, restaurants and businesses. Please let me know the current status of your business so that we can share on our website. *Are you open? What are your hours? Any changes or restrictions you want the public to be aware of?*

Also, please take a moment to read the updates below. and participate in the surveys where appropriate. As always, please tag @downtownsantarosa on social media so that we can share your updates as well.

Cadance Hinkle Allinson, Executive Director
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PARKING ENFORCEMENT UPDATE - EFFECTIVE NOW

On April 14th the City Council authorized temporarily waiving parking fees for on street meters, the parking lots, and public garages. However, safety violations (red curb parking, within 15 ft of a hydrant, etc.) ADA violations, and time limits are in effect. Parking Enforcement staff have resumed duties and are enforcing safety violations and time limited parking. We recognize this is a change and are issuing one-time warnings for time limit violations as a courtesy. As a reminder, regarding time limited parking: moving your car within the same block **does not** reset your time. If you need all day parking or to park longer than the posted time limit, please utilize the public parking garages or the long-term lots.

The parking office remains closed to the public, but staff continue to monitor voicemails and emails remotely. If you have any questions the best way to reach

staff is by sending an email to srparking@srcity.org.

REMINDER: Ask your employees to park in garages and lots and leave street parking open for customers.

REOPENING DISCUSSIONS - ARE YOU LOCATED ON 4TH STREET?

The City and various partners are working hard to move forward plans for reopening Downtown through the "Open & Out" program. We look forward to sharing details via Zoom soon, but please reach out with any questions and we will direct you to the best resource.

To finalize the plans, businesses along 4th Street need to complete this [very short survey](#).

EDB SURVEY

The EDB has recently contracted Dr. Robert Eyler, principal of Economic Forensics and Analytics, to conduct a thorough analysis of the economic impacts of the COVID-19 pandemic in Sonoma County. The weekly survey is to hear from local business owners, executives and nonprofit organizations. Each of these surveys will be open for seven days. The data collected will be crucial in determining impacts, assessing resources needed, and creating policy for future events. The survey has 11 questions and takes about 5 minutes to complete. Survey for week June 9-15, 2020: <https://www.surveymonkey.com/r/HYXCKL8>

STREETPLUS MANAGER UPDATE

Please join us in saying a huge thank you to Robert Townsend for his time as manager of StreetPlus. While he will be missed, we are very excited to welcome Danielle Muro, who has worked on the StreetPlus team for over a year, into the manager role. Please congratulate Danielle if you see her!

ABC PERMIT FOR RESTAURANTS EXPANDING ONTO SIDEWALK/PARKLET

If your restaurant is planning to expand your boundaries into public space, you need to complete ABC's temporary expansion of licensed premises (Caterer's License) located [here](#). You will need to complete a diagram (ABC-253) and provide the \$100 fee, but the license is effective immediately. Please let me know if you have any

questions.

WORKING WITH CITY AND RAILROAD SQUARE TO TACKLE HOMELESS CHALLENGES

The DAO has been working with the Railroad Square Association and the City of Santa Rosa to call attention to critical needs regarding encampments and the homeless population Downtown. We will keep you updated as we learn more about the city's plans.

UPCOMING MEETINGS

(virtual meeting information located in agenda)

June 17, 9am – Board

July 8, noon - Executive Committee

July 15, 9am - Board

Agendas and minutes for all DAO meetings are now posted in the [District News](#) section of the Downtown Santa Rosa website (www.downtownsantarosa.org) 72 hours prior to each meeting.

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