



DOWNTOWN ACTION ORGANIZATION (DAO)

Executive Committee Meeting

October 11, 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

- 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** Natalie Balfour
4.1 September 8, 2021 Meeting Minutes
- 5.0 FINANCIAL REPORT** Joe Dietzen
Review of DAO financial statements ending September 30 and financial projections
- 6.0 EXECUTIVE DIRECTOR REPORT** Cadance Hinkle Allinson
Update provided on StreetPlus, Downtown Subcommittee, Courthouse Square events and other activities.
- 7.0 IMPACTS OF HOTEL AZURA / MICKEY ZANE PLACE** Hugh Futrell
Discussion about potential negative impacts of Mickey Zane Place on Downtown District
- 8.0 DISCUSSION AND POSSIBLE ACTION REGARDING PROPOSED ALL POTENTIAL PARKING LOT / GARAGE CONVERSIONS**
Discussion and possible action around future City projects for development of garage/parking lots that could impact Downtown
- 9.0 BIA DISCUSSION** Hugh Futrell
Follow up on discussion about feasibility and path forward for a BIA
- 10.0 PRELIMINARY BUDGET DISCUSSION** All
Discuss topics and information needed to begin creating 2022 budget
- 11.0 HOLIDAY DÉCOR OPPORTUNITIES** All
Committee to discuss opportunities to purchase Downtown holiday decor
- 12.0 OCTOBER BOARD MEETING AGENDA** All
- 13.0 ADJOURNMENT** Natalie Balfour

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DOWNTOWN ACTION ORGANIZATION (DAO)
Executive Committee Meeting
September 8, 2021, noon
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

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

Absent: Joe Dietzen

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Natalie Balfour called the meeting to order at 12:02pm.

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, August 11, 2021 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 FINANCIAL REPORT

Cadance reviewed the financials ending August 31. She shared that the StreetPlus budget has been down significantly because they are short two staff members. There is a \$5,000 receivable that is due for a committed sponsorship for Halloween.

6.0 CONFLICT OF INTEREST DISCUSSION

Tom Robertson joined the meeting to discuss the DAO's conflict of interest policy.

There was concern around having a member of the DAO Board who represents Simon, present at a meeting where the DAO board discussed the County moving Downtown. The representative was not allowed to participate in any ad hoc meetings where this issue was discussed but was able to provide information.

A discussion ensued about the importance of such a policy, how it should be handled should a similar situation arise again and how to collect information from a Director who might need to recuse themselves from taking action.

The committee determined that the Conflict of Interest language included in the Bylaws was appropriate to use moving forward.

7.0 EXECUTIVE DIRECTOR REPORT

Cadance provided an update on the StreetPlus team, which is still short two staff members. There have been hiring challenges and she has asked StreetPlus to come up with alternate strategies should they not be able to fill those roles.

She shared that there have been some really positive steps forward with the Downtown Enforcement Team, being able to work on a couple specific and ongoing issues.

The Downtown Subcommittee met briefly on September 7. The City is working on formalizing a CCTV policy.

Cadance is going to set up a meeting with Councilmember Tibbets and Mayor Rogers to discuss parking in 2022.

The new light installation has been installed at 4th & B and the Design & Improvement committee will meet later this month to discuss if they'll do additional installations along 4th.

Two new retailers are in the process of opening where Skeeter's and Made Local Marketplace are.

Cadance shared that plans are moving forward for the End of Summer Block Party (September 18), Fall Fun Fest (October 29) and Winter Lights/Courthouse Square Ice Rink (November 19 through January 9).

A brief discussion ensued about the need to review what StreetPlus is offering and the Executive Committee determined to discuss further at the October meeting. Cadance will seek information on what Railroad Square has been doing for reference.

8.0 BYLAW UPDATE APPROVAL

Hugh Futrell talked through a number of recommendations for changes to the DAO bylaws. The recommendations were focused around three goals: 1. to clearly incorporate the 1994 Act into the Bylaws, 2. to address conflict of interest, 3. to address some previously discussed and approved procedural issues that have not formally been adopted.

The committee discussed and made further recommendations which Cadance will incorporate before sending to DAO board for review and approval at the September board meeting.

The committee had a brief discussion about the feasibility of the BIA. Hugh will draft a memo which Cadance will send to the City attorney for clarification on the legality of establishing a BIA in conjunction with the CBD.

9.0 SEPTEMBER BOARD MEETING AGENDA

The Board agenda will focus on committee reports and bylaw changes

10.0 ADJOURNMENT

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