



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting
August 18, 2021
9am

Virtual Meeting
Zoom Meeting ID: 806 654 7370
Passcode: Downtown
Phone: 669-900-9128, Meeting ID: 806 654 7370, Passcode: 93058399

AGENDA

- 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** July 21, 2021 Meeting Minutes
- 5.0 FINANCIAL REPORT** Joe Dietzen
Board will review and approve DAO financial statements ending July 31
- 6.0 EXECUTIVE DIRECTOR REPORT** Cadance Hinkle Allinson
Update provided on StreetPlus, Downtown Subcommittee updates, Open & Out and other activities.
- 7.0 COMMITTEE UPDATES**
 - 7.1** Ad Hoc on County Center and EIFD Hugh Futrell
 - 7.2** Community Engagement Sonu Chandi
 - 7.3** Ad Hoc Business Development Doug Van Dyke
 - 7.4** Design & Improvement Hugh Futrell
- 8.0 PARKING RECOMMENDATIONS FOR 2022** All
Board will make a motion on whether to authorize staff and Executive Committee members to work with City staff and elected officials on the following recommendations from the Parking Committee and Executive Committee:

Starting in 2022, in an effort to simplify and create uniformity of all parking options Downtown, as well as promote and incentivize use of City garages, it is requested that the Parking District;
 1. Change garage operating hours to 9-6 to be in line with street parking and surface lots
 2. Keep free weekends in the garages to promote people using the garages on Saturdays when street parking is paid and on Sundays when free in lots and on streets
 3. Offer first hour free to incentivize use of garages

Downtown Action Organization (DAO) does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by contacting reception at (707) 545-1414 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.downtownsantarosa.org/districtnews>.

4. Institute reductions for business and property owners entering into contracts to acquire long-term garage parking permits

- | | | |
|-------------|--|-----------------|
| 9.0 | DISCUSSION AND POSSIBLE ACTION ON IMPLEMENTING PLANS TO IMPROVE THE DOWNTOWN OFFICE LEASING LANDSCAPE
The board will discuss the potential of encouraging the City to reduce certain barriers to office leasing and improve the ability to rent Downtown office space post pandemic. | Hugh Futrell |
| 10.0 | FUTURE MEETING TOPICS
Board will discuss future meeting topics. | All |
| 11.0 | ADJOURNMENT | Natalie Balfour |

DOWNTOWN ACTION ORGANIZATION (DAO)
Board Meeting
July 21, 2021, 9am
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128, Passcode: 93058399

Present: Leeanna Ausiello-Kane, Pauline Block, Sonu Chandi, Raissa de la Rosa, Joe Dietzen, Charles Evans, Hugh Futrell, Caitlin Kurasek, Bernie Schwartz, Peter Stanley, Steven Stankovich

Absent: Natalie Balfour, Zach Berkowitz, Tom Robertson, Doug Van Dyke

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson, Peter Rumble

MINUTES

1.0 CALL TO ORDER

Vice Chair Hugh Futrell called the meeting to order at 9:05am.

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

Motion to approve consent item, June 16, 2021 Board Meeting Minutes was unanimously passed.

5.0 FINANCIAL REPORT

Joe Dietzen shared that expenses are running under budget, but will probably catch up later in the year. \$30,000 was received in July for Open & Out.

Motion to approve the financial report as presented was unanimously passed.

6.0 WATER USE EFFICIENCY AND DROUGHT IMPACTS FOR BUSINESSES

Deb Lane from Santa Rosa water shared that there are record lows leading to the City adopting stage 3 drought restrictions. She shared a list of water use restrictions as well as opportunities available to business owners that include rebates and discounted water saving equipment.

7.0 EXECUTIVE DIRECTOR REPORT

Cadance shared that there have been no recent Downtown Subcommittee meetings, so there are no updates on the potential expanded CCT system.

It has been great to have a stronger DET presence in the Downtown area over the past month, especially with ongoing homeless challenges.

Parking incentives are in place through year end and the parking committee will be meeting to bring their ideas back to the board for requests in 2022.

The StreetPlus team is short one staff member and are trying to hire. It will be interesting to see how they're able to recruit in the current climate and whether the StreetPlus team can meet the needs as downtown returns to "normal".

Due to the drought, the StreetPlus team is only pressure washing for hygienic and sanitary purposes at this point. Cadance is looking into whether or not they can somehow access grey water.

Open & Out has been an incredible amount of work to coordinate, but the community seem to be enjoying it, though there has not much response from business owners as to whether or not they are seeing any benefit. She shared details of all the upcoming planned events and let the Board know that she's looking into the potential of an end of summer block party.

The Community Engagement committee is starting to talk about a Halloween event as well as Winter Lights, so there will likely be more specific details to share at the next Board meeting.

Bernie commented that the no parking signs have been challenging for customers to understand. Cadance shared that she has already addressed this with the parking district and they should be making the font larger on future signage.

8.0 DISCUSSION ON POTENTIAL SYNTHETIC ICE RINK AND OTHER HOLIDAY ACTIVITIES

Cadance reminded the committee that after the last meeting, it was determined the only option for a rink moving forward was a synthetic rink, due to high water usage and power challenges. She shared details about the synthetic ice product called Glice and that she's gotten recommendations from other organizations that have used it. If a synthetic rink is to be installed, it will be important to activate the Square around it to create a positive experience.

The current synthetic rink option that has been presented involves a company purchasing the rink and operating it on the Square. Because of the cost to purchase the rink, the operator would like to be guaranteed to have access to Courthouse Square for three years.

Cadance clarified that this is not solely a DAO decision, as both the Chamber and the City need to be involved before anything is finalized.

There was general concern over a three-year commitment, but the board discussed and suggested that Cadance keep looking into the options.

9.0 DISCUSSION AND POSSIBLE ACTION ON DOWNTOWN CIVIC CENTER PROPOSAL TO SUPERVISORS ON JULY 27

Item 9 was moved prior to Item 5 to accommodate for staff availability.

Peter Rumble shared that at the Supervisors meeting on Tuesday, July 27 they will be reviewing an option to enter negotiations with Simon for potential development of the Sears site as the sole alternative for building out on the current county campus. There is slight optimism for a positive vote to come Downtown.

Hugh shared that there was no third-party analysis conducted and the county models show moving Downtown at a higher cost than staying on the current campus. He reminded the committee that the DAO offered multiple times to conduct such analysis and that the Board has already taken a position to support the County campus moving Downtown.

A discussion ensued about how and if the DAO might want to choose to communicate their opinion on the issue.

It was clarified that the library site is no longer a viable option.

A motion was brought to the table to support the County moving forward with the Sears site and to repeat the DAO's offer of assistance. The motion was seconded.

A discussion ensued about whether or not the DAO should provide specific site support having not seen any existing plans or details about the project. There was also discussion about the DAO not appearing supportive of the sole remaining Downtown option and the need for any communication to show support.

The motion was amended to reiterate the DAO's support for a Downtown Civic Center, encourage the Supervisors to move forward with a Downtown location and reiterate the DAO's offer to assist with further analysis. The motion was seconded.

Raissa and Stevan abstained from voting due to conflicts. Peter Stanley and Pauline Block abstained from voting due to lack of information from the County. The motion passed.

Cadance will prepare the draft of a letter and send to the Supervisors prior to July 27.

**10.0 DISCUSSION AND POSSIBLE ACTION ON IMPLEMENTING
PLANS TO IMPROVE THE DOWNTOWN OFFICE LEASING LANDSCAPE**

This item was deferred to the August meeting due to issues of timing.

11.0 ADJOURNMENT

Vice Chair Hugh Futrell adjourned the meeting at 10:27am.

4:28 PM

08/04/21

Accrual Basis

Downtown Action Organization Incorporated

Balance Sheet

As of July 31, 2021

	Jul 31, 21
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	155,476.02
1001000 · District Funds Savings-Poppy	343,152.55
1010000 · DAO Operating-Poppy	5,027.24
Total 1000000 · DAO OPERATING FUNDS	503,655.81
Total Checking/Savings	503,655.81
Other Current Assets	
1100000 · District Revenue Receivables	343,475.20
Total Other Current Assets	343,475.20
Total Current Assets	847,131.01
TOTAL ASSETS	847,131.01
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	37,741.72
Total Accounts Payable	37,741.72
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	222,093.75
Total Other Current Liabilities	222,093.75
Total Current Liabilities	259,835.47
Total Liabilities	259,835.47
Equity	
32000 · Unrestricted Net Assets	519,759.63
Net Income	67,535.91
Total Equity	587,295.54
TOTAL LIABILITIES & EQUITY	847,131.01

2021 DAO Budget and Cash Flow Projection															
Income	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total	YE Projection	\$ From Budget
Starting cash at 1/1/21	\$42,799														
District Assessments	\$347,663	\$0	\$0	\$0	\$181,968	\$0	\$0	\$7,582	\$0	\$0	\$0	\$0	\$537,213	\$537,213	\$0
Events/Programming	\$0	\$0	\$0	\$0	\$12,500	\$0	\$30,000	\$0	\$0	\$1,500	\$0	\$0	\$44,000		
Interest Income	\$0	\$0	\$0	\$0	\$0	\$443	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$0
Sub Total	\$390,462	\$0	\$0	\$0	\$194,468	\$443	\$30,000	\$7,582	\$0	\$1,500	\$0	\$0	\$582,213	\$582,213	\$0
Cash at Beginning of Month	\$390,462	\$351,780	\$314,741	\$273,912	\$429,601	\$388,733	\$374,955	\$328,824	\$271,592	\$229,017	\$180,942	\$131,867			
Expense															
StreetPlus Contract	\$26,166	\$23,023	\$27,800	\$26,189	\$24,209	\$24,889	\$21,917	\$27,083	\$27,083	\$27,083	\$27,083	\$27,083	\$325,000	\$309,609	\$15,391
Santa Rosa Metro	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$12,500	\$150,000	\$150,000	\$0
Insurance/Taxes	\$0	\$0	\$31	\$74	\$0	\$0	\$0	\$0	\$0	\$2,500	\$5,000	\$2,500	\$10,000	\$10,105	-\$105
Annual Priorities	\$0	\$0	\$0	\$0	\$195	\$2,400	\$0	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$45,000	\$21,345	\$23,655
Project Maintenance	\$0	\$1,500	\$450	\$0	\$0	\$0	\$0	\$417	\$417	\$417	\$417	\$417	\$5,000	\$4,033	\$967
Website/Marketing	\$0	\$0	\$0	\$0	\$48	\$0	\$0	\$125	\$125	\$125	\$125	\$125	\$1,500	\$673	\$827
Events/Programming	\$0	\$0	\$0	\$0	\$4,343	\$3,973	\$19,140	\$13,157	\$0	\$1,500	\$0	\$0	\$42,114	\$42,114	\$0
Misc. Direct Expense	\$16	\$16	\$48	\$16	\$16	\$16	\$157	\$200	\$200	\$200	\$200	\$200	\$2,400	\$1,284	\$1,116
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$31,781	\$0	\$32,000
Sub Total	\$38,682	\$37,039	\$40,829	\$38,779	\$41,311	\$43,778	\$53,713	\$57,232	\$44,075	\$48,075	\$49,075	\$46,575	\$612,795	\$539,163	\$73,632
Account Balance	\$351,780	\$314,741	\$273,912	\$235,133	\$388,290	\$344,955	\$321,242	\$271,592	\$227,517	\$180,942	\$131,867	\$85,292			

4:28 PM

08/04/21

Accrual Basis

Downtown Action Organization Incorporated
Profit & Loss Budget Performance
July 2021

	Jul 21	Budget	\$ Over Budget	% of Budget	Jan - Jul 21	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 · District Assessments	44,418.75	44,418.75	0.00	100.0%	310,931.25	310,931.25	0.00	100.0%	533,025.00
4100002 · Interest Income	0.00	0.00	0.00	0.0%	898.63	500.00	398.63	179.7%	1,000.00
4200000 · DAO Activities									
4200001 · Earmarked Project Funding	0.00	0.00	0.00	0.0%	5,250.00	0.00	5,250.00	100.0%	0.00
4200002 · Events/Programming	0.00				42,500.00				
Total 4200000 · DAO Activities	0.00	0.00	0.00	0.0%	47,750.00	0.00	47,750.00	100.0%	0.00
Total Income	44,418.75	44,418.75	0.00	100.0%	359,579.88	311,431.25	48,148.63	115.5%	534,025.00
Expense									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Plus Contract	21,916.53	27,083.33	-5,166.80	80.9%	174,392.55	189,583.35	-15,190.80	92.0%	325,000.00
Total 5100000 · PRIMARY DISTRICT SERVICES	21,916.53	27,083.33	-5,166.80	80.9%	174,392.55	189,583.35	-15,190.80	92.0%	325,000.00
5200000 · DISTRICT IMPROVEMENTS									
5200001 · Annual Priorities	0.00	3,750.00	-3,750.00	0.0%	2,595.00	26,250.00	-23,655.00	9.9%	45,000.00
5200002 · Project Maintenance	0.00	416.67	-416.67	0.0%	1,950.00	2,916.65	-966.65	66.9%	5,000.00
5200003 · Website/Social Media	0.00	125.00	-125.00	0.0%	47.88	875.00	-827.12	5.5%	1,500.00
5200004 · Fountain Expenses	0.00	0.00	0.00	0.0%	190.00	0.00	190.00	100.0%	0.00
Total 5200000 · DISTRICT IMPROVEMENTS	0.00	4,291.67	-4,291.67	0.0%	4,782.88	30,041.65	-25,258.77	15.9%	51,500.00
5300000 · MARKETING									
5300001 · Events/Programming	16,638.04				24,954.97				
Total 5300000 · MARKETING	16,638.04				24,954.97				
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	12,500.00	12,500.00	0.00	100.0%	87,500.00	87,500.00	0.00	100.0%	150,000.00
5400003 · Insurance/Taxes	0.00	0.00	0.00	0.0%	104.86	0.00	104.86	100.0%	10,000.00
5400004 · Misc Direct Expenses	156.87	200.00	-43.13	78.4%	308.71	1,400.00	-1,091.29	22.1%	2,400.00
Total 5400000 · DISTRICT MANAGEMENT	12,656.87	12,700.00	-43.13	99.7%	87,913.57	88,900.00	-986.43	98.9%	162,400.00
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	2,666.67	-2,666.67	0.0%	0.00	18,666.65	-18,666.65	0.0%	32,000.00
Total 5500000 · CONTINGENCY	0.00	2,666.67	-2,666.67	0.0%	0.00	18,666.65	-18,666.65	0.0%	32,000.00
Total Expense	51,211.44	46,741.67	4,469.77	109.6%	292,043.97	327,191.65	-35,147.68	89.3%	570,900.00
Net Ordinary Income	-6,792.69	-2,322.92	-4,469.77	292.4%	67,535.91	-15,760.40	83,296.31	-428.5%	-36,875.00
Net Income	-6,792.69	-2,322.92	-4,469.77	292.4%	67,535.91	-15,760.40	83,296.31	-428.5%	-36,875.00

*5400001 - covers all staffing, administrative costs, office space (Admin staff & StreetPlus), marketing & event management