

DAO Executive Committee Meeting – January 8, 2025, 9:30am
coLAB – Vision Lab
427 Mendocino Ave, Santa Rosa, CA 95401
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:41am.

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 ACTION: CONSENT ITEM

Hugh Futrell made a motion to approve consent item November 13, 2024 Executive Committee Meeting Minutes. The motion was seconded by Danielle Nelson and passed unanimously.

5.0 REPORT: TREASURER

Danielle shared the financial packet for the month ending December 31, 2024 and noted that the check from the City for the Courthouse Square project was received and the first assessment check from the City is anticipated soon.

Cadance shared that the assessment payments were \$10,000 less than anticipated. She expects that to be righted at some point during the 2025 assessment payouts. Anticipated cash into 2025 is less than anticipated, and should not impact the approved budget for 2025.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that the lights and tree work were completed, and the planters should be refreshed in April.

She shared that she anticipates the draft annual report will be finalized this month and distributed to all the property owners and emailed to the email database.

The MDP Ad Hoc committee is meeting next week, but she is still waiting on some details from one of the members. She hopes this review process will come to the board by February or March.

Toward the end of the year three new businesses opened – Sweet Spot, Cooperage and Downtown BBQ. Jojo's Sushi closed due to the death of an owner.

She shared that a few people reached out to her recently looking for spaces in the Downtown and she has been trying to make as many connections as possible to brokers and property owners. She is trying to connect with more brokers to educate them about what the DAO is so that they can use the information in their marketing materials for Downtown properties.

She reminded everyone that Catholic Charities now has dedicated Downtown case workers, creating a much more regular presence in the Downtown, and InResponse is now 24 hours a day. It is great to see both of those resources increased.

7.0 REPORT: BOARD CHAIR

Pauline shared that all relevant items will be discussed in upcoming agenda items.

8.0 REVIEW: 2024 ANNUAL REPORT

Cadance noted that the NexStreet data has been updated through year end and that the alternate last page will be switched out to allow for easier mailing.

The committee had the following recommended changes for the Annual Report prior to distribution: add subtitle descriptions to the budget and expenditures. The draft annual report will be on the board agenda for approval.

9.0 REVIEW: 2025 WORKPLAN

Pauline shared that there was not a need to review the workplan line by line, but that any members who wanted to bring an item forward for discussion should. She turned the discussion over to Hugh to share his thoughts on Workplan Item 1.4.

Hugh shared that he felt it was critical for the DAO to take a leading role in addressing the funding lag of the EIFD. He shared that the City, Visit Santa Rosa and Santa Rosa Metro Chamber should all be partners in the effort, and that funding sources could include the SRTBID, Park Fees, Economic Development funds and assessment changes within the District. A discussion ensued about the best path forward and it was determined that a collaborative approach, bringing all potential partners to the table would be the most appropriate path forward. Meetings will be scheduled with the Chamber/VSR and the City to discuss the concept. Pauline will share a brief update with the board on the item during next week's workplan review.

A brief discussion occurred about the Asawa panel project and the conversations Hugh has had with City staff about moving the project forward.

10.0 DISCUSSION: BOARD CULTURE & ATTENDANCE

Pauline shared ideas about getting better engagement from board members, including adjusting the board agenda to allow time for each member to update on their specific business and including board members in outreach to council members when annual check-ins happen. There was a discussion about reminding all board members about the attendance policy and requesting that they revisit whether they can meet the requirements. Pauline will speak about this at the board meeting.

11.0 DISCUSSION: COMMUNITY ENGAGEMENT

Ideas were shared about ways to better engage with the community of Downtown business and property owners. Ideas included regular info sessions with specific topics, open coffee meetings for members of the Downtown community to connect with DAO leadership and creating a program utilizing industry captains.

Info session ideas included:

- Marketing the DAO to prospective tenants (for brokers and property owners)
- Free Marketing through the DAO (for business owners and marketing teams)
- Working with NexStreet (for operations/maintenance teams and property owners)

12.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 11:04 am.

DAO Board Meeting
January 15, 2025, 9:30am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401

Board Members Present: Leeanna Ausiello-Kane, Beau Anderson, Zach Berkowitz, Pauline Block, Britt Cooper, Chris Denny, Daryel Dunston, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Argo Thompson, Don Tomasi

Absent: Natalie Balfour

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Argo Thompson to approve consent items 4.1, December 4, 2024 Meeting Minutes and 4.2, Financial Statements Ending December 31, 2024. The motion was seconded by Beau Anderson and unanimously approved.

5.0 CHECK IN: BOARD MEMBERS

Board members provided updates about their properties, businesses and industries.

Chris Denny joined at 9:38.

Comments were positive, especially in relation to parking and business traffic during December and January to date. Daryel provided an update about new City leadership and upcoming Council and Committee agenda items.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson shared the following:

The Street level services report reflects that most categories were down for December compared to November, and it shows that the team, at Cadance's request, is checking in with the businesses more frequently. They want to encourage more business owners and Downtown employees to reach out to them. They also began their regular pressure washing service.

Lights and tree work were completed, and the planters should be refreshed in April.

The Santa Rosa Now program has ended and Cadance is working with the City to figure out if they can utilize some of the creative content.

She is hoping to get the window cling program launched in January or February.

The MDP Ad Hoc committee met this week and she is sending them a draft to review which she expects to bring to the February Executive Committee meeting for review.

Toward the end of the year three new businesses opened – Sweet Spot, Cooperage and Downtown BBQ. Jojo's Sushi closed due to the death of an owner.

She shared that a few people reached out to her recently looking for spaces in the Downtown and she has been trying to make as many connections as possible to brokers and property owners. She is trying to connect with more brokers to educate them about what the DAO is so that they can use the information in their marketing materials for Downtown properties.

She reminded everyone that Catholic Charities now has dedicated Downtown case workers, creating a much more regular presence in the Downtown, and InResponse is now 24 hours a day. It is great to see both of those resources increased.

This month's newsletter will include details about today's meeting as well as a photo of the NexStreet team. She is planning to feature one NexStreet employee every month moving forward. She'll also let property owners know they can request to be put on the pressure washing schedule.

7.0 REPORT: EXECUTIVE COMMITTEE

Board Chair Pauline Block welcomed Beau Anderson to the Executive Committee as Secretary and thanked Natalie for her years of service on Executive Committee. She reminded the board that the Executive Committee meetings are open to the public.

She shared that at the last meeting, the committee reviewed the workplan with specific focus on item 1.4 and how the DAO can work with Chamber and City to address the EIFD funding gap timeline. Pauline and Hugh will meet with Chamber leadership and the City to talk about next steps. There will also be conversations about how the DAO can financially support such an effort.

The committee also discussed board culture, which included standing changes to the agenda to include board member check-ins and an item at the bottom of the agenda for future meeting topics. There will be more opportunities for the full board to engage with the Council and she is looking forward to sharing those opportunities.

Pauline reiterated how critical attendance was to the success of the DAO and shared that board members are expected to attend at least eight of the twelve meetings. She suggested that if board members felt they could not make this commitment, then they should reach out to her or Cadance to discuss a potential replacement.

Cadance requested that everyone email or text her prior to the meeting if they can't attend, so that she can coordinate a cancellation if a quorum is not available.

Pauline clarified that meetings will now start at 9:30am.

8.0 ACTION: 2024 ANNUAL REPORT

Cadance asked for any feedback on the 2024 Annual Report prior to its distribution to property and business owners. Ken Lafranchi made a motion to approve the annual report as is. The motion was seconded by Danielle Nelson and unanimously approved.

9.0 ACTION: 2025 WORKPLAN

The 2025 workplan was reviewed by the board.

A discussion ensued about what type of QR code should appear on the window clings.

It was recommended that “, vacancy and” was added to item 1.7 so that it reads: Support City's organization of cohesive effort around business development, vacancy and support for downtown station area.

Cadance will remove item 2.1 as it is no longer relevant.

A discussion occurred about the Asawa panel project and it was determined that HFC and the City would connect on the status prior to any further board discussion.

Nicole excused herself at 10:43am.

Danielle Nelson made a motion to approve the annual report with the recommended changes. The motion was seconded by Leanna Kane and with no further discussion, the 2025 Workplan was unanimously approved.

10.0 DISCUSSION: DOWNTOWN COMMUNITY ENGAGEMENT

Chair Pauline Block shared multiple ideas related to better engaging with the Downtown Community, including info sessions and industry captains.

Leeanna suggested that other businesses could be asked to host DAO Board meetings as a way to bring them into the discussion and better engage them.

Cadance shared she's working on communication and some targeted info sessions for brokers, marketing and maintenance teams. She will bring her full plan to the next meeting.

Danielle and Leeanna will join Pauline on an ad hoc committee to come up with a plan to present around industry captains and how better to connect with Downtown community members. Cadance will reach out to Nicole to see if she's interested.

11.0 FUTURE AGENDA ITEMS

Pauline shared this would be a standing item for board members to bring items forward.

Daryel will speak with Chad about appropriate timing for him to attend and share results from the parking survey.

Danielle suggested inviting HOST to attend a future meeting.

12.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:56am.

DAO Executive Committee Meeting – February 5, 2025, 9:30am
coLAB – Genius Lab
427 Mendocino Ave, Santa Rosa, CA 95401
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Danielle Nelson

Executive Committee Absent: Hugh Futrell

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:37am.

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 ACTION: CONSENT ITEM

Danielle Nelson made a motion to approve consent item January 8, 2025 Executive Committee Meeting Minutes. The motion was seconded by Chris Denny and passed unanimously.

5.0 REPORT: TREASURER

Danielle shared that it was too early in the month to get a financial packet, though the first assessment check of the year had been received. It was lower than the same check last year, but that usually means the next check will be higher.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that she was not aware of business openings or closings in January.

She provided an attendance update on board members: Natalie Balfour has one absence.

The annual statement of activities mailing went out last week and all the relevant documents have been emailed to City leadership and posted to the website.

She reported on the following workplan items:

2.1: The window display project is moving forward and she expects to get the first one completed soon.

4.3: Cadance spoke about the brokers breakfast and shared a rough calendar for the list of info sessions:

February – Brokers

March – Marketing Resources

May – Building & Property Maintenance

June – DAO FAQ

September – SBDC & Chamber
November – SRPD and Host

She'll conduct outreach to get the appropriate people on board and the sessions scheduled.

7.0 REPORT: BOARD CHAIR

Pauline updated the board on Community Engagement work, including that the ad hoc committee met and industry captains were going to begin their outreach utilizing the important number cards and focusing on the newsletter as well as the marketing info session. Cadance will develop industry spreadsheets for each captain.

Pauline shared that there was interest in getting the businesses involved in the Farmers Markets this summer and Chris suggested that outreach should be conducted to see how they want to participate. Pauline suggested this could be done through the industry captains.

Pauline shared outreach will be conducted to council members and asked if any Executive Committee members would like to attend. Cadance will work with everyone to schedule the meetings.

8.0 REVIEW: RECOMMENDED CHANGES TO MDP

Cadance reviewed the memo that detailed the changes recommended by the MDP ad hoc committee, focusing on the questions that need to be addressed. She passed along other feedback and the committee made further recommended changes which will be outlined in a memo and distributed to the board for their February meeting.

She noted that she'll be presenting the updated plan to council at some point this quarter and getting their approval on changes to the plan.

9.0 DISCUSSION: DOWNTOWN MARKETING

Cadance shared that the current "Downtown Santa Rosa" brand includes only those businesses within the CBD boundaries. She asked for feedback on expanding the boundaries to allow businesses within the Station Area to participate in the website and in social opportunities since those are outward facing strategies and the community does not recognize the boundaries of the CBD. She suggested that more robust offerings will benefit the businesses within the CBD because it will be more appealing to the consumer.

A discussion ensued and it was determined that it would make sense to open the opportunities up to others. Chris suggested providing an opt out invitation, rather than opt-in. The board will be presented with the committee's recommendation at the next meeting.

Chris asked whether anyone would be interested in learning more about Development Tracker, which is utilized in over 60 cities to promote new development.

Cadance will add an open discussion item at the end of each Executive Committee agenda moving forward.

10.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:52 am.

**DAO Board Meeting
February 12, 2025, 9:30am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Leeanna Ausiello-Kane, Beau Anderson, Pauline Block, Britt Cooper, Daryel Dunston, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Argo Thompson, Don Tomasi

Absent: Natalie Balfour, Zach Berkowitz, Chris Denny, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:30am.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Daryel Dunston to approve consent items 4.1, January 15, 2025 Meeting Minutes and 4.2, Financial Statements ending January 31, 2025. The motion was seconded by Beau Anderson and unanimously approved.

5.0 PARTNER PRESENTATION

Lee Rocchio spoke about the HOST program and how they are engaging with the Downtown unsheltered population. He introduced members of the Downtown outreach team and board members asked questions about their work.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson shared the following:

The Street Level Services report reflects a significant uptick in graffiti. It has been really positive to see how the NexStreet team has been able to address some of the issues that have come forward with the Vacant Building and Land policy and how flexible and engaged the VBL team at the City is.

She had two meetings this week with City employees as they explore what it might look like to pedestrianize parts of 4th Street. Discussions also occurred about Workplan Item 2.2, the Farmer's Market, which will look to ramp up activities on the Second Sunday of every month.

On Workplan Item 2.1, She is expecting samples of the window clings by the end of the month and installation by March.

As part of Workplan Item 4.3, the first info session, a Brokers Breakfast, is taking place on February 27. She shared the rough agenda for the presentation and that she is still finalizing the details of the other info sessions. A rough calendar of the other upcoming sessions was shared:

March – Marketing Resources

May – Building & Property Maintenance
June – DAO FAQ
September – SBDC & Chamber
November – SRPD and Host

Cadance also shared that she would be out of the office the following week and available via her cell phone if there were any emergent needs.

7.0 REPORT: EXECUTIVE COMMITTEE

Pauline Block shared the following update:

Executive Committee members are beginning to meet with councilmembers to share the annual workplan. This happens every year and serves as a good touchpoint for the board and council. She hopes this is a starting point to better engaging council with the board as a whole.

She also noted that when it makes sense, Railroad Square businesses might be invited to attend info sessions.

The ad hoc committee on community outreach met and is getting organized to work on outreach.

8.0 ACTION: MANAGEMENT DISTRICT PLAN

Cadance reviewed the memo provided to the DAO Board regarding recommended changes to the Management District Plan. Recommendations were made by the MDP ad hoc committee to the Executive Committee. The Executive Committee reviewed the recommendations and provided additional comments which are all reflected in the memo. She shared that she thought this might need to be approved by Council at some point in the coming months.

She shared that she would do one final edit of the document, but would not bring it back to the board unless she found any substantive changes.

A motion was made by Ken LaFranchi to approve the recommended changes to the Management District Plan as presented. The motion was seconded by Daryel Dunston and passed unanimously.

9.0 ACTION: DOWNTOWN MARKETING EFFORTS

Cadance shared that the Executive Committee discussed last week whether it might benefit businesses within the District to expand the marketing efforts outside the CBD boundaries and instead include all businesses within the Downtown Station Area. The marketing opportunities include the Downtown website and social media amplification.

Pauline noted that the Executive Committee supported the idea. A brief discussion occurred where support was reiterated.

A motion was made by Nicole Gaddis to recommend expanding marketing opportunities beyond the businesses within the CBD boundaries. The motion was seconded by Hugh Futrell and unanimously approved.

10.0 CHECK-IN: BOARD MEMBERS

Board members shared relevant updates on their property, business or industry.

Nicole Gaddis excused herself from the meeting at 10:30am.

Caitlin raised concerns about the fence at the Citi bank building blocking the public passageway.

Daryel shared that the City is entering the budget season now and encouraged the DAO to follow the process and get engaged. Next Wednesday, February 19, City Council is holding their annual goal setting session at The Backdrop. The City is focused on delivering good services with a lower than anticipated budget.

Chad Hedge spoke about the MTC study which is wrapping up and he looks forward to sharing the results once council has had the chance to review.

11.0 FUTURE AGENDA ITEMS

Don Tomasi asked that the Treasurer do a quarterly financial report.

He also suggested the board look at the potential options that might be available through the Santa Rosa Middle School site, should it become available. Hugh shared the School District would be subject to surplus land requirements.

12.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:52am.

DAO Executive Committee Meeting – March 12, 2025, 9:30am
coLAB – Genius Lab
427 Mendocino Ave, Santa Rosa, CA 95401
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ACTION: CONSENT ITEM

Danielle Nelson made a motion to approve consent item February 5, 2025 Executive Committee Meeting Minutes. The motion was seconded by Beau Anderson and passed unanimously.

5.0 REPORT: TREASURER

Danielle shared that all looked on track in the February financial documents.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that there were three recent business openings: Darbar Kitchen, T206 Cards and the Sonoma County Bicycle Coalition. Eris Weaver from the Bicycle Coalition will be the guest speaker at the April board meeting.

She shared that she recently met with Karen Wise, the new Executive Director of the Museum of Sonoma County, who will be the guest speaker at next week's meeting.

She provided an attendance update on the board members. Currently Natalie Balfour has two absences. Zach, Chris and Danielle all have one absence.

She reported on the following workplan items:

1.6: She noted that in follow up to the boards' action last month, this upcoming board meeting will include a Resolution stating that CBD assessments do not cover marketing by SRMC team, and any specifically funded efforts, will be limited to those within the District. She also noted that she's conducted outreach to Railroad Square and SofA to include them in the March 31 Marketing Info session and she hoped others would attend as well.

2.1: The window display project is also moving forward, and she expects to get the first of those completed this month.

4.1: She is presenting about the Downtown District at the March 18 council meeting. City Council does not have to approve the updated Management District Plan, but she will let them know changes have been made and approved by the DAO board. She anticipates being able to review the assessments after that, though is not sure any changes could be made in time for the next collection cycle.

4.3: Cadance spoke about the Brokers Breakfast, which led to the request of a Downtown video for brokers to access. She has begun to investigate the details for creating that content.

Pauline added that at the Brokers Breakfast there was agreement on the need to address the employee parking costs and a discussion ensued. Next month's Executive Committee meeting will include details about the DAO's previously requested parking changes and discussion about the best path forward.

The other upcoming info sessions were discussed and the committee suggested the May/June meeting be a Q&A with the Mayor, if scheduling allowed. Cadance will conduct outreach.

Cadance shared that the meetings with council members are continuing, with one outcome being the need to advocate for the continuation of the expanded DET team. She suggested proactive outreach to the community to collect support.

A discussion ensued and it was recommended that Cadance put together outreach to the Downtown community stating the known budget issues at the City and asking those who believe that maintaining funding for the existing DET team is important for their business to provide their support. There will also be opportunities for public comment, and Cadance will provide those details as well. A discussion ensued about the best strategy to engage other organizations to support the effort.

She shared that she presented on the trolley at the Economic Development subcommittee meeting yesterday and there was interest from the committee members in seeing a second season of the program. She will be providing staff with additional details, though the DAO will not be running the program.

Cadance noted that the City's Active Transportation Plan was open for review by March 30 and asked if the DAO Board would like to weigh in. Pauline suggested the link can be shared with board members to provide their own comment.

Cadance mentioned that moving forward Danielle would provide a quarterly financial report, which was requested by Don Tomasi at last month's meeting.

Don also brought up the idea of discussing the Santa Rosa Middle School campus, and it was agreed that should there be an opportunity to weigh in on the future of the site, the board would discuss at that point.

7.0 REPORT: BOARD CHAIR

Pauline suggested future board meetings start at 9:15 to accommodate those who need to leave by 10:30. She will include that in her board report moving forward.

Moving forward, Executive Committee meetings will no longer have a Zoom component, unless requested by a committee member the Thursday prior to the meeting date.

Pauline said she thought the council meetings happening yearly were not enough. It was decided Cadance would ask Jeff to be the guest speaker at the June meeting.

8.0 DISCUSSION: PEDESTRIANIZATION

Cadance shared that she has received many comments this week from business owners expressing a high degree of frustration related to the pedestrianization survey that was sent out by the City's Economic Development team. Most of the property owners who had meetings in 2024 with herself and Daryel, raised concerns about the City not caring about the opinions of Downtown businesses and the survey being presented in a skewed way toward supporting the program.

The topic came up at the Economic Development subcommittee meeting yesterday where Cadance shared the feedback she received. Chair Okrepkie encouraged staff to connect directly with the Downtown businesses.

A discussion ensued where the committee members agreed to present recommendations to the board for action to be taken in the form of outreach to City staff and the Economic Development Subcommittee. They agreed that the concept had merit, but that four concerns must be addressed before the City move forward with a permanent closure:

1. The majority of affected businesses are in support of the plan and intend to activate
2. Infrastructure improvements including but not limited to new pedestrian level lighting, enhanced landscaping, transformation of parking infrastructure, new trash enclosures, required capital improvements and maintenance, must be completed
3. Enhanced programming in Courthouse Square, followed by programming activation in the closure area, that is adequately supported and coordinated by the City
4. Traffic circulation and impacts to surrounding area are understood and shared

Cadance will prepare a draft to share with the board for their feedback at next week's meeting.

9.0 FUTURE ITEMS

Hugh shared that April 2 is first public hearing on the IFP and he is not aware of what will be included. He also shared that negotiations on the White House site have been terminated and that there will be a new RFP for that site.

10.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:57 am.

**DAO Board Meeting
March 26, 2025, 9:30am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Leeanna Ausiello-Kane, Beau Anderson, Zach Berkowitz, Pauline Block, Britt Cooper, Chris Denny, Hugh Futrell, Caitlin Kurasek, Danielle Nelson, Argo Thompson, Don Tomasi

Absent: Natalie Balfour, Daryel Dunston, Nicole Gaddis, Ken Lafranchi

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:34am.

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

Doug Van Dyke spoke about the exclusive negotiating rights taking place around the 3rd Street Garage and requested the DAO conduct outreach to get answers about that project's progress from the City of Santa Rosa. Pauline shared there would be a discussion at the Executive Committee meeting.

Doug shared that he was supportive of a 4th Street closure, as long as there was appropriate marketing and programming.

3.0 CONFLICTS OF INTEREST OR ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

Cadance noted that Daryel's name was spelled incorrectly in item 4 of the minutes and Zach Berkowitz was incorrectly listed as being present and absent. She would correct it to show that he was absent only.

A motion was made by Beau Anderson to approve consent items 4.1, February 12, 2025 Meeting Minutes, as amended, and 4.2, Financial Statements ending February 28, 2025. The motion was seconded by Argo Thompson and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson shared the following:

Cadance shared that there were three recent business openings: Darbar Kitchen, T206 Cards and the Sonoma County Bicycle Coalition. Eris Weaver from the Bicycle Coalition will be the guest speaker at the April board meeting. There is also a new plant store opening in the Espresso's/Buck Lucky space in early April. She noted that Topsy Taco is closing.

She shared that she had the opportunity to attend the California Downtown Association / International Downtown Association's West Coast Forum two weeks ago, and had excellent opportunities to connect with other CBDs as well as gain helpful knowledge about best practices.

Zach Berkowitz joined the meeting at 9:40am.

She reported on the following workplan items:

1.3: The Executive Committee will be meeting on Park Fees and will talk about next steps at the April meeting.

2.1: The window display project is getting its test installation tomorrow.

4.1: She presented an annual update at the City Council meeting on March 18 and shared with Council that there is a new Management District Plan approved by the DAO board. She has been told Council does not need to also approve the MDP. She anticipates being able to review the assessments in the coming months, though she is not sure if that will be completed early enough to be reflected in the next assessment cycle.

4.3: Cadance spoke about the Brokers Breakfast, which led to feedback around improved employee parking options and the request for a Downtown video for brokers to access. She has begun to investigate the details for creating that content. She reminded everyone that there are other info sessions coming up, and asked people to distribute the flyers for the Marketing Info Session coming up on March 31.

She shared that the City is interested in seeing the trolley concept explored further and she has provided them with details.

She also shared that the NexStreet team would likely be moving into the coLAB building in the near future to allow for them to have a more appropriate space for their team and equipment, including a connected garage, access to a bathroom and running water. The NexStreet team is currently operating from a rear access storage room in the Metro Chamber's office space.

6.0 REPORT: EXECUTIVE COMMITTEE

Pauline asked for feedback on moving the meeting to 9:15am to better meet the needs of some committee members. No concerns were raised. She also mentioned that Executive Committee meetings will be in person only moving forward.

Pauline shared that the most critical feedback from the brokers meeting was the lack of appropriate and inexpensive parking options, with the added cost of \$.20 per square foot to cover employee parking, making downtown infeasible for many office leases. The Executive Committee will discuss this at their next meeting, starting with the recommendations brought forward by the DAO in years prior.

Chris Denny joined the meeting at 9:45am.

Pauline mentioned that next month would be the first of the quarterly finance reports and that if there was an opportunity to discuss the Santa Rosa Middle School site, it would come back to the board.

Hugh shared that the Enhanced Infrastructure Financing District Infrastructure Financing Plan had been released on the City's website and will be the subject of an initial informational hearing on April 2 with a secondary hearing in late April when it is assumed the IFP will be approved by the Public Financing Authority. He expressed concern about the document's priorities, placing unknown high impact projects over Downtown placemaking, and encouraged others to review the document.

7.0 RESOLUTION: DOWNTOWN MARKETING

The following resolution was read by Secretary Beau Anderson:

In accordance with action taken at the Downtown Action Organization's February 12, 2025 Board of Directors meeting, by unanimous vote of all members present, the following resolution is adopted:

It is resolved that the Downtown website (www.downtownsantarosa.org) and social media accounts (@downtownsantarosa on Instagram and Facebook), as well as any other marketing services provided by the Santa Rosa Metro Chamber / Visit Santa Rosa, that are not paid for by assessments collected from properties within the Downtown Santa Rosa Community Benefit District, should be available to all businesses within the Downtown Station Area and not limited to those within the Downtown Community Benefit District boundaries.

Any future marketing opportunities, funded solely by the District's assessment fees, will not be offered or available to businesses or properties outside of the Downtown Community Benefit District boundaries.

Beau Anderson made a motion to approve the resolution as presented. The motion was seconded by Danielle Nelson and unanimously approved.

8.0 ACTION: POSITION ON PEDESTRIANIZATION

Cadance shared that she had two different meetings with City staff and spoke at the Economic Development Subcommittee meeting two weeks prior to provide feedback around the closure concept. Her feedback centered on businesses having not been involved in the process so far, that many businesses are not supportive or interested in engaging in the concept, and that the survey was misleading. There is also a lack of clarity around what is being proposed. Many people understand that outreach is being done to other cities that implemented permanent closures, but a specific idea or concept has not been shared.

She shared that at the Economic Development Subcommittee meeting Councilmember Okrepkie asked the PED team to conduct outreach to businesses and Cadance reiterated her willingness to help with that effort.

She heard from Scott Adair that further outreach would be conducted to Downtown and Railroad Square businesses and that someone from Economic Development would be speaking to the DAO in May.

The board reviewed the key points included in draft form from the Executive Committee about the DAO's position on "pedestrianization":

1. The majority of affected businesses within the closure area should support the concept and be prepared to activate outside of current business operations
2. Infrastructure improvements must be made to create and maintain a friendly, vibrant space that include but are not limited to: new pedestrian level lighting, enhanced landscaping, improved trash collection facilities, removal of parking infrastructure (including meters and parking stops) and other capital improvements to make the area into a welcoming space and
3. Enhanced programming, though art, music, recreation, events, etc., must be supported by the City in Courthouse Square, as the primary pedestrian area of the Downtown, as well as the potential closure areas
4. Traffic circulation and impacts must be fully understood and detailed to the community

Cadance added that despite many businesses not being supportive, she thought the memo should refrain from stating that most are opposed, since there are some businesses in support of the concept, as long as there is appropriate programming. She recommended adding clarification to item 2, that states the City must provide adequate infrastructure to keep any pedestrians safe from vehicular traffic.

A discussion ensued about potential funding sources and opportunities for placemaking and how such a project could successfully proceed.

The following changes were recommended prior to distribution to the Economic Development Subcommittee and Economic Development staff: reiterate the lack of outreach to businesses in the introduction, remove the word “affected” and add the word “closure” after area in item 1, and add the need for critical safety infrastructure to item 2.

A motion was made by Hugh Futrell to approve the memo as amended. It was seconded by Caitlin Kurasek with no further discussion and unanimously approved.

Pauline will share with the Railroad Square Association. Cadance will distribute to the Economic Development Subcommittee and appropriate City staff.

9.0 REPORT: SRPD DOWNTOWN ENFORCEMENT TEAM SUPPORT

Cadance reminded the board that two years ago there was a large push by the DAO to add two officers to the Downtown Enforcement Team. She shared that understanding the City’s budget concerns, it would be helpful to express the impact the DET has made in the Downtown to City Council prior to budget decisions being made. Cadance has put together an online survey for the Downtown community to complete, both to collect quantity of support, as well as anecdotal data, about the impacts of the DET.

She will use the survey results to put together comments from the DAO to be shared with City Council. She will also provide talking points or templates for those interested in making public comments at the budget reduction meeting on April 15.

A discussion incurred about impacts to businesses since the DET was expanded. Hugh shared that with a deficit of 18 million, there would likely be public safety cuts, potentially including inResponse. It was agreed that budget cuts that decrease revenue should be minimized.

Cadance will get the survey out by March 27 and request feedback by April 8.

10.0 FUTURE AGENDA ITEMS

There were no future agenda items proposed.

11.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:37am.

DAO Executive Committee Meeting – April 2, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:35am.

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 ACTION: CONSENT ITEM

Chris Denny made a motion to approve consent item March 12, 2025 Executive Committee Meeting Minutes. The motion was seconded by Beau Anderson and passed unanimously.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that there was one recent business opening: Blooming Coast in the Espressioso's space. She noted that Eris Weaver would be the next guest speaker for the DAO's April meeting. The May meeting will include a tour of the Felix and the June Speaker will be Councilmember Okrepkie.

She reported on the following workplan items:

2.1: The window display project continues to move forward, slowly. They confirmed the material and three sites have been identified. The goal was to select a product that was inexpensive, easily removable and had the ability to be self-installed.

4.1: She is planning to begin her review of the assessments this month at some point.

4.3: Cadance spoke about the Marketing Info Session. She is working on the video content for the brokers video, and she feels confident the budget can absorb this cost. She thinks it might be wise to push the next info session to the end of August, rather than June.

Cadance shared there have been a number of responses to the survey so far, with most sharing their support for the expanded DET team. She noted that having people speak at the Council Budget Hearing on April 15 would be a challenge due to the large amount of public comment and that there might also be opportunities to speak at the Public Safety Subcommittee meetings.

Cadance shared that she provided feedback from the DAO Board to the Economic Development Subcommittee. She heard from Keven from Corrick's who felt that what was included showed that the DAO supported the concept of a closure. She heard from Scott Adair who asked to speak at the May meeting about their plan. He is also speaking to Railroad Square, though there are no planned closures in Railroad Square. She included the DAO's feedback in the last newsletter and will be distributing again to impacted businesses.

6.0 REPORT: BOARD CHAIR

Pauline shared that the project at the old Citi Bank site is moving forward and the project at 5th and Riley is anticipated to start this summer. She'll be sharing more details about Cornerstone's project in the future.

Hugh joined the meeting at 10:07am.

The committee briefly discussed the Infrastructure Financing Plan draft which is being presented to the PFA at a meeting later in the day and it was determined the Executive Committee will convene again on April 9 to discuss recommendations to share with the DAO Board.

7.0 DISCUSSION: PARKING RECOMMENDATIONS

The Committee reviewed past recommendations made by the DAO Board around parking and a discussion occurred about keeping the request focused around less expensive parking passes for employees, to help spur new leases. Brokers made it clear the cost of employee parking was a barrier to leasing in the Downtown.

Danielle shared that The Plaza charges less for employee parking than the City.

The Executive Committee will recommend that the DAO board support a request to the City for making all new parking permits \$20 a month for employees in newly leased spaced, in garages with lower average occupancy. Pauline suggested that once the request was approved, it would be appropriate to seek support from other groups before discussing with the City.

Cadance provided an update on the Parking District's EV plans.

8.0 DISCUSSION: DOWNTOWN PARK FEES

The committee reviewed past recommendations made by the DAO to the City around Park Fees and determined that it will be critical to figure out the path forward for Downtown Park fees to be spent in the Downtown. This topic should be brought to council members, and the Executive Committee will move it forward with goal of presenting to council members in the summer. Pauline will share an update with the board.

9.0 FUTURE ITEMS

The next Executive Committee meeting will feature a discussion of whether an assessment increase should be considered.

10.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 11:04am.

DAO Executive Committee Meeting – April 9, 2025, 9:45am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Executive Committee Absent: Beau Anderson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:51am.

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 DISCUSSION: EIFD IFP RECOMMENDATIONS

A discussion ensued about the current Infrastructure Financing Plan and the components included within it.

The next hearing of the Public Financing Authority will be May 8.

Hugh shared his position as a PFA member, that placemaking should be of equal value to a catalyst project and that the catalyst project should be in or adjacent to Downtown. He will abstain from participating in the DAO board action next week.

The committee developed the following recommendations to share with the DAO Board for discussion, edit and approval, prior to sharing with Chair Fleming, Mayor Stapp, Vice Mayor Alvarez and the other members of City Council:

1. The DAO brought forward and supported the concept of an EIFD as a mechanism for providing much needed funding for Downtown infrastructure and placemaking and believes that should remain a central component of the IFP. A minimum of 50% of the funds generated should support Downtown infrastructure and placemaking.
2. Since both affordable housing and a catalyst project are dependent on outside partners as well as additional criteria to come to fruition, there should be flexibility in fund allocation, with a maximum amount of 50% of funding being allocated. Additionally, both a catalyst project and affordable housing projects within the EIFD boundaries would require and rely on enhanced infrastructure and placemaking in the Downtown.
3. Any catalyst project should be in, or immediately adjacent to the Downtown, with easy pedestrian access to Downtown businesses and properties within the EIFD boundaries.

5.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:29am.

DAO Board Meeting
April 16, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401

Board Members Present: Beau Anderson, Natalie Balfour, Zach Berkowitz, Pauline Block, Britt Cooper, Chris Denny, Daryel Dunston, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Don Tomasi, Caitlin Kurasek, Argo Thompson

Absent: Leeanna Ausiello-Kane

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:16am.

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 ABSENTIONS

Hugh said that even though there is no legal requirement for him to do so, as a member of the Public Finance Authority, he will not take action on Item 9.0.

4.0 PARTNER PRESENTATION

Eris Weaver, Executive Director of the Sonoma County Bicycle Coalition spoke to the group about the mission of the Bicycle Coalition, how “bikes are good for business” and how businesses can become more bike friendly. The Bicycle Coalition recently relocated their offices to Downtown Santa Rosa.

5.0 ACTION: CONSENT ITEMS

A motion was made by Nicole Gaddis to approve consent items 4.1, March 19, 2025 Meeting Minutes, and 4.2, Financial Statements ending March 31, 2025. The motion was seconded by Chris Denny and unanimously approved.

6.0 REPORT: QUARTERLY FINANCIAL REPORT

Treasurer Danielle Nelson provided a quarterly financial review for the organization, noting that spending was behind what was anticipated, but it should catch up as the year moves on. The initial assessment check came in lower than anticipated, but that is also expected to right itself as the next two payments are received.

7.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson shared the following:

Blooming Coast opened in the Espressioso’s space so there are now three businesses in that storefront. A nonprofit has opened in the old plant space, though it’s unclear what exactly it is and if they’ll be operating a storefront.

She reported on the following workplan items:

2.1: There are three locations that have been identified for the window project and she hopes to get them installed in the near future.

4.1: An assessment review will be conducted in the coming months, though it might not be completed early enough to be reflected in the next assessment cycle.

4.3: Cadance is working with a videographer to create a video for the brokers. She felt the Marketing Info Session went well, but was lightly attended.

There is a maintenance themed info session on April 28 at 10am. There are zero RSVPs, so she is considering cancelling it, but she will do another email about it.

There are three more Info Sessions scheduled for the Fall: a Q&A with the Mayor on August 28, an info session with the Chamber and SBDC to talk about their offerings on September 25 and one with SRPD on November 13.

Cadance spoke briefly about the council budget reduction study session held yesterday and reiterated the importance of Downtown businesses and property owners being vocal with council to ensure public safety cuts are minimally impactful.

Danielle provided her perspective on the meeting, including the focus on depleting sales tax.

Pauline mentioned that prior to the meeting, e-mail communication went out to council to highlight results from the DAO's recent survey about the impact of the Downtown Enforcement Team.

Hugh Futrell shared that there was a letter being circulated through hoteliers to communicate to council about the impacts of the DET and SRPD.

8.0 REPORT: EXECUTIVE COMMITTEE

Daryel Dunston joined the meeting at 9:51am.

Pauline shared that the Workplan Item 1.3 is being discussed by the Executive Committee along with potential annual assessment increases. She anticipates these items to come to the board in the coming months.

Pauline let everyone know that she shared the DAO's memo on pedestrianization with the Railroad Square Executive Committee.

Cadance reminded everyone there was a community meeting on pedestrianization tomorrow at City Hall.

9.0 ACTION: POSITION ON INFRASTRUCTURE FINANCING PLAN (IFP)

Hugh reiterated that he was a member of the Public Financing Authority (PFA) and although there is no legal conflict on interest between his participation in the PFA and the DAO, he will abstain from framing any feedback from the DAO to the PFA.

As an informational matter, he described the upcoming steps and public hearings as well as what transpired during the last PFA meeting including the County's desire to see a large-scale catalyst project that would impact community wide economic development. The most recent version of the IFP included 20% for affordable housing and 80% for the remaining items with a catalyst project being a priority. The county expressed that they did not want more than 10% to go to Downtown placemaking or infrastructure.

He also reiterated that in order for Enhanced Infrastructure Financing District (EIFD) dollars to be spent on projects outside of the District, a positive economic impact on the properties within District would have to be documented.

Pauline shared that the Executive Committee discussion focused on the initial intention of the EIFD as a funding mechanism for Downtown infrastructure and the need to maintain flexibility in the final IFP due to the outside factors and parties involved in both low-income housing development and the creation of a catalyst project.

Chris reiterated Pauline's comments and added that any projects funded through the EIFD need to be inside the boundaries or with immediately adjacent to with easy pedestrian access.

Natalie Balfour voiced opposition to inclusion of any catalyst project in the DAO's comments.

Daryel provided clarification and reminded the group that the IFP would have to be approved by the City Council, Board of Supervisors and the Public Financing Authority. He also shared that both City Council and the Board of Supervisors have requested sign-off authority on all projects.

The hearing on May 8 will be an opportunity for the public to comment on the content of the IFP. After that point, a draft of the IFP will be presented to both City Council and the Board of Supervisors.

Pauline read the Executive Committee's recommendations:

1. The DAO brought forward and supported the concept of an EIFD as a mechanism for providing much needed funding for Downtown infrastructure and placemaking and believes that should remain a central component of the IFP. A minimum of 50% of the funds generated should support Downtown infrastructure and placemaking.
2. Since both affordable housing and a catalyst project are dependent on outside partners as well as additional criteria to come to fruition, there should be flexibility in fund allocation, with a maximum amount of 50% of funding being allocated. Additionally, both a catalyst project and affordable housing projects within the EIFD boundaries would require and rely on enhanced infrastructure and placemaking in the Downtown.
3. Any catalyst project should be in, or immediately adjacent to the Downtown, with easy pedestrian access to Downtown businesses and properties within the EIFD boundaries.

Natalie voiced opposition to the points and shared that she only supported Item 1.

Daryel provided clarification about EIFD law, which dictates how funds are collected and spent, including the option to spend outside the EIFD if you can show a nexus. He also clarified that United Soccer League was not tied to the EIFD and reiterated the county's desire to see a catalyst project that shows the direct return on investment.

It was suggested the DAO should provide a clearer picture on the return on investment for streetscaping and downtown infrastructure in their communication to the PFA.

Hugh shared that property owners can conduct a protest vote.

Chris suggested adding the additional language "not directly tied to a catalyst project" to point 1 and replacing the first reference of Downtown with EIFD in point three.

Chris made a motion to approve the three points as amended. The motion was seconded by Britt Cooper. The motion was unanimously approved, with abstentions from Daryel Dunston and Hugh Futrell.

10.0 ACTION: NEW LEASE EMPLOYEE PARKING PASS RECOMMENDATION

Item 10 was held for the May board meeting.

11.0 FUTURE AGENDA ITEMS

No future agenda items were recommended.

12.0 ADJOURNMENT

Pauline adjourned the meeting at 10:43am.

DAO Executive Committee Meeting – May 14, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell

Executive Committee Absent: Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ACTION: CONSENT ITEM

Beau Anderson made a motion to approve consent items 4.1, April 2, 2025 Meeting Minutes and 4.2, April 9, 2025 Meeting Minutes. The motion was seconded by Hugh Futrell and passed unanimously.

5.0 REPORT: TREASURER

Cadance reported that everything looked on target for the month of April and expenses should start picking up this month.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that she wasn't aware of any businesses opening or closing, though she noted ZFA was finally having their ribbon cutting.

There will be a tour of the Felix after the May board meeting. Scott Adair has asked to speak on pedestrianization and she suggested that if there was anything new to share, it could be added to the May agenda. The DAO has already provided comment and many of its members attended the meeting organized by the PED Team and voiced their opposition then.

Councilmember Okrepkie will be joining for the June meeting as head of the Economic Development Subcommittee.

She reported on the following workplan items:

1.1: Cadance had a robust conversation with Chad about multiple changes to the Parking District's strategy, all of which came forward as a result of trying to figure out how to better serve the community. Chad has shared these changes internally and will be bringing them to the DAO in June and might look for opportunities for further Downtown engagement.

2.1: The window display clings are waiting install dates.

4.1: She is waiting on City staff to move forward with the assessment review.

4.3: The Maintenance info session was not highly attended. She received no feedback from the Brokers on the video, so that project is now paused.

6.0 REPORT: BOARD CHAIR

Pauline shared that over the last month, meetings have occurred with PFA members to discuss the DAO's position on the EIFD IFP. Last week's PFA meeting was continued, so Pauline and Cadance will attend this week for public comment.

Hugh shared that it was unclear what the PFA members' opinions were on a number of items including the percentage to placemaking and the location of a catalyst project. Hugh has provided personal comments to staff to be shared with the PFA and is aware that staff will review prior meeting feedback at the meeting on May 15. Cadance and Pauline will be present.

7.0 DISCUSSION: DOWNTOWN PARK FEES AND PROJECTS

Cadance shared that she and Pauline are working with Councilmember Fleming to get the Park Fee logistical issues addressed with the goal of the Downtown Station Area becoming a fifth "quadrant".

Cadance spoke about the Courthouse Square project and the potential for future projects to run through the DAO as a way to alleviate the burden on staff and complete projects in the Downtown. Hugh estimated \$1.5M was available for the Downtown area.

Discussion ensued and the Committee determined to seek feedback from councilmembers about whether detailed work product or a proposal based on past communication would be appropriate.

Cadance and Pauline will continue the conversations with Councilmember Fleming and Councilmember Okrepkie to get feedback. The Executive Committee will continue to manage and monitor the item.

9.0 FUTURE ITEMS

The next Executive Committee meeting will feature a discussion of whether an assessment increase should be considered.

Hugh mentioned that fountain work is continuing and he expects to present more once available.

Pauline added that she had a conversation with Tom Robertson about his project on Humboldt and Riley which is slated to start in late summer. Pauline reviewed a proposal from Tom requesting the DAO engage the City in changing certain development fees.

The Executive Committee did not feel this was an item that the DAO Board should take up at this time. The DAO will not in the future seek to petition for exemptions on specific projects, though they might advocate for policy change when beneficial for the whole Downtown community as well as support individual projects when requested.

10.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:21am.

**DAO Board Meeting
May 21, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Zach Berkowitz, Pauline Block, Britt Cooper, Daryel Dunston, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Don Tomasi, Argo Thompson

Absent: Natalie Balfour, Chris Denny, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:18am.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Nicole Gaddis to approve consent items 4.1, April 26, 2025 Meeting Minutes, and 4.2, Financial Statements ending April 30, 2025. The motion was seconded by Argo Thompson and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson shared the following:

There is a fabric store opening on 4th Street where Cupcake used to be and it looks like another restaurant is moving into the old Jojo's Sushi. There's also been movement in the old Outer Planes building and she will share more details as they become available. Pauline shared that Aroma de Café is closing and moving to Railroad Square to use a larger space. Argo shared that Tulum Mexican Kitchen is opening in the old Topsy Taco.

She reported on the following workplan items:

1.1: Cadance had a robust conversation with Chad about multiple changes to the Parking District's strategy, all of which came forward to figure out how to better serve the community. Chad has shared these changes internally and will be bringing them to the DAO in June. She anticipates a robust opportunity for feedback in June.

2.1: The window clings are currently being installed on Mark Thomas Home, however the other two sites are now leased, so she will have to look for additional locations.

4.1: She met with City staff to start the process of an assessment review and will be meeting multiple times in June to ensure that all the data is correct.

4.3: The Maintenance Info Session was the smallest so far. The brokers have also shown no response to the video that she was coordinating, so that has been paused.

There are two more Info Sessions scheduled for the Fall: a Q&A with the Mayor on August 28, and one with SRPD on November 13. She is cancelling the info session with the SBDC and Chamber and will look for opportunities to further promote their offerings to the Downtown community. If there are less than 10 RSVPs, she will cancel.

Cadance noted that Jeff Okrepkie would be the speaker at the next Board meeting, as chair of the Economic Development Subcommittee.

6.0 REPORT: EXECUTIVE COMMITTEE

Pauline shared that prior to the initial PFA meeting, meetings were held with members of the PFA to highlight the DAO's points on the EIFD IFP. Public comment was also made at the continued public meeting sharing the DAO's feedback.

Hugh shared that the PFA adopted an initial IFP. The IFP now has to go to the City and Board of Supervisors for approval before it goes back to the PFA to accept or reject the final document. There are also provisions for public protest hearings, though he believes there will be no basis for protests as it doesn't impact taxes.

The IFP that was preliminarily approved was a compromise from all parties and included 20% to affordable housing and 80% to placemaking and a catalyst project. 50% of the 80% can be spent as it is received on placemaking, for the first ten years.

A future PFA will need to evaluate any kind of catalyst and individual project as it comes up. The identification of individual projects will be reviewed by the PFA.

Daryel Dunston joined at 9:35am.

Hugh clarified that City Council will also need to approve any specific projects and reiterated how hard City staff worked to get consensus.

The IFP included language which tried to tighten down on the conditions under which a catalyst project could be outside of the district and create the strongest possible nexus to economic development within the EIFD.

Daryel shared that the IFP is going before council on June 3 and will be before the Board of Supervisors before it comes back to the PFA for final adoption on June 16.

A brief discussion took place about the types of potential projects that could be funded.

Pauline shared that the Executive Committee continues to work on park fee issues and more updates will be provided soon.

She also shared that the Planning & Economic Development department reached out to attend today's DAO meeting to speak about Pedestrianization. Pauline attended the Railroad Square Board meeting last week where Rachel Beer spoke on the issue with a focus on information gathering. Pauline shared with PED that as soon as they have a concrete plan to share, the DAO would welcome their presentation. However, given that the DAO already provided a memo and had many members of the Downtown community participate in their open meeting, there was no new information to be gathered.

Pauline shared that the Railroad Square community felt they should not weigh in on any activation happening in Courthouse Square. She recommended that the City look at closures in underutilized areas.

Pauline mentioned that Cornerstone submitted a concept for design review for their phased project on Ross Street between 4th and B. Pauline would be happy to share more information with anyone who is interested and will keep everyone in the loop once City meetings are calendared.

7.0 FUTURE AGENDA ITEMS

No future agenda items were recommended.

8.0 ADJOURNMENT

Pauline adjourned the meeting at 9:51am and board members were invited to join a tour at The Felix at 10:30 if they were interested.

DAO Executive Committee Meeting – June 11, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Hugh Futrell

Executive Committee Absent: Beau Anderson, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:39am.

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 ACTION: CONSENT ITEM

Chris Denny made a motion to approve consent items May 14, 2025 Meeting Minutes. The motion was seconded by Hugh Futrell and passed unanimously.

5.0 REPORT: TREASURER

Item 5.0 was skipped to facilitate discussion and action items.

6.0 REPORT: EXECUTIVE DIRECTOR

Item 6.0 was skipped to facilitate discussion and action items.

7.0 REPORT: BOARD CHAIR

Item 7.0 was skipped to facilitate discussion and action items.

8.0 DISCUSSION: PARKING CHANGES

Tania Cordova, Administrative Analyst with the City of Santa Rosa's Parking Division, shared that the MTC parking study concluded and identified several issues: the cost of employee parking as a barrier to leasing spaces, safety for parking users including challenges related with First Hour Free, finding available parking due to high on street occupancy and inconsistent parking costs, incentives and methods.

Tanya shared recommendations to address the issues, which they would like to bring to the Downtown Community prior to Council. The goal is for council to approve the changes for a January 1 start.

Feedback was shared and a discussion ensued about strategies for raising awareness and communicating with the community and current parkers about changes.

The Executive Committee will update the board on the discussion and a public meeting will be hosted by the DAO on June 25 for those interested in hearing directly from the Parking District about their plans.

9.0 ACTION: ASSESSMENT INCREASE

A brief discussion occurred about the need to implement a standard increase to accommodate for inflation and contract prices rising. Hugh made a motion to recommend to the DAO Board at the June meeting a 2%

per annum increase which can be reviewed annually by the DAO board. Chris seconded the motion and the motion passed unanimously with no further discussion.

10.0 ACTION: NEXSTREET VEHICLE

Cadance shared that the NexStreet vehicle has required significant repairs for months now and it has been difficult for the team to operate without it. She reminded the committee that the current vehicle is technically owned by the DAO as they paid for it through the StreetPlus contract.

NexStreet would like to replace the vehicle is trying to determine what might work best for the team in Santa Rosa, either a truck or a similar utility vehicle. The vehicle is to be owned, operated and maintained by NexStreet, but turned over to the Downtown District in the event the contract with NexStreet is ended. She wants to give NexStreet flexibility to select whichever vehicle works best and asked the Executive Committee for their recommendation.

Hugh made a motion to allow the Executive Director to provide a recommendation to the full board at the next meeting. Chris seconded the motion and it passed unanimously without further discussion.

Chris excused himself at 10:55am.

11.0 DISCUSSION: UNITED SOCCER LEAGUE

Item 11.0 was skipped due to lack of quorum.

12.0 FUTURE ITEMS

Item 12.0 was skipped due to lack of quorum.

13.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:55am.

DAO Board Meeting
June 18, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401

Board Members Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Britt Cooper, Chris Denny, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Don Tomasi, Argo Thompson

Absent: Beau Anderson, Pauline Block, Daryel Dunston

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Vice Chair Chris Denny called the meeting to order at 9:16am.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Nicole Gaddis to approve consent items 4.1, May 14, 2025 Meeting Minutes, and 4.2, Financial Statements ending May 31, 2025. The motion was seconded by Danielle Nelson and unanimously approved.

5.0 Q&A WITH COUNCILMEMBER OKREPKIE

Jeff Okrepkie spoke about the City's Economic Development subcommittee. He spoke briefly about the City's recent budget cuts and possibilities being considered by the Economic Development subcommittee, including pedestrianization, USL exploration, ICSC, Entertainment zones and the addition of a family friendly activity or play structure.

Zach Berkowitz arrived at 9:24am.

A conversation ensued about these programs and objectives, specifically about the pedestrianization concept and Jeff reiterated the need for communication with Downtown businesses.

He spoke briefly about the potential impacts of AB306 and AB79 for Development in the Downtown.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson shared the following:

NexStreet numbers for the month, which were included in agenda packets, show an increase to asset maintenance, and she's asked them to ensure the picnic tables are adequately cleaned after every Wednesday Night Market.

She reported on the following workplan items:

2.1: The window display is up at Mark Thomas and she is still looking for more vacant locations to install additional window clings.

4.1: She has completed four meetings with City staff to review the District's assessment data and anticipates it will be appropriately updated for the next assessment cycle. She will be sending letters out to all property owners next week listing their data and asking them to reply with any potential discrepancies, before she submits the data to the City in early August. She will also present in more detail about the whole review process at the July board meeting.

She noted that the window for 2026 Board Applications would open on August 4 and that she would let board members know whether their term was ending.

She recently met with the owners of J&A Lounge, Sonoma County Shade Company and Fiber Snob, all businesses in the Downtown opening in the near future. Marla Bakery has signed a lease for a spot on 7th & Mendocino and is finalizing their funding now.

She and Danielle both participated on a selection panel for the City's new Art Walk which should launch by year end with about 10 pieces of temporary art being installed in Downtown, Railroad Square and the Plaza's breezeway.

Cadance shared that the pedestrianization concept continues to be reviewed and she reiterated at the last subcommittee meeting the need for business voices to be heard and other investment to be made. She has had positive conversations with the Economic Development team and hopes there will be some positive movement in the Downtown area as they explore other opportunities.

7.0 REPORT: EXECUTIVE COMMITTEE

Chris shared that the Executive Committee is recommending the formation of an ad hoc subcommittee to continue exploring the park fee expenditures. Chris shared that if anyone was interested in joining, they should reach out to Cadance.

A letter went out to property owners about an assessment rate increase being on the July Board meeting agenda. The Executive Committee is recommending a 2% annual increase to accommodate for cost of living and inflation increases.

The Executive Committee has met with the Parking District, which will be bringing to council a package of recommended parking changes. He shared that he felt the Parking District has been very collaborative and provided highlights. Cadance shared there will be an open meeting on Wednesday, June 25 at 9am where the Parking District will share their plan and solicit feedback from the Downtown community.

Hugh shared that the Enhanced Infrastructure Financing District's Public Financing Authority adopted the final Infrastructure Financing Plan as did the City and County. The EIFD will be legally formed after the 30-day appeal period. The City will seek a judicial determination that the process was appropriately followed.

8.0 ACTION: APPROVAL OF FUNDING FOR STREET LEVEL SERVICES VEHICLE

Cadance shared that the NexStreet vehicle has required significant repairs for months and it has been difficult for the team to operate without it. She reminded the committee that the current vehicle is technically owned by the DAO as they paid for it through the StreetPlus contract.

The vehicle is in need of replacement and NexStreet is trying to determine what might work best for the team in Santa Rosa, either a truck or a similar, but different brand, of utility vehicle. The vehicle is to be owned, operated and maintained by NexStreet, but turned over to the Downtown District in the event the contract with NexStreet is ended.

She wants to give NexStreet flexibility to select whichever vehicle works best and reviewed with the treasurer to determine that a maximum of \$25,000 to purchase a replacement vehicle for the NexStreet team would be appropriate. The budget currently has \$19,000 of savings from expenses that either are not being expended or are coming in under budget. There is an additional \$9,500 of savings from projects that either won't need to be completed or could be completed in 2026. There will also be an additional payment from 420 Mendocino now that the building is operational, which is not accounted for in the budget.

Cadance mentioned that she heard from Beau Anderson this morning about the potential of a Sonoma Clean Power program that might cover some of the costs of an Electric Vehicle purchase.

Ken Lafranchi made a motion to authorize an expenditure of up to \$25,000 to purchase a replacement vehicle for the NexStreet team, after the exploration of funding available through Sonoma Clean Power, with the vehicle and cost to be reviewed by the Executive Director and Treasurer prior to purchase. Argo Thompson seconded the motion.

A brief discussion ensued and the motion was unanimously approved.

9.0 FUTURE AGENDA ITEMS

No future agenda items were recommended.

Danielle Nelson shared that Dave & Buster's is starting construction and that Simon has fully acquired the Sears building.

10.0 ADJOURNMENT

Chris Denny adjourned the meeting at 10:21 am.

DAO Executive Committee Meeting – July 9, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Hugh Futrell, Beau Anderson, Danielle Nelson

Executive Committee Absent: Chris Denny

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ACTION: CONSENT ITEM

Beau Anderson made a motion to approve consent items June 11, 2025 Meeting Minutes. The motion was seconded by Hugh Futrell and passed unanimously.

5.0 REPORT: TREASURER

Danielle stated that everything looked on target as the funding for the new vehicle is finalized. It is possible that Sonoma Clean Power could provide a \$15,000 grant for the purchase of an electric UTV.

Hugh suggested that the DAO apply for SRTBIA funding for the balance of the vehicle.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that she recently stopped by Santa Rosa Medical Massage and Kalimera Bar & Grill on 7th and B which used to be Grill Santa Rosa.

She reported that she met with Sonoma Clean Power about their vehicle rebate and they sent a contract for the potential of \$15,000 credit toward an EV purchase, which Cadance will complete and return. There was not an issue with NexStreet being the insurance holder and the DAO qualifies for the grant. Cadance is waiting to hear whether an exception can be made for the type of vehicle NexStreet wants, though she was told this exception has been made before. Danielle, Matt and Cadance should be meeting tomorrow to review their options.

She reminded the committee that the DAO is currently on a September contract renewal cycle with NexStreet, but she is pushing that to year-end moving forward. She anticipates bringing the contract extension or amendment to the board in September.

A brief discussion occurred about the potential NexStreet contract renewal and the board requested a three-year contract be presented.

Cadance shared that the nomination window for board seats would open on August 4, but it was unclear now whether there would be any open seats since the current policy allows board members to renew their seats for a period of three years. There have been multiple nominations.

Cadance let everyone know that the instruments in Jeju would be moving to Courthouse Square to make room for an installation that will be part of the City's artwalk.

Cadance shared that the recent meeting the DAO held for the Parking District to share their plans went very well and all attendees were receptive to the changes shared. The Parking District continues to move forward with proposed changes for 2026. She offered additional help with outreach to the business community and to bring an item to the board for formal comment.

Danielle shared that Simon is in communication with parking as well.

Cadance noted that at the July meeting, Gabe Osburn would begin serving as the City's representative. She reminded everyone that the Bylaws guarantee one seat to the City, which is filled by the City Manager's appointment. She also noted that Gabe would be speaking on pedestrianization.

7.0 REPORT: BOARD CHAIR

Pauline shared that the Parks working group met with QKA to review ideas and initial concepts for Downtown.

Hugh spoke about potential funding sources and about the need to bring something illustrative to the Economic Development subcommittee, which will ideally lead to council authorization for the DAO to collaborate with staff and take the lead on project implementation. If council provides support, a second stage would require stakeholder feedback.

Working group members will review the exhibits from QKA and continue conversations with them.

Pauline shared that the Economic Development team is hosting two meetings this week with business owners to let them know their focus is shifting pedestrianization focus to Ross Street.

A discussion ensued about the concepts, which will be reviewed by Gabe at the board meeting.

Hugh shared that the fountain project is continuing but timing is unknown.

Danielle shared that she met with the City to talk about activations at Santa Rosa Plaza and improvements to the 3rd Street underpass. Danielle suggested that there should be collaboration between the work of Simon and the City with the DAO.

Hugh shared that the City put out an RFP to sell the old West America Building on 1st Street and HFC made a proposal for the site. The City's Economic Development Department has produced a draft plan related to the use of the SRTBIA dollars for economic development and to improve marketing through Visit Santa Rosa.

Beau shared that SCP is working on a bid for 421 E Street to be completed in 2026, as long as there are no delays.

8.0 REPORT: ASSESSMENT CORRECTIONS

Cadance shared the following:

Two years ago, a review of the data used to calculate assessments for properties in the Downtown District was done and multiple incorrect data points were found. Prior to making corrections, the DAO needed to update their Management District Plan, which was done with a committee of three people: Natalie Balfour, Beau Anderson and Daryel Dunston. After it was approved by the DAO in February, the intent was to take it to City Council for approval, but City staff shared that step wasn't necessary and the 2024 Annual Report was presented and council was told about the updated MDP.

Cadance met with City staff starting in May and over several meetings reviewed the parcel data to ensure all data was accurate. Lot size and building square footage were taken from the County Assessor's Office and the linear frontage was calculated using the City's GIS system.

Some of the major errors were around building square footage. A number of APNs had incorrect square footage (either listed as 0 or 1) or were just not accurate.

Some of the major inconsistencies were around linear frontage, which didn't calculate for sidewalks. Linear frontage is defined as sidewalk or street frontage. The transit mall and alleyways are excluded from linear frontage.

Some properties were also updated and changed and needed corrected numbers based on the changes. She can review any specific property to talk about changes that were made.

Communication was sent via mail to every property owner, asking them to verify their details. So far two property owners provided corrections, one asked for clarification around linear frontage.

She shared overview of the individual changes, which currently reflect approximately \$70,000 of added income to the DAO's budget, though more changes are anticipated.

A brief discussion occurred about the need for accurate data and properties to be appropriately assessed.

9.0 ACTION: ASSESSMENT INCREASE

A brief discussion occurred about the need for a regular annual review of assessment increases and that the assessment corrections made an increase unnecessary in 2026. Danielle Nelson made a motion to establish an annual review of assessment increases with no increase recommended for 2026. Hugh Futrell seconded the item and it was unanimously approved.

10.0 FUTURE ITEMS

No future items were discussed.

11.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:25am.

**DAO Board Meeting
July 16, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Natalie Balfour, Zach Berkowitz, Pauline Block, Britt Cooper, Hugh Futrell, Nicole Gaddis, Danielle Nelson, Gabe Osburn, Don Tomasi, Argo Thompson

Absent: Leeanna Ausiello-Kane, Chris Denny, Caitlin Kurasek, Ken Lafranchi

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:19am. She welcomed Gabe Osburn to the DAO board as the City's new representative.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Danielle Nelson to approve consent items 4.1, June 18, 2025 Meeting Minutes, and 4.2, Financial Statements ending June 30, 2025. The motion was seconded by Don Tomasi and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that she recently stopped by new(ish) businesses Santa Rosa Medical Massage and Kalimera Bar & Grill on 7th and B which used to be Grill Santa Rosa. She reminded board members to connect her or Nicole with new businesses if they met them.

She reported that she met with Sonoma Clean Power about their vehicle rebate and she has submitted details to get a \$15,000 grant for a new EV for NexStreet. They would need to make an exception due to the vehicle type, but they have done that previously. Cadance, Matt and Danielle reviewed vehicle options and she will keep everyone updated as that moves forward.

The September board meeting will have a three-year contract renewal with NexStreet.

The nomination window for board seats would open on August 4, but it is now unclear if there will be any open seats.

The instruments in Jeju would be moving to Courthouse Square to make room for an installation that will be part of the City's artwalk.

Cadance thanked those who were present at the recent meeting the DAO held for the Parking District to share their plans went very well and all attendees were receptive to the changes shared. The Parking District continues to move forward with their plans. She let them know that the DAO would continue to help with outreach to the business community and she expects a written proposal from the Parking District for the DAO to act on at a future meeting.

Natalie Balfour arrived at 9:24am.

Michael Hyman, Karen Wise and Nicole Gaddis echoed the positive comments about the Parking meeting and the Parking District's economic development, Downtown friendly focus.

6.0 REPORT: EXECUTIVE COMMITTEE

Pauline reminded everyone about the attendance policy, with no more than four meetings missed in a calendar year.

She shared that the Executive Committee discussed the City's plans on pedestrianization, which Gabe Osburn will review in a later item. The Parks Working Group is also moving forward and solicited QKA to get their feedback and concepts.

7.0 REPORT: ASSESSMENT CORRECTIONS

Cadance shared the following:

Two years ago, a review of the data used to calculate assessments for properties in the Downtown District was done and multiple incorrect data points were found. Prior to making corrections, the DAO needed to update their Management District Plan, which was done with a committee of three people: Natalie Balfour, Beau Anderson and Daryel Dunston. After it was approved by the DAO in February, it was submitted to the City at the same time as the 2024 annual report and staff shared that the Management Plan did not need to be approved by Council.

Cadance reviewed the data with City staff starting in May and over several meetings reviewed the parcel data to ensure all data was accurate. Lot size and building square footage were taken from the County Assessor's Office and the linear frontage was calculated using the City's GIS system.

Some of the errors included properties with zero or one square foot listed as their building square footage. Many major inconsistencies were around linear frontage, which is defined as sidewalk or street frontage.

Some properties were also updated and changed and needed corrected numbers based on the changes. She can review any specific property to talk about changes that were made.

Communication was sent via mail to every property owner, asking them to verify their details. So far a few property owners provided corrections, one asked for clarification around linear frontage.

Argo Thompson arrived at 9:36.

She shared that 40 APNs had numbers decrease, 19 remained the same, which were mostly parking and 94 had numbers increase. Of the 94, 21 of those by more than \$500 annually, including 15 by more than \$1,000, 7 over \$2,500 and 2 over \$5,000. Not all of those increases are a result of incorrect numbers, some are from APN changes. The current corrections reflected approximately \$70,000 of added income to the DAO's budget, though the impact of the 420 Mendocino project is an estimate at this point and she anticipates further corrections from property owners. She shared a large portion of the added assessment income was related to a previous erroneous exclusion of Macy's.

Cadance will send the details to the City the first week of August and the City will send them to the County for inclusion on the property tax role.

Zach shared that it might be problematic for new developers to have an immediate "tax" put on their business.

Cadance clarified that the mid-year bills are sent by the DAO once a property is operational, and that if a property is under construction, she adjusts the building square footage to be zero. This policy was approved by the DAO board as part of the updated MDP.

8.0 ACTION: ASSESSMENT INCREASE

Chair Pauline Block stated that the Executive Committee's recommendation to:

1. Not increase assessments for the 2026 year, and
2. Establish an annual mid-year assessment review at the organization's July meeting.

Pauline shared that establishing an annual review would be helpful to ensure increasing costs are being covered, but this year due to the unintentional increases caused by corrections, the Committee was recommending no increases.

Pauline shared that one public comment that was received via email prior to the meeting, requesting that no increases be made.

Pauline clarified that properties that had been under assessed would not be asked to make up for past underpayments.

Beau stated that annual increases are very common among Community Benefit Districts and the DAO has not typically operated with a regular increase, so having it on the calendar will be helpful.

A motion was made by Beau Anderson to approve the recommendation. The motion was seconded by Danielle Nelson. Gabe Osburn abstained from voting. The motion was unanimously approved by those participating in the action.

9.0 REPORT: PEDESTRIANIZATION PLAN

Gabe Osburn updated on the City's pedestrianization plan, reminding the board that the exploration stemmed from Council action.

Gabe shared that surveys, which had a high response for a City survey, but represented a small percentage of residents, showed community members generally had a positive response to the concept. The same conversation with businesses on 4th Street yielded different response and concern from the business and property owners.

Because of the diverse feedback, staff will not be making a recommendation to council, and will be presenting them with options at a study session on September 9.

Gabe spoke about Ross Street as an option, which has less parking and traffic impacts and general enthusiasm from the businesses. Staff want to present concepts that don't negatively impact businesses and force tenant turnover.

Gabe clarified that staff connected with several other cities where these programs have been established and that increased activation from food and beverage businesses is instrumental.

Gabe shared that an update will be given to the ED Subcommittee, which is another opportunity to have public comment.

10.0 ADJOURNMENT

Pauline Block asked for any future agenda items.

Zach Berkowitz shared comments about Courthouse Square.

Gabe suggested reviewing the Entertainment District concept as a future agenda item.

Pauline Block adjourned the meeting at 10:03am.

DAO Executive Committee Meeting – August 6, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Hugh Futrell, Beau Anderson, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ACTION: CONSENT ITEM

Beau Anderson made a motion to approve consent items July 9, 2025 Meeting Minutes. The motion was seconded by Hugh Futrell and passed unanimously.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance noted there was no financial report because of how early in the month the meeting fell, though it would be prepared for the board meeting, as usual. She then reported on the following items:

Fiber Snob has now unofficially opened. J&A Lounge had some challenges related to their remodel, so are delayed. She recently met with PED and the County to talk about health permit challenges. A discussion occurred about how to help property owners better understand the opportunities associated with their space and the potential investment needed for changes.

She shared that she met with Stephen from USL and he'd be happy to speak to the DAO about their plans.

She is waiting to hear from Sonoma Clean Power about the grant for the new street vehicle and moving forward with the purchase in the interim.

She is working on some regular maintenance of street trees, which the DAO does as needed, or upon request, throughout the year. She is hoping to find solutions to address the street tree edges.

She anticipates the NexStreet Contract, a three-year contract with the pricing increasing annually, will be presented at the September meeting.

Assessment Corrections have been submitted to the City. She anticipates some people might send changes after the fact and the DAO might need to be prepared to handle any changes people. She noted that corrections were sent for 13 properties and the budget is slated to be just under \$600,000 or a \$40,000 increase in 2026.

The Parking District will present a formal proposal with all their changes, at the August meeting. Tanya will be present to speak about it. The board can take action whether to write a letter of support for the recommendations prior to the Parking District's presentation to council.

She is meeting with a few businesses to explore how she can support them to host a Sidewalk Sale for the final Second Sunday Farmers Market as well as potential discounts available for Felix residents and engagement with Fall Fun Fest.

She reminded everyone she would be out of the office from August 9 through August 20.

7.0 REPORT: BOARD CHAIR

Pauline shared that there has been ongoing work on Park Fee expenditure plans. Hugh, Pauline and Cadance are planning to meet again with QKA to create an illustrative document.

Hugh and Cadance met with Mayor Stapp and Councilmember Okrepkie to discuss next steps with the park fees that would allow the DAO to work collaboratively with the City and bring the project to fruition.

Cadance shared that she's connecting with staff around all the improvements that need to be made in the Downtown and working to create a document reviewing potential projects.

A discussion occurred about the Vacant Building and Land Ordinance. Hugh suggested that the DAO be delegated with inspections, notices, warnings and then referrals to the Code Enforcement Team. As a government division, the City could give oversight of that program in the Downtown core to the Downtown District. A discussion ensued about the potential role of the DAO.

Beau shared concerns around project review timelines and what would be necessary to expedite TI timelines. Hugh suggested that a conversation about self-certification, which might be worthwhile in a targeted area, could be something the DAO pursues.

Hugh shared that homeless activity has been increasing dramatically since outreach was pulled back in July and suggested a meeting with the City and Police Department to discuss strategies to address it. Danielle shared that her tenants have been reporting issues as well. Hugh suggested that the Supreme Court's decision might create latitude to revise and further strengthen the City's ordinance and ability to enforce the ordinance. Cadance will reach out to schedule a meeting with Chief Cregan, Megan Bassinger and Tim Barrett.

Hugh shared updates on changes to his building and new tenants.

8.0 FUTURE ITEMS

The August Board meeting agenda will include taking an action on Parking recommendations, a discussion about the unsheltered increase and impacts due to recent funding shifts. Cadance will confirm with Gabe if he wants to see the Entertainment District exploration as an agenda item in August.

9.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:28am.

DAO Board Meeting
August 27, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Natalie Balfour, Pauline Block, Britt Cooper, Chris Denny, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson

Absent: Zack Berkowitz, Hugh Futrell, Gabe Osburn, Argo Thompson, Don Tomasi

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:17am.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Nicole Gaddis to approve consent items 4.1, July 16, 2025 Meeting Minutes, and 4.2, Financial Statements ending July 31, 2025. The motion was seconded by Chris Denny and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance pointed out her written reports and asked if there were any questions. She reminded everyone about the upcoming Q&A with the Mayor, as well as the Sidewalk Sale on September 14 and Fall Fun Fest in October.

She shared that after all assessment corrections were processed, the DAO's assessments for 2026 will be just under \$600,000, or a \$40,000 increase. She anticipates some after the fact correction requests, which the budget should prepare for.

6.0 REPORT: EXECUTIVE COMMITTEE

Chair Pauline Block shared a brief update about the Park Fee conceptual work happening with QKA. She shared the goal was to get the item on council's agenda to get their feedback.

7.0 ACTION: PARKING DISTRICT CHANGES

Cadance shared that Tania Cordova, Administrative Analyst with the Parking District, would be presenting the final recommended changes that the Parking District is bringing to council on September 9. She reminded everyone that the Parking District spoke to the Executive Committee and then presented at a meeting for Downtown business owners at the end of June. They also spoke with the Railroad Square Association to get their feedback. She shared that there have been some changes since those meetings and Tania would mention those.

After speaking about the issues and opportunities that resulted in the proposed changes, Tania provided an update on the recommended changes for the Parking District, including hourly rate changes for meters and lots, new garage permit types, permit rate changes in garages and lots, free parking options, meter removal and increases to citations.

She spoke about how the District is meeting the needs of new residential projects and addressing challenges impacting the surrounding residential areas. Information about the new validation program, which will offer \$30 of free garage parking for each participating business, was provided. Tania and Cadance will work on outreach to the businesses to make sure they're comfortable with the system. This will replace first hour free in the garages.

It is anticipated that an expanded version of this presentation will go to council on September 9 and there should be a Council hearing later in the fall, with implementation in January 2026.

Discussions ensued about the changes. Beau suggested increasing the part-time hourly maximum by three hours to allow for three nine-hour workdays. Leeanna requested that the evening permit hours be extended to 2am.

Natalie spoke about the importance of first hour free and registered her disapproval of that being removed. She asked for an accounting of the Parking District.

Karen asked whether the list of meter removals was final and Tania shared the Parking District has the ability to make the change.

A discussion ensued.

Chris moved that the DAO issue a letter of support, noting support of the recommended changes while acknowledging they are not a perfect solution for Downtown Parking and asking for continued collaboration with staff throughout the process. He also asked that Cadance speak directly with staff related to the smaller issues that arose around part time hours, evening employee hours and meter removal. The motion was seconded by Leeanna. There was no further discussion.

All board members present, except Natalie Balfour, who opposed, voted in support of the motion.

8.0 DISCUSSION: UNSHELTERED IMPACTS

Cadance shared that a meeting was held yesterday with Chief Cregan, Sgt. Barrett, Chris Mahurin, Lt. Dan Marincik, Megan Basinger and Kelli Kuykendahl.

They spoke about the increased impacts of unsheltered people in the Downtown, which is likely a result of San Francisco clearing multiple areas, as well as the negative impacts related to the loss of HOST outreach and two DET officers. Conversations also took place around InResponse and the need to be vocal with our councilmembers about these impacts. Everyone agreed that they wanted to figure out how to maintain the improvements that have occurred, despite the staffing cuts.

Sgt. Barrett reiterated that he felt the current Camping Ordinance was sufficient for enforcement in the Downtown area.

There will be a meeting in November open to members of the Downtown community and the goal is to have action items afterward that support improving the situation Downtown. Cadance will be working with Chris Mahurin to ensure there is a clear plan in place for the meeting.

Danielle provided her perspective on the meeting, adding that the Chief is working to ensure DET is not pulled from the area to deal with issues on patrol to ensure DET is more visible in the Downtown. She also spoke about how SRPD is working with the District Attorney.

Leeanna shared concerns about crime related issues.

A discussion ensued about the need to provide data and make calls to resources when issues arise.

9.0 FUTURE AGENDA ITEMS

No future agenda items were recommended.

10.0 ADJOURNMENT

Pauline Block adjourned the meeting at 10:32am.

DAO Executive Committee Meeting – September 10, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:33am.

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 ACTION: CONSENT ITEM

Beau Anderson made a motion to approve consent items August 6, 2025 Meeting Minutes. The motion was seconded by Danielle Nelson and passed unanimously.

5.0 REPORT: EXECUTIVE DIRECTOR

Danielle mentioned everything was in line with the monthly financials and highlighted that the final check of the year should be received this month.

Cadance shared that the vehicle purchase is being finalized this week at which point it will need to be branded and then they can submit for the approved grant funding.

She has been working with Davey Tree and a local arborist on determining a plan to address the existing street tree problems as well as some removal and replacement for other dead or dying trees. She anticipates bringing the plan to the Design & Improvement Committee soon to review a street tree maintenance plan and connect with City staff to discuss as part of the overall Downtown improvement plan.

NexStreet is still working on the three-year contract. Once the NexStreet contract and the final check of the year are received, budget discussions can begin.

Chris Denny arrived at 9:40am.

Cadance has been supporting a Sidewalk Sale this Sunday that includes six pop-up vendors and about ten downtown retailers plus a few buskers funded by the DAO. A number of Downtown retailers were unwilling to open on a Sunday.

6.0 REPORT: BOARD CHAIR

Pauline shared that Chris and Pauline have been reviewing DAO contracts, including the Chamber, and are looking at options and opportunities for 2026.

Pauline shared that she, Hugh and Cadance met with QKA to review visual components about downtown improvements.

Pauline shared that she spoke with Tom Robertson who is working with staff and the mayor on issues related to Park Fees for his development. She anticipates Tom will bring a proposal to the DAO board.

A discussion occurred about how to handle requests related to specific developments or potential overall policy changes and how the DAO might review such requests. Gabe provided context around upcoming policy review and the opportunity for the DAO to weigh in when conversations begin in early 2026.

7.0 DISCUSSION: SEPT 9 CITY COUNCIL STUDY SESSION

Cadance provided an overview of the City Council's Study Session on September 9.

Gabe Osburn and Scott Adair presented on the pedestrianization effort, including the DAO's talking points. One Downtown business owner spoke against utilizing 4th Street and one representative from YIMBY spoke for pedestrianizing 4th Street. Council recommended staff continue exploring both Ross Street and Montgomery Village as pilots while staff conduct a full analysis for requirements related to a 4th Street vehicular closure.

Gabe reiterated some of the feedback received from business owners and the importance of working closely with the DAO and business owners as staff conduct their analysis and future recommendations on 4th Street and Ross.

The Parking District presented their recommended changes with no opposition, though Councilmember Banuelos asked them not to eliminate first hour free. The presentation stated that the validation program would be temporary, which had not been previously shared with the DAO. It was understood the validation options would be a permanent program to support the loss of first hour free. Cadance mentioned this in her comments and spoke about the need to maintain the program with Chad Hedge afterward. Cadance shared that she anticipates hearing more details about the new tenant permit prior to the proposal going to council for approval.

A brief discussion occurred about the need to understand where meters are being removed and potential impacts.

8.0 DISCUSSION: ENTERTAINMENT DISTRICTS

Gabe Osburn shared that formal outreach has begun on Entertainment Districts, the goal of which is to create movement of alcohol into public spaces and lead to more vibrant outdoor activity as well as usage of Downtown businesses during events. He gave a history of Entertainment Districts and shared that the PED team has gotten feedback from SRPD and is currently collecting data and planning meetings with businesses. A discussion occurred about the options and opportunities related to the Entertainment District, including boundaries, permissible times, container types, enforcement and the role of the mall.

It was agreed that staff would present on the topic at the DAO Board meeting on September 17.

9.0 FUTURE ITEMS

Chris recommended an agenda item covering how and when DAO board members represent themselves or the DAO board, especially as it relates to communication with City staff and electeds. He suggested that after the discussion at the board level, the Executive Committee should send a clarifying statement to City leadership. He will provide an outline for review prior to inclusion on the DAO board agenda.

Pauline asked about the opportunity to set hours for Downtown businesses and a discussion occurred about how to maximize communication and opportunities with downtown retailers, as well as about large event communication and information sharing.

10.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:52am.

**DAO Board Meeting
September 17, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Pauline Block, Britt Cooper, Chris Denny, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Gabe Osburn, Argo Thompson, Don Tomasi

Absent: Natalie Balfour, Zach Berkowitz, Ken Lafranchi, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:19am.

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

Karen Wise from the Museum of Sonoma County shared the Museum is hosting their second annual block party on October 18.

3.0 CONFLICTS OF INTEREST OR ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Beau Anderson to approve consent items 4.1, August 27, 2025 Meeting Minutes, and 4.2, Financial Statements ending August 31, 2025. The motion was seconded by Argo Thompson and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared that J&A Lounge on 4th Street is officially opening this week and she encouraged board members to visit.

The new NexStreet vehicle has been purchased and all the documentation for the grant has been submitted. The vehicle should be delivered next week.

There have been ongoing conversations with an arborist and City staff about addressing some of the street tree issues in the Downtown. She will be bringing a plan to the Ad Hoc Design & Improvement Committee for their review.

She let everyone know that the Sidewalk Sale took place last weekend. The DAO supported by hiring buskers for the event to try and draw people down to the businesses. Feedback was mixed.

She shared details on the PED Entertainment Zones meeting on September 23.

Cadance provided an overview of the City Council's Study Session on September 9, which ties in with Workplan Items 1.1 and 1.7.

The Parking District presented their recommended changes with no opposition. Cadance shared the DAO's feedback and got clarification after the meeting that the validation program won't be temporary. Cadance shared that she anticipates hearing more details about the new tenant permit prior to the proposal going to council for approval.

Gabe Osburn and Scott Adair presented on the pedestrianization effort, including the DAO's talking points. One Downtown business owner spoke against utilizing 4th Street and one representative from YIMBY spoke for pedestrianizing 4th Street. Council recommended staff continue exploring both Ross Street and Montgomery Village as pilots while staff conduct a full analysis for requirements related to a 4th Street vehicular closure.

Gabe shared that the analysis will include looking at the costs, infrastructure and programming related to closing 4th Street from B to E. He also shared there will be ongoing outreach about the Ross Street pilot.

She shared that the Economic Development Division is looking to make a cash investment into safety and security and she will keep everyone posted as options and opportunities evolve.

6.0 REPORT: EXECUTIVE COMMITTEE

Chair Pauline Block shared that conversations with QKA continue and she is hoping to share details with the board in October.

She shared that the Chair and Vice Chair are reviewing contracts for 2026 and exploring options for renewing with the Chamber. This should come to the board in October.

7.0 DISCUSSION: ENTERTAINMENT DISTRICT

Gabe Osburn gave a brief history of the steps taken so far to explore an Entertainment District in Santa Rosa. There will be many opportunities for businesses and the DAO to weigh in and provide comment prior to council approval. Gaining consensus from the Downtown community is important.

Jessica Jones, Deputy Director of Planning, provided an overview of the Entertainment District concept and reviewed the necessary regulations including container type, cooperation with the Police Department and establishing a boundary. The City is considering Downtown and Railroad Square areas as well as separate event related boundaries. The District would be in effect from noon-10pm on Friday, Saturday and Sunday.

Gabe shared logistically starting large and reducing the size of the potential District is strategically logical. He spoke also about the benefit of driving dollars to the downtown businesses during events.

A discussion ensued about the benefit to businesses as well as potential concerns and costs that might arise.

8.0 FUTURE AGENDA ITEMS

There were no future agenda items shared.

9.0 ADJOURNMENT

Pauline Block adjourned the meeting at 9:58am.

DAO Executive Committee Meeting – September 24, 2025, 10:45am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 10:53 am.

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 ACTION: MEMO RESPONSE

Pauline reminded the committee that support had been sought from Councilmember Fleming to address any barriers to park fee usage on Downtown projects. Councilmember Fleming passed on a memo provided by City Manager Smith which outlined the current status and potential future expenditures of available fees, which included exploring a permanent stage concept on Courthouse Square.

The committee reviewed the total amount of collected fees, which reflected that \$117,248 had been spent. They determined to ask council what project those fees had been allocated to.

A discussion occurred around a permanent stage and whether the DAO should support it. It is understood this item could be coming to the Economic Development Subcommittee in October. Comments in favor of exploring the installation of a stage to create a cultural and performance destination in Courthouse Square were shared.

Chris Denny moved that the discussion of supporting the exploration of a permanent stage in Courthouse square should be brought to the board. The motion was seconded by Danielle Nelson and unanimously supported.

5.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 11:20am.

DAO Executive Committee Meeting – October 8, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Absent: Beau Anderson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ACTION: CONSENT ITEM

Hugh Futrell made a motion to approve consent items 4.1 September 10, 2025 Meeting Minutes and 4.2 September 24, 2025 Meeting Minutes. Chris Denny seconded the motion and it was unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared she has yet to receive a contract from NexStreet, which she requested in July. NexStreet has technically been out of contract since September and she feels it would be prudent to seek an additional bid at this point. She asked whether the committee would like her to continue engaging with Block by Block to get a more formal quote for services. The committee agreed that two bids should be secured.

Cadance shared the new EV utility vehicle arrived and has been branded. The grant check from Sonoma Clean Power should arrive soon. With the grant and sale of the Taylor Dunn, the vehicle cost just under \$4,100.

She met with the local chapter California Native Plant society to determine how to approach the planters on 4th Street. They have ideas about how to incorporate native plants and community education into the planters. Cadance would also like to address the overcrowding and chaotic placement of the planters. She plans to share a recommendation with the Design & Improvement Ad Hoc later this year.

She spoke about her experience with GeoCentric / City Light as a potential new website provider for the District and suggested that Exec should review a budget, including the cost of a new website, at their November meeting.

Cadance reminded everyone about Fall Fun Fest coming up on October 24. There are currently 16 Downtown businesses participating.

6.0 REPORT: BOARD CHAIR

Pauline shared all items have been agendized for discussion during today's meeting and that conversations are occurring about the impact of Maraskeshia Smith's departure from the City.

7.0 DISCUSSION: PARK FEE PLANS AND NEXT STEPS

Pauline shared that conversations with QKA are ongoing and she hopes to share a document soon that highlights entry ways, streetscaping on 4th Street and Mendocino corridors, Jeju Way, wayfinding as connectivity and additional phased projects like Comstock and Depot Park. The goal is to have a detailed implementation plan to share with council and staff.

A question arose about where \$100,000 of allocated Downtown park fees has been spent. Danielle offered to follow up with staff.

8.0 DISCUSSION: BOARD ABSENCES

The committee reviewed the list of board members and their current number of absences. A discussion ensued about the fact that the bylaws currently require board members to be voted off with 2/3 of the board members present voting in support and it was agreed that such a mechanism was unrealistic and not representative of the culture of the organization.

A discussion occurred about potential bylaw changes to address absences as well as term limits.

The committee determined that Executive Committee members would reach out to those with 3 or more absences to discuss their intention to stay on the board. The board can take up any bylaw revisions related to the attendance policy and term limits in January.

A recommendation was made that board members are automatically cycled off if they miss 3 absences in the first six months of the year or 4 absences during the whole calendar year.

Pauline appointed Beau Anderson to serve as the Chair of the Nominating Committee and Cadance will move forward scheduling interviews for those who have been nominated.

9.0 DISCUSSION: STREET TREES AND PLANTERS

Cadance shared that she's been doing an inventory of the street trees and planters and went through the details of the plan she has developed with support of a local arborist, Robin North.

She has reached out to Davey Tree to do the following work, which is estimated around \$13,000, though some variables could lead to it increasing.

- Replant all uprooting trees on 4th, install cages and water bags
- Remove trees not growing due to shade conditions and place into empty tree wells
- Remove any trees that provide access concerns and place into empty tree wells
- Remove (2) dead ornamental pears in front of Jeju Way and replace with Eastern Redbuds as well as fill empty tree well (1)

She is working with ReLeaf Santa Rosa to replace trees on E and 3rd Streets.

Don Tomasi and Ken LaFranchi, as members of the Ad Hoc Design & Improvement Committee, both weighed in and voiced concern was the quality of the tree cages. Cadance shared that cages selected are meant to be temporary and cost about \$80 each, so can be replaced. High quality steel cages cost over \$1,000 each, so would not be feasible.

A short discussion about trees and planters ensued. Cadance shared a plan for the planters would come forward later in the year.

10.0 FUTURE ITEMS

Cadance shared that she will be attending the Economic Development Subcommittee meeting on Monday the 13th and recommended that the Board be given the opportunity to weigh in on whether they support a stage in Courthouse Square.

11.0 ADJOURNMENT

Chair Pauline Block adjourned the public meeting for closed session at 10:30am.

**DAO Board Meeting
October 15, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Pauline Block, Chris Denny, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Gabe Osburn, Argo Thompson, Don Tomasi

Absent: Britt Cooper

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:19am.

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 ABSENTIONS

There were no conflicts of interest at this time.

Hugh Futrell said he would be abstaining from Item 9.0.

4.0 ACTION: CONSENT ITEMS

Cadance noted that there was an error on the minutes listing Danielle Nelson as both present and absent. Danielle was absent from the meeting and the minutes should be approved with that recommended change.

A motion was made by Beau Anderson to approve consent items 4.1, September 17, 2025 Meeting Minutes with the recommended change and 4.2, Financial Statements ending September 30, 2025. The motion was seconded by Danielle Nelson and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared updates about new businesses in the Downtown.

The new EV utility vehicle has arrived. Cadance expressed appreciation to Sonoma Clean Power for the grant and shared the vehicle cost just over \$4,000 between the grant and the sale of the Taylor Dunn.

She shared that tree work would be taking place in the next month to address the uprooting of the 4th Street sidewalk trees, the relocation of some that are failing to thrive and the planting of two new trees. They will all be protected with cages and have water bags installed to keep them well watered. The Parking District removed some trees earlier this month and she anticipates Santa Rosa Releaf will do additional work toward the end of the year to address trees on E Street.

Conversations are ongoing with the native plant society which will provide a good opportunity to update and be more strategic with the planters. This will be addressed once the tree work has been completed.

She reminded everyone that Fall Fun Fest Trick-or-Treating would take place on October 24 and there are currently 19 businesses signed up.

She shared that conversations continue with the City about small investments related to safety and they are revisiting lighting options in the Downtown and cameras in Railroad Square.

Cadance noted she was working on the organization's 2024 tax filings and financial compilation with Sorren as well as ensuring insurance was in place.

Gabe Osburn, Nicole Gaddis and Argo Thompson arrived at 9:27am.

Cadance mentioned that the street level services bids from NexStreet and Block By Block would be coming to the board in November.

6.0 REPORT: EXECUTIVE COMMITTEE

Chair Pauline Block noted that Beau was chairing the Nominating Committee and asked anyone interested in participating to reach out. She reflected that it's been positive to see others interested in joining the board and that interviews would happen in November.

The City held a meeting about the Ross Street Activation and there is an engaged group of businesses working together on a spring pilot program. The City has allocated \$100,000 to facilitate it. She shared that the DAO would organize an ad hoc committee to help move it forward. Karen Wise and Argo Thompson provided their feedback on the meeting.

Pauline noted that conversations with QKA continue and they are finalizing the presentation which she anticipates will be shared in November. That presentation will include placemaking, wayfinding as connectivity, Jeju Way and reference additional phased projects.

She shared the Annual Planning meeting will take place in January instead of December.

7.0 REPORT: BOARD ABSENCES

Pauline referred everyone to the list of absences in the agenda packet and shared that the absence list will be included on an ongoing basis moving forward. In January, there will be a review of the bylaw policies related board absences and term limits.

Board Member	Absences	Status
Beau Anderson	1	Attendance in Good Standing
Leeanna Ausiello-Kane	2	Attendance in Good Standing
Natalie Balfour	5	Eligible for Declaration of Vacancy Vote
Zach Berkowitz	3	Danger of Declaration of Vacancy Vote
Pauline Block	1	Attendance in Good Standing
Britt Cooper	0	Attendance in Good Standing
Chris Denny	3	Danger of Declaration of Vacancy Vote
Hugh Futrell	1	Attendance in Good Standing
Nicole Gaddis	1	Attendance in Good Standing
Caitlin Kurasek	1	Attendance in Good Standing
Ken LaFranchi	3	Danger of Declaration of Vacancy Vote
Danielle Nelson	3	Danger of Declaration of Vacancy Vote
Gabe Osburn	1	Attendance in Good Standing
Argo Thompson	1	Attendance in Good Standing
Don Tomasi	1	Attendance in Good Standing

8.0 REPORT: QUARTERLY FINANCIALS

Danielle Nelson shared that assessment income is about \$20,000 behind what was budgeted, and noted that the assessments usually right themselves in subsequent checks.

The Sonoma Clean Power grant made a significant impact to the budget since the vehicle purchase was not in the budget this year.

There will be some final project maintenance expenses in November, but otherwise the budget is looking on track and it is anticipated that at least \$70,000 will move forward into 2026.

9.0 ACTION: SUPPORT FOR COURTHOUSE SQUARE STAGE EXPLORATION

Pauline shared that additional information had been requested from City Council about park fee expenditures and the City Manager replied with a memo that referenced the potential of a permanent stage on Courthouse Square. She clarified that though art panels were referenced in the City Manager's memo the DAO's position on exploring a stage concept was separate from the Asawa Panel project, which it continued to support. It was reiterated that the Asawa panels being returned to the Square were critical.

A discussion ensued about whether the DAO should engage in discussions at this point and why a stage concept was coming forward.

Gabe provided context as to the evolution of Courthouse Square since its reunification and the near weekly use of temporary stages. He stated that the DAO's feedback would be critical to a public process.

Ken Lafranchi motioned that the DAO engage in supporting the City's exploration of a permanent stage. Zach Berkowitz seconded the motion.

Nicole Gaddis voiced the opinion that a stage should not be further explored. Natalie Balfour shared that she thought it was premature for the DAO to act on a stage concept and raised concerns about the original plans for Courthouse Square.

Hugh Futrell left the meeting at 9:55am.

Further discussion ensued about the concept and whether the DAO should engage in more holistic future planning of Courthouse Square.

A discussion ensued about the history of the Asawa panels and the parties involved.

Ken Lafranchi amended his motion to state that the DAO should support the exploration of a stage as a piece of the holistic programming of Courthouse Square. Zach Berkowitz seconded the amended motion.

Additional discussion ensued.

Gabe Osburn abstained from voting on the motion. Nicole Gaddis and Natalie Balfour opposed the motion. The motion passed with ten in favor, two opposed and one abstaining.

10.0 ACTION: AUTHORIZE EXECUTIVE COMMITTEE TO UNDERTAKE CHANGES TO MANAGEMENT CONTRACT EFFECTIVE 2026

Pauline Block provided an overview of the bidding process for the management contract and the discussions with the Chamber, which was willing to offer a one-year contract at \$180,000 to maintain services.

The Executive Committee asked Cadance to submit a bid to handle management of the organization, which she provided. Bids for bookkeeping and website have also been secured. Social media is being estimated at this point.

The board reviewed and discussed the approval Executive Committee's recommendation to:

1. Give notice of termination to the Santa Rosa Metro Chamber and approve in principle a new contract for management services with an LLC represented by Cadance Hinkle Allinson up to \$152,200 starting in January 2026.
2. Authorize the Executive Committee to enter final contract negotiations and review, and to bring the recommended final contract to the full board for review at the November Board Meeting.

Chris Denny provided context about the relationship with the Chamber and the importance of staying collaborative partners.

Nicole Gaddis made a motion to approve the Executive Committee's recommendation as stated. The motion was seconded by Natalie Balfour. There was no further discussion or public comment. The motion was unanimously approved.

11.0 FUTURE AGENDA ITEMS

No future agenda items were included.

12.0 ADJOURNMENT

Pauline Block adjourned the meeting at 10:29am.

DAO Executive Committee Meeting – November 5, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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

Hugh Futrell shared he would abstain from Item 8.0.

4.0 ACTION: CONSENT ITEM

Chris Denny made a motion to approve October 8, 2025 Meeting Minutes. Beau Anderson seconded the motion and it was unanimously approved.

5.0 ACTION: MANAGEMENT CONTRACT REVIEW

The committee discussed the management contract proposal from Cadance Hinkle Allinson, which would be held by an LLC she represents. Discussion ensued around the annual increase built into the contract along with opportunities for annual review of ongoing contracts and what that might entail. Cadance shared she believed there was a mechanism in the Bylaws to institute regular reviews of large contracts.

Hugh raised concerns about ensuring the contract qualified for the B2B exemption and suggested the DAO engage legal counsel to confirm what language needed to be included.

Danielle joined the meeting at 9:41.

Hugh also shared that he wanted to see clearer performance objectives and a more detailed scope of services, including maintaining accessible electronic records.

He suggested the contract should also include a clause for attorneys fees and a termination for clause provision, as well as approval of any identified subcontractors. He brought up additional potential insurance requirements and raised concerns about how bookkeeping would function.

A brief discussion occurred about the fact that the DAO will be setting up virtual mail through coLAB.

Beau suggested that the term of the agreement might be 120 days, rather than 90 to ensure sufficient time to find another management level provider.

Chris reiterated the focus for the DAO is on the delivery of services and not the consultant's method of delivery.

There was a brief discussion about oversight of the previous management contract and how this shift represented an opportunity to better engage with management services.

It was determined that committee members would send Pauline their feedback and she would compile and send it back for discussion at the next board meeting. Hugh will reach out to CMPR to see if they have any flexibility for pro bono advisement. Chris Denny offered to join the call.

Chris Denny made a motion to consolidate contract red lines and scope of service edits to include in next week's agenda packet, pending feedback from outside council. The motion was seconded by Hugh Futrell and unanimously approved.

6.0 ACTION: BOOKKEEPING CONTRACT

The committee discussed the contract with Brainy and a discussion ensued. It was agreed that it was unlikely that any changes could be made to the terms and conditions, but that there was a very low risk presented as they would not have direct access to funds.

Cadance shared that conversations were had with multiple bookkeeping services, and the low level of transactions made some other services excessive.

Beau Anderson left the meeting at 10:22am.

A discussion ensued about how invoices and payments would be made moving forward.

Hugh moved to recommend the DAO Board approve the contract with Brainy to commence December 1, 2025. The motion was seconded by Chris Denny and approved unanimously.

7.0 ACTION: WEBSITE DEVELOPMENT AND MAINTENANCE PROPOSAL

The committee spoke briefly about the proposal provided through GeoCentric for website creation and maintenance.

Chris shared that there might be issues if the DAO were to transition the site away from GeoCentric in the future, as they are providing a service and not an asset. He also stated there would be no protection against further price increases, but their long list of longstanding customers made these concerns less valid.

Chris Denny moved to bring the GeoCentric contract to the DAO board for approval. The motion was seconded by Hugh Futrell and unanimously approved.

8.0 AD HOC COMMITTEE RECOMMENDATIONS

Pauline shared that she was creating a Ross Street Activation Ad Hoc Committee to support the City's expenditure and planning with the Ross Street closure. A new group of business owners is engaging in the project, which is exciting.

Pauline shared there is an Ad Hoc committee reviewing street level service proposals tomorrow and they will share their feedback with the Executive Committee at the next meeting.

The Design & Improvement Committee is an existing ad hoc committee, with specific project focus, but with the new focus of a holistic review of Courthouse Square, there will be a shift to the Courthouse Square Design & Improvement Committee, which will review all Courthouse Square options and improvements and make recommendations to the City. Ken LaFranchi and Zach Berkowitz will serve on the committee. Others are welcome to join.

9.0 ACTION: BANK ACCOUNT TRANSITION

A discussion occurred about the need to transition to a new bank account and move the DAO's funds from Poppy Bank to Exchange Bank before year end.

Hugh moved to approve recommending to the board a transition of funds from Poppy Bank to Exchange Bank. Danielle seconded the motion and it was unanimously approved.

10.0 DISCUSSION: GRAPHICS FOR DOWNTOWN PARK FEE PROJECTS

Due to timing, Item 10.0 was moved to the next Executive Committee meeting taking place on November 12, 2026 at 9:30am.

11.0 ADJOURNMENT

Chair Pauline Block adjourned the public meeting at 10:44am.

DAO Executive Committee Meeting – November 12, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ACTION: CONSENT ITEM

Beau Anderson made a motion to approve November 5, 2025 Meeting Minutes. Danielle Nelson seconded the motion and it was unanimously approved.

5.0 REPORT: TREASURER

Danielle Nelson reviewed the monthly financial statement ending October 31, 2025. She shared there was nothing of note and added that Sonoma Clean Power's grant was impactful.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared updates about property transitions and new businesses in the Downtown.

Hugh Futrell joined the meeting at 9:36am.

She shared that a full audit of 4th Street sidewalk infrastructure was completed and raised concerns about the bike racks popping up everywhere.

Cadance also shared that the Nominating Committee, chaired by Beau Anderson, would be interviewing candidates the first week of December and would have recommendations for the December Executive Committee meeting. She shared she was still unclear about the number of open board seats.

Cadance mentioned that she was meeting with SRPD and that there was an info session tomorrow morning at SRPD. Cadance will resend the invite to everyone today.

Cadance noted that the tree work on 4th is in process of being completed.

Pauline mentioned that the Sonoma County Tool Library needed to find another space and it's likely that they'll be moving into coLAB.

7.0 REPORT: BOARD CHAIR

Pauline shared that all relevant items would be discussed during the meeting. Pauline mentioned that those interested in serving on the Courthouse Square Ad Hoc Committee would meet directly after the next board meeting.

8.0 ACTION: MANAGEMENT CONTRACT REVIEW

Pauline shared that outreach happened to two local attorneys and she engaged with one recommended by Beau Anderson. Pauline asked whether the committee was comfortable with the current red lined contract before it was sent to the attorney.

The committee reviewed the questions presented and no additional questions were raised, though it was recommended auto insurance be included.

Danielle Nelson made a motion to approve the current draft of management contract to go to outside council for review. The motion was seconded by Hugh Futrell and approved.

The contract review is expected to take one week and the contract will go to the board for approval in December.

9.0 ACTION: STREET LEVEL SERVICES

Danielle Nelson, who chaired the ad hoc committee on street level service providers, provided an overview of their discussion and the meetings with Block By Block and NexStreet. She shared that Block By Block had a very compelling presentation and that NexStreet unfortunately did not provide great reassurance for meaningful change.

Cadance shared that she had a conversation with Matt Allen from NexStreet about the NexStreet contract and he shared they were working to make changes and address the issues.

Danielle shared that the recommendation was to move forward with Block By Block. Cadance reached out to five other BIDs where Block By Block has contracts for a reference. A brief discussion occurred about any potential issues that other Districts might have experienced with Block By Block.

The committee discussed in detail the contract presented by Block By Block and noted the following recommended changes, which Cadance will communicate to Block By Block:

1. Downtown Action Organization, Inc. should be the customer
2. Any reference to the state/county should be: the state of California, County of Sonoma
3. Insurance should reference the DAO and it's directors and officers as additionally insured
4. Automobile insurance must meet the requirements set forth in the grant agreement with Sonoma Clean Power.
5. The contract should be the flat monthly rate.
6. The District map should be updated to include the Museum of Sonoma County Parcels
7. Exhibit E should match the expense line item proposed
8. Item 6a should be amended to state the DAO would own the equipment it purchased. There should also be clarity that states specifically the Cushman Utility Vehicle is owned by the DAO, and operated and maintained by BBB.
9. The Force Majeure language should remove "labor disputes" and add "Payment shall be suspended for any period when such circumstances prohibit performance".

Hugh Futrell moved that the Executive Committee recommend to the Board approval of a contract with Block By Block, a. subject to Block By Block addressing the specific concerns raised and, b. subject to any possible review by counsel. Danielle Nelson seconded the motion. It was unanimously approved.

10.0 ACTION: SOCIAL MEDIA PROPOSAL

Pauline shared that she approached a social media contractor, Riley Farmiloe, to provide a proposal for the DAO's social media starting in 2026. Pauline shared details about the conversations and options included in the proposal.

A question arose about whether the contract included the daily reposting of content that tagged Downtown Santa Rosa.

A conversation ensued and Chris Denny moved to recommend the Executive Committee recommend the Core Package for approval, assuming clarification that anything Downtown Santa Rosa is tagged in, is reshared. The motion was seconded by Beau Anderson and unanimously approved.

A brief discussion occurred about including response to inappropriate comments in the implementation conversation.

11.0 DISCUSSION: GRAPHICS FOR DOWNTOWN PARK FEE PROJECTS

The committee reviewed the documents prepared by QKA and edited by Pauline and Cadance. Cadance has shared some of the graphics with City staff at a recent meeting and is having discussions about funding opportunities for Downtown projects.

Pauline reviewed the graphics and the focus for connectivity and wayfinding, street improvements and Jeju Way.

A discussion occurred about sharing the illustrative plan with the Economic Development subcommittee and council and getting council's support of the DAO's involvement.

The document will be shared with the full DAO board and ideally brought through staff to the Economic Development Subcommittee. Park Fee Ad Hoc members will meet with council prior to any presentations.

12.0 ACTION: DRAFT 990

The committee reviewed the draft 990 and determined that the document should be signed by the Treasurer and submitted by the November 17 deadline.

Hugh Futrell made a motion to approve the 2024 Draft 990. The motion was seconded by Danielle Nelson and approved.

13.0 WEBSITE TRANSITION DISCUSSION

A brief discussion ensued and it was determined that meeting with the Chamber about the website could occur after the initial meeting with GeoCentric. If the website can be transferred to the DAO's ownership/management by year end, that would be ideal. Otherwise maintaining access will be crucial through the transition.

14.0 ADJOURNMENT

Hugh shared that he intended to step off the board in the first quarter.

Chair Pauline Block adjourned the meeting at 11:01am.

**DAO Board Meeting
November 19, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Pauline Block, Britt Cooper, Chris Denny, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Gabe Osburn, Argo Thompson, Don Tomasi

Absent: Natalie Balfour, Zach Berkowitz

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:20am and noted her appreciation for all the board members' ongoing engagement.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Danielle Nelson to approve consent items 4.1 October 15, 2025 Meeting Minutes and 4.2, Financial Statements ending October 31, 2025. The motion was seconded by Beau Anderson and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance provided an update about businesses and properties in the Downtown.

She noted that the tree work on 4th has been completed and additional removals will take place on 5th and E. New trees will be going on E and Mendocino. She shared that a full audit of 4th Street sidewalk infrastructure was completed. She raised concerns about the bike racks popping up everywhere, which are shared by the City. Hopefully as all the Downtown infrastructure is reviewed, these will be relocated to be more strategic.

Cadance shared her perspective on the Info Session with SRPD, noting that she was disappointed in the turn out and appreciative for the time that SRPD leadership gave to the group. She reiterated the Downtown community's role in educating their tenants and employees and helping to change the perception issues around safety. She will send out follow up communication to the whole community.

She shared she was preparing to send out details about Parking Changes once the Parking District had time to review.

Cadance also shared that the Nominating Committee, chaired by Beau Anderson, would be interviewing candidates the first week of December and would have recommendations for the December Executive Committee meeting.

6.0 REPORT: EXECUTIVE COMMITTEE

Pauline shared that the Executive Committee has met twice to review all the contracts coming forward. She noted that the attendance report was included in the board packet again and that Bylaw changes will be reviewed in January.

The Park Ad Hoc Committee work will be reviewed later in the agenda.

The Ross Street Ad Hoc is meeting and more details will come to the board when available.

The Courthouse Square Improvement Ad Hoc Committee will be chaired by Hugh and others were welcome to join.

The Management Services contract is moving forward and the Executive Committee is engaging with outside council to review. She anticipates it will be on next month's agenda for board approval.

7.0 ACTION: WEBSITE DEVELOPMENT AND MANAGEMENT PROPOSAL

The Board reviewed the Executive Committee's recommendation to approve a proposal from GeoCentric for website development and management.

Cadance provided an overview of the website development and management exploration process that resulted in GeoCentric being identified. She noted work would begin in the new year.

A motion was made by Ken Lafranchi to approve a proposal from GeoCentric for website development and management and authorize the Executive Committee to approve a contract without further board approval, so long as there were no substantive differences between the contract and proposal. The motion was seconded by Nicole Gaddis and it was unanimously approved.

8.0 ACTION: SOCIAL MEDIA PROPOSAL

The board reviewed the Executive Committee's recommendation to approve a proposal from Riley Farmiloe for their Core Package of social media services, assuming clarification that anything Downtown Santa Rosa is tagged in, is reshared.

Pauline provided information about the social media services proposal from Riley Farmiloe and noted social media has not previously been a stand alone item in the budget, as it was part of the Chamber's overall contract. Chris Denny shared that the initial proposal was higher, but recommended starting with the smaller package and adjusting as needed.

Cadance clarified that an updated proposal had been provided, which included resharing content 5 days per week, and creation of four posts and four stories.

A motion was made by Nicole Gaddis to approve a proposal from Riley Farmiloe for social media services and authorize the Executive Committee to approve a contract without further board approval, so long as there were no substantive differences between the contract and proposal. The motion was seconded by Leeanna Ausiello Kane and it was unanimously approved.

9.0 ACTION: BOOKKEEPING CONTRACT

The board reviewed the Executive Committee's recommendation to approve the bookkeeping contract with Brainy, to commence December 1, 2025.

Cadance provided information about the search for a bookkeeping firm and what was needed to meet the minimal needs of the organization.

A motion was made by Danielle Nelson to approve the bookkeeping contract with Brainy. The motion was seconded by Ken Lafranchi and it was unanimously approved.

10.0 ACTION: STREET LEVEL SERVICES CONTRACT

The Board reviewed the Executive Committee's recommendation to approve a contract with Block By Block, a. subject to Block By Block addressing the specific concerns raised and b. subject to any possible review by counsel.

Danielle Nelson shared her perspective on the street level services ad hoc committee which conducted interviews with NexStreet and Block By Block.

Cadance clarified that NexStreet's contract did not list, but did include, landscape services and a part time manager.

Pauline reiterated the Executive Committee's recommendation to approve Block By Block's contract and noted that regular contract review was something the organization should engage in.

Cadance shared that all the specific concerns raised by the Executive Committee regarding the Block By Block contract had been addressed since their meeting and included in the contract for board review.

Nicole Gaddis, who also served on the ad hoc to review street level services, added her support for Block By Block.

A motion was made by Danielle Nelson to approve the street level services contract with Block By Block. The motion was seconded by Don Tomasi and it was unanimously approved.

Hugh shared that this is the third street level service company and ongoing evaluation will be key.

11.0 ACTION: APPROVAL OF DAO BANKING CHANGE

The Board reviewed the Executive Committee's recommendation to transition DAO bank accounts from Poppy Bank to Exchange Bank.

A motion was made by Ken Lafranchi to transition the DAO's bank accounts from Poppy Bank to Exchange Bank. The motion was seconded by Hugh Futrell and it was unanimously approved.

12.0 DISCUSSION: DOWNTOWN PARK FEE ILLUSTRATIVE DOCUMENT

The Board reviewed the illustrative documents created by QKA to show how park fees could be expended in the Downtown.

Pauline reviewed the graphics that were included in the board packet with a focus on:

- Wayfinding and art activations utilizing color
- Streetscape improvements with enhanced lighting concepts, active seating, new planters, public parklet ideas, repainting of the current street lights and putting in functioning trash receptacles
- Jeju Way reenvisioning to make the space more engaging and updated while continuing the historical connection to the Sister City

Hugh Futrell, who also served on the ad hoc committee, shared that this has been an ongoing conversation and the illustrative document shows examples of what can be done in collaboration with the City, but a plan still has to be developed in conjunction with City staff.

Chris shared that QKA's experience in public work was evident and their ability to bring people into dialogue was clear. He appreciated the urban park setting and what Santa Rosa can be.

A question arose about the amount of money available for park fees and what funds have been expended to date. Cadance shared what had recently been shared in a memo from the City Manager.

Additional appreciation was shared for the work QKA developed.

13.0 FUTURE AGENDA ITEMS

No future agenda items were included but Pauline noted that our annual meeting will take place in January and Cadance will follow up with an invitation.

14.0 ADJOURNMENT

Pauline Block adjourned the meeting at 10:20am.

DAO Executive Committee Meeting – December 10, 2025, 9:30am
coLAB – Vision Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Beau Anderson, Pauline Block, Chris Denny, Hugh Futrell

Absent: Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:38am.

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 ACTION: CONSENT ITEM

Hugh Futrell made a motion to approve November 12, 2025 Meeting Minutes. Chris Denny seconded the motion and it was unanimously approved.

5.0 REPORT: TREASURER

Cadance shared details of the DAO's Financial reports ending November 30, 2025 and let everyone know that some remaining expenses would hit in December. She also shared that she had moved the new account forward with Exchange Bank and needed to collect signatures today.

She noted that the Chamber will complete financials for the 2025 year and Brainy will take over in January.

A brief discussion about tax filing fees occurred.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared updates about property transitions and new businesses in the Downtown.

She received the compiled financials back, which are now on the website and insurance has been finalized.

Everything is moving forward with the transition. Brainy and Block By Block, who she'll be meeting with tomorrow, contracts have been executed and she is working to get all the files and information transferred onto the DAO's Google Drive. She has secured a new phone number and physical address and will note those changes, along with the new email addresses in the next newsletter. She will also share that there will be changes for the street level service program and a new website.

She shared disappointment in the outreach done by the Parking District related to all the changes coming forward in 2026. She will continue to get the word out via email and encouraging people to meet with Tania, who has been very available to help with validation onboarding.

She secured the rights to use the previously taken photos for the DAO's new website and will be working to find a videographer for a few shots. Graphics and colors will have to be reviewed and she suggested that an ad hoc be formed to manage the website transition. Pauline asked Chris to serve as Chair and she will ask for

other members to express their interest in December. A discussion ensued about the importance of authorizing the ad hoc to make decisions to ensure timeline and budget are met.

Cadance also noted that some additional tree work, thanks to Santa Rosa ReLeaf, would be taking place toward the end of the month.

7.0 REPORT: BOARD CHAIR

Pauline shared that the Ross Street Activation Ad Hoc has continued to meet and that the roll out of the Entertainment Zone will be critical to how the project moves forward.

Hugh shared that the Courthouse Square Ad Hoc has been meeting and working through what type of role should be taken to pursue exploration of opportunities in Courthouse Square.

Hugh shared he's also been exploring the BofA Building as a potential conference center, which could have a connection to the Courthouse Square project. He emphasized the exploration of this concept is extremely early along and would not be part of the initial committee scope.

Hugh shared updates about a number of other properties within the Downtown.

Pauline shared that City Staff had a conversation with the Asawa Family about the use of the Asawa panels and the family was supportive of any project that was meant to engage with the community.

Pauline noted that the Railroad Square board is planning to send a memo to the City about Entertainment Zones. She is going to join their Executive Committee meeting to try and keep a unified voice in outreach to the City.

8.0 ACTION: MANAGEMENT CONTRACT REVIEW

Pauline shared that an attorney had reviewed the contract for management services and provided edits, which she had distributed for feedback. The attorney expressed no issues with the contract.

Hugh Futrell motioned to recommend the contract for board approval. Chris Denny seconded the motion and it was unanimously passed.

9.0 ACTION: WEBSITE CONTRACT

Pauline referenced the scope of work and service agreements from Geocentric, which the board gave authorization for the Executive Committee to enter into, based on the board's previous approval of Geocentric's proposal.

Chris Denny motioned to recommend the contract for board approval. Hugh Futrell seconded the motion and it was unanimously passed.

10.0 ACTION: SOCIAL MEDIA CONTRACT

Pauline referenced the contract from Riley Farmiloe for social media services, which the board gave authorization for the Executive Committee to enter into, based on the board's previous approval of Riley Farmiloe's proposal.

Chris Denny motioned to recommend the contract for board approval. Beau Anderson seconded the motion and it was unanimously passed.

11.0 ACTION: 2026 BUDGET RECOMMENDATION

Cadance presented a draft of the proposed 2026 budget, based on the contracts currently in place for next calendar year. She and Danielle reviewed the draft prior to presenting to the Executive Committee.

She noted that the contingency had been padded by about \$8,000 to allow for any unexpected expenses associated with the transition. The board discussed and recommended that the individual line items be padded instead of the contingency.

Cadence reviewed the recommended changes that allowed for most items to have an included contingency.

Beau Anderson made a motion to recommend the budget, with the discussed changes, to the board. Chris Denny seconded the motion and it was unanimously approved.

12.0 ACTION: 2026 BOARD NOMINATIONS

Pauline shared details about the process leading up to interviews and the uncertainty around several board seats.

Cadance noted that Don Tomasi, Zach Berkowitz, Chris Denny and Gabe Osburn have terms expiring, though Gabe, who holds a seat guaranteed to the City of Santa Rosa, is exempt from the process.

Beau Anderson spoke about the nominating committee's interviews of Amanda Kurt and Hali Lenox, who the committee recommended receive an initial one-year term to commence January 1, 2026. He emphasized the need to fill the treasurer role, which Amanda's skillset would allow. He spoke highly about both candidates and their ties and commitment to Santa Rosa and the Downtown.

Hugh spoke about his decision to resign from the board and the importance of board turnover and hoped that others would also understand the value.

Pauline shared that she hoped the Executive Committee should approve the nominating committee's recommendations and leave the decision to the board about who should be renewed.

Hugh Futrell made a motion to accept the nominating committee's recommendation to have both Amanda Kurt and Hali Lenox join the board for an initial one-year term beginning January 1, 2026 and bring the recommendation to the board for discussion. Chris Denny seconded the motion and it was unanimously approved.

13.0 FUTURE ITEMS

No additional items were discussed.

14.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:53am.

**DAO Board Meeting
December 17, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Pauline Block, Zach Berkowitz, Britt Cooper, Chris Denny, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Gabe Osburn, Argo Thompson, Don Tomasi

Absent: Natalie Balfour

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:20am.

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 ABSENTIONS

Gabe Osburn shared he would be abstaining from Items 7.0 and 8.0.

4.0 ACTION: CONSENT ITEMS

A motion was made by Beau Anderson to approve consent items 4.1 November 19, 2025 Meeting Minutes and 4.2, Financial Statements ending November 30, 2025. The motion was seconded by Nicole Gaddis and with no additional discussion, unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance shared updates about property transitions and new businesses in the Downtown.

She received the compiled financials back, which are now on the website and insurance has been finalized and sent to the City so that the DAO is able to accept the next assessment check.

She shared that the transition continues to move forward, with the new bank accounts expected to be funded by year end. Block By Block, Brainy, Riley Farmiloe and GeoCentric all have signed contracts. Block By Block is in town today reviewing the space and they anticipate interviewing candidates in early January for a February 1 launch.

All files have been transferred from the Chamber to the DAO's Google Drive and she's working on getting historical email files transferred too. She has secured a new phone number and physical address and will note those changes, along with the new email addresses in the newsletter scheduled to go out today. She will also share that there will be changes for the street level service program and a new website coming in 2026.

She will continue to get the word out via email about the Parking District changes and encourage people to meet with Tania, who has been very available to help with validation onboarding.

Cadance also noted that some additional tree work, thanks to Santa Rosa ReLeaf, would be taking place next week.

6.0 REPORT: EXECUTIVE COMMITTEE

Pauline shared that the Executive Committee approved final contracts for website and social media, based on previous approvals from the board. She noted Chris Denny will be chairing an ad hoc committee for the website, and suggested that interested parties should reach out to Cadance.

The Ross Street Ad Hoc Committee is meeting regularly and working through budget and programming recommendations with the goal of bringing something to the board by February for the pilot activation.

Hugh provided an update on the Courthouse Square Ad Hoc committee which is looking at holistic uses for the Square including potential performance space and fountain. The committee will likely bring suggestions back to the full board at some point soon.

She noted the January meeting would be a bit longer to allow for an annual review and planning session for 2026.

7.0 ACTION: COSIGN LETTER FROM SONOMA COUNTY BICYCLE COALITION

Cadance shared that this letter was provided to the DAO, and other local groups, from the Bicycle Coalition with the request to cosign. The letter to the Senate Committee on Environment and Public Works and the House Committee on Transportation and Infrastructure requests preservation of the Transportation Alternatives program.

A discussion ensued about whether support would be appropriate and the general nature of the request.

Don Tomasi made a motion to cosign the letter from Sonoma County Bicycle Coalition. The motion was seconded by Danielle Nelson. Gabe Osburn abstained from voting. There was no further discussion. The motion was unanimously approved.

8.0 ACTION: COSIGN LETTER OF SUPPORT FOR ENTERTAINMENT ZONE

Pauline shared that the letter to the City represents a unified voice with the Railroad Square Association and provides general support for the Entertainment Zone concept as it moves toward the meeting on January 27.

Ken Lafranchi made a motion to cosign the letter in support of continued exploration of Entertainment Zones. The motion was seconded by Argo Thompson. Gabe Osburn abstained. There was no further discussion. The motion was unanimously approved.

9.0 ACTION: MANAGEMENT CONTRACT APPROVAL

Pauline shared the Executive Committee's recommendation to approve the Consulting Agreement for District Management and Administration.

Executive Committee members noted the contract had been reviewed and approved by an attorney.

Chris Denny made a motion to approve the Executive Committee's recommendation to approve the Consulting Agreement for District Management and Administration. The motion was seconded by Nicole Gaddis. There was no further discussion. The motion was unanimously approved.

10.0 ACTION: 2026 BUDGET APPROVAL

Cadance shared that the proposed 2026 budget reflected the contracts that have been signed for 2026. The income is based on the assessments billed in August. All expense items have a slight contingency added on to allow for unexpected expenses related to the transition.

Beau Anderson made a motion to approve the Executive Committee's recommendation to approve the 2026 Budget proposal. The motion was seconded by Britt Cooper. There was no further discussion. The motion was unanimously approved.

11.0 ACTION: 2026 BOARD NOMINATIONS

Pauline shared that much discussion occurred at the Executive Committee level and noted that the recommendation to approve two new board members does not work with the current board structure. Other than supporting the Nominating Committee's recommendation, the Executive Committee will not be making a recommendation as to how to proceed as they wanted engagement from the full board on the item.

Hugh Futrell shared his reasons for resigning and the importance of board turnover. He noted that he felt stepping aside was a positive decision and new energy would be critical to the organization.

Beau Anderson, chair of the Nominating Committee, which included Argo Thompson, spoke about the interview process and the Nominating Committee's discussions with Hali Lenox and Amanda Kurt, highlighting their strengths, experiences and potential benefits to the organization. He shared their recommendation to approve both Amanda Kurt and Hali Lenox to the DAO Board effective January 1, 2026 and noted the importance of bringing on Amanda Kurt with her financial background to fill a needed void in the treasurer role. Argo voiced agreement for the two candidates and their commitment to the board.

Pauline shared that Chris Denny, Zach Berkowitz and Don Tomasi all have requested an additional three-year term.

A discussion ensued about attendance requirements and the current board absences. Cadance stated that all nominees agreed to the attendance requirements during the interview process. A discussion ensued about the importance of board members meeting the agreed upon attendance requirements and that an upcoming Bylaw change would allow for a more straightforward removal mechanism for those who do not, which could be retroactive.

Gabe shared that there is internal discussion about the City's role as a voting member, and that there might be an opportunity for the City to sit on the board as a liaison, thereby opening a seat. Gabe suggested that the board can make a recommendation to make the change.

It was suggested that the contract and MDP should be reviewed to allow for that potential change.

A brief discussion about term limits also being reviewed in January occurred.

Leeanna Ausiello Kane made a motion to offer a seat to Amanda Kurt. Britt Cooper seconded the motion. Discussion ensued and Leanna amended the motion to offer a seat to Amanda Kurt while ensuring there was communication to Hali Lenox that it is the desire of the board to have her join at the earliest opportunity. Britt Cooper seconded the amended motion and it was unanimously approved.

12.0 FUTURE AGENDA ITEMS

No future agenda items were included and Pauline noted that the annual meeting will take place in January and Cadance will follow up with an invitation.

13.0 ADJOURNMENT

Pauline Block adjourned the meeting at 10:03am.