



**DOWNTOWN ACTION ORGANIZATION  
EXECUTIVE COMMITTEE MEETING  
August 6, 2025, 9:30am**

**coLAB - Idea Lab  
427 Mendocino Ave  
Santa Rosa, CA 95401**

## AGENDA

<b>1.0</b>	<b>CALL TO ORDER</b>	Chair Pauline Block will call the meeting to order at 9:30am
<b>2.0</b>	<b>PUBLIC COMMENTS ON NON-AGENDA ITEMS</b>	Comments from the public will be allowed on all agenda items at the time each item is called. <i>Limited to two minutes each.</i>
<b>3.0</b>	<b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>	Committee members should declare if they have any personal conflicts of interest or need to abstain from participation in any items on the agenda.
<b>4.0</b>	<b>ACTION: CONSENT ITEMS</b>	July 9, 2025 Meeting Minutes ( <i>Attachment 1</i> )
<b>5.0</b>	<b>REPORT: EXECUTIVE DIRECTOR</b>	Update provided on business changes, street level services, administrative and workplan items ( <i>Attachment 2</i> ).
<b>6.0</b>	<b>REPORT: BOARD CHAIR</b>	Report on progression of board activities, key focuses and ongoing Park Fee expenditure plans.
<b>7.0</b>	<b>FUTURE ITEMS</b>	Committee members to share any future items they wish to be considered or discussed.
<b>8.0</b>	<b>ADJOURNMENT</b>	Chair to adjourn meeting

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

**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 7<sup>th</sup> 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 3<sup>rd</sup> 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 1<sup>st</sup> 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.

## Attachment 2

2025 Downtown Action Organization Workplan - approved Jan. 15, 2025			
ACTION	STATUS	START DATE	NOTES
1. District Management			
1. Advocate for expanded Downtown parking strategy, which could include additional garage incentives, employee parking programs, support around enhanced EV infrastructure and programming and comprehensive understanding of future anticipated occupancy rates	In Process	2023	Hosted Public Meeting for Parking District to share recommended changes. DAO will review and provide comment at August meeting. Will support outreach and engagement until approved by council, then education and awareness prior to changes being effective.
2. Work with SRPD, City Staff, Host, etc. to address negative impacts associated with unsheltered population	In Process	Ongoing	Regular meetings - will connect to better understand impacts of SRPD cuts.
3. Work with City staff to get available park fees spent on projects in Jeju Way and Depot Park	In Process	2024	Conversations with Council around method for expenditure. EC to prepare priorities for board to review.
4. Investigate funding opportunities to address EIFD timing gap	Complete	2025	No longer needed
5. Identify outside funding support for special projects	Not Started	2025	No special projects identified yet.
			Board approved sharing free marketing resources. Outreach conducted to SOFA and RRS. Info Session on 3/31 shared more details. Additional outreach needed.
6. Work with Chamber/VSR/City/Districts to expand Downtown marketing	In Process	2025	
			Chair and ED providing feedback to City staff on Pop-Up Program and Business Concierge. Board provided feedback on pedestrianization and encouraged attendance at the community meetings held by PED. Waiting for further details on pedestrianization proposal and will engage in further board discussion. ED serve on selection committee for Art Walk.
7. Support City's organization of cohesive effort around business development, vacancy and support for downtown station area	In Process		Conversations with company to look at trash enclosures. Phone Booths Removed via City staff. Bike Racks/Trash Cans/Ped Lighting to be surveyed.
8. Review of small infrastructure Downtown and paths for refurbishment or removal (phone booths, bike racks, trash cans, etc.)	In Process		
2. Special Projects			
1. Coordinate universal window covering to be available to properties with vacant storefronts	Complete	2025	Initial installation complete. Will continue to promote to property owners.
2. Support projects that enhance the physical connection between Railroad Square and Courthouse Square, which could include improvements to the underpass and creek trail or signage	Not Started		Part of Park fee work
3. Support Chamber/VSR efforts to bring more diverse programming, activities and events to Courthouse Square	Not Started		
4. Engage businesses in summer farmers market concept	In Process	2025	Providing outreach to community, physical supplies and encouraging businesses to participate in final Second Sunday Sidewalk Sale
3. District Improvements			
1. Oversee reinstallation of Asawa panels, working with City on casting of panels and installation	In Process	2020	HFC working with City on timeline and budget. Waiting to know final funding gap.
2. Work with City to identify permanent family friendly installations	Not Started		Part of Park fee work
3. Look into E-Charger Expansion Opportunities for bikes and vehicles	Complete		1. approved 6 dual port, level 2 chargers for public use in Lot 10 (RR), 2. 6 dual port level 2 chargers for fleet use in Garage 9 (D Street) - waiting on PGE to determine when they're starting, 3. Contracts in process for Tesla install 16 level 3 DC fast chargers for public use in garage 12 and 16 level 3 fast chargers for public use in garage 1 (7th Street)
4. Board Policy, Culture & Governance			
1. Review and update District Management plan and make assessment corrections	Complete	2024	MDP approved by board, council notified at March 18 meeting. Assessment review completed and shared with Board. Property owners notified.
2. Develop pipeline of Board and Executive Committee members and potential new board members that fill critical experience gaps	In Process		TBD whether any seats will open in 2026.
3. Create ongoing strategy to better engage with business community	In Process	2025	Outreach committee actively engaging and three info sessions held with another two before year end.
Staff: Cadance Hinkle Allinson			