



**DOWNTOWN ACTION ORGANIZATION
BOARD MEETING
October 15, 2025, 9:15am**

**coLAB – Collaboration Lab
427 Mendocino Ave, Santa Rosa, CA 95401**

AGENDA

1.0	CALL TO ORDER	Chair will call the meeting to order at 9:15am
2.0	PUBLIC COMMENTS ON NON-AGENDA ITEMS	Any public requests for future agenda items or comments not related to the agenda are allowed and limited to two minutes each. Comments from the public will be allowed on all agenda items at the time each item is called and limited to two minutes each.
3.0	CONFLICTS OF INTEREST OR ABSTENTIONS	Board members should declare if they have any personal conflicts of interest or need to abstain from participation in any items on the agenda.
4.0	ACTION: CONSENT ITEMS	4.1 September 17 Meeting Minutes (<i>Attachment 1</i>) 4.2 Financial Statements ending September 30, 2025 (<i>Attachment 2</i>)
5.0	REPORT: EXECUTIVE DIRECTOR	Report on street level services (<i>Attachment 3</i>), workplan (<i>Attachment 4</i>), business changes and other ongoing items, including upcoming maintenance work to street trees and discussions about street planters.
6.0	REPORT: EXECUTIVE COMMITTEE	Chair to report on September Executive Committee meeting and other key topics and ongoing items.
7.0	REPORT: BOARD ABSENCES	Chair to review board member attendance report (<i>Attachment 5</i>) and intentions for future discussion on Bylaw amendments related to board member attendance and term limits.
8.0	REPORT: QUARTERLY FINANCIALS	Treasurer Danielle Nelson to provide quarterly finance update.

9.0	ACTION: SUPPORT FOR COURTHOUSE SQUARE STAGE EXPLORATION	Board to review and consider for approval the Executive Committee's recommendation of supporting the City of Santa Rosa's exploration of installing a permanent stage in Courthouse Square.
10.0	ACTION: AUTHORIZE EXECUTIVE COMMITTEE TO UNDERTAKE CHANGES TO MANAGEMENT CONTRACT EFFECTIVE 2026	Board to review and consider for 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. Budget comparison included (<i>Attachment 6</i>).
11.0	FUTURE AGENDA ITEMS	Board members to share any future agenda items they wish to be discussed.
12.0	ADJOURNMENT	Chair to adjourn the public meeting.

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**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, Danielle Nelson, 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.

1:03 PM

10/03/25

Accrual Basis

Downtown Action Organization Incorporated**Balance Sheet**

As of September 30, 2025

	Sep 30, 25
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	134,579.33
1001000 · District Funds Savings-Poppy	217,584.92
1010000 · DAO Operating-Poppy	12,183.95
Total 1000000 · DAO OPERATING FUNDS	364,348.20
Total Checking/Savings	364,348.20
Accounts Receivable	
11000 · Accounts Receivable	15,000.00
Total Accounts Receivable	15,000.00
Other Current Assets	
1100000 · District Revenue Receivables	398,031.63
Total Other Current Assets	398,031.63
Total Current Assets	777,379.83
TOTAL ASSETS	777,379.83
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	48,989.42
Total Accounts Payable	48,989.42
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	138,543.79
Total Other Current Liabilities	138,543.79
Total Current Liabilities	187,533.21
Total Liabilities	187,533.21
Equity	
32000 · Unrestricted Net Assets	558,153.24
Net Income	31,693.38
Total Equity	589,846.62
TOTAL LIABILITIES & EQUITY	777,379.83

2025 DAO Budget and Cash Flow Projection																
<u>Income</u>	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Year to Date	YE Projection	Budgeted	\$ From Budget
Starting cash at 1/1/25	\$ 90,235.06															
District Assessments	\$341,453	\$0	\$0	\$0	\$186,103	\$0	\$0	\$0	\$6,931	\$0	\$0	\$0	\$534,487	\$534,487	\$554,175	-\$19,688
Non-District Assessments	\$0	\$0	\$1,250	\$0	\$0	\$1,250	\$0	\$0	\$1,250	\$15,000	\$0	\$1,250	\$3,750	\$28,294	\$4,998	\$23,296
Interest Income	\$63	\$135	\$134	\$114	\$145	\$148	\$136	\$123	\$96	\$0	\$0	\$250	\$1,095	\$1,000	\$700	\$300
Sub Total	\$431,752	\$135	\$1,383	\$114	\$186,248	\$1,398	\$136	\$123	\$8,277	\$15,000	\$0	\$1,500	\$539,332	\$563,781	\$559,873	-\$3,908
Cash at Beginning of Month	\$431,752	\$389,440	\$348,217	\$305,632	\$448,998	\$407,836	\$361,923	\$319,422	\$283,252	\$236,475	\$193,280	\$145,533				
<u>Expense</u>																
Primary District Services	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$31,114	\$47,944	\$27,361	\$29,114	\$29,114	\$282,856	\$368,445	\$362,928	\$5,517
Project Maintenance	\$0	\$0	\$0	\$0	\$0	\$3,602	\$178	\$0	\$0	\$0	\$0	\$20,000	\$3,779	\$23,779	\$35,000	-\$11,221
Marketing	\$0	\$125	\$0	\$0	\$0	\$0	\$0	\$0	\$463	\$500	\$2,000	\$0	\$588	\$3,088	\$7,750	-\$4,662
Administration & Staffing	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$120,000	\$160,000	\$160,000	\$0
Insurance/Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$4,750	\$4,750	\$0	\$11,500	\$11,500	\$0
Misc. Direct Expense	\$0	\$35	\$251	\$435	\$112	\$0	\$0	\$0	\$36	\$0	\$50	\$0	\$869	\$919	\$2,400	-\$1,481
Contingency (3.5% - \$19,601)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$19,400	-\$19,400
Sub Total	\$42,447	\$42,607	\$42,698	\$42,882	\$42,560	\$46,049	\$42,625	\$44,447	\$61,777	\$43,195	\$49,247	\$67,197	\$346,315	\$567,731	\$598,978	-\$31,247
Cash Balance	\$389,305	\$346,833	\$305,519	\$262,750	\$406,438	\$361,787	\$319,299	\$274,974	\$221,475	\$193,280	\$144,033	\$78,335				

1:03 PM

10/03/25

Accrual Basis

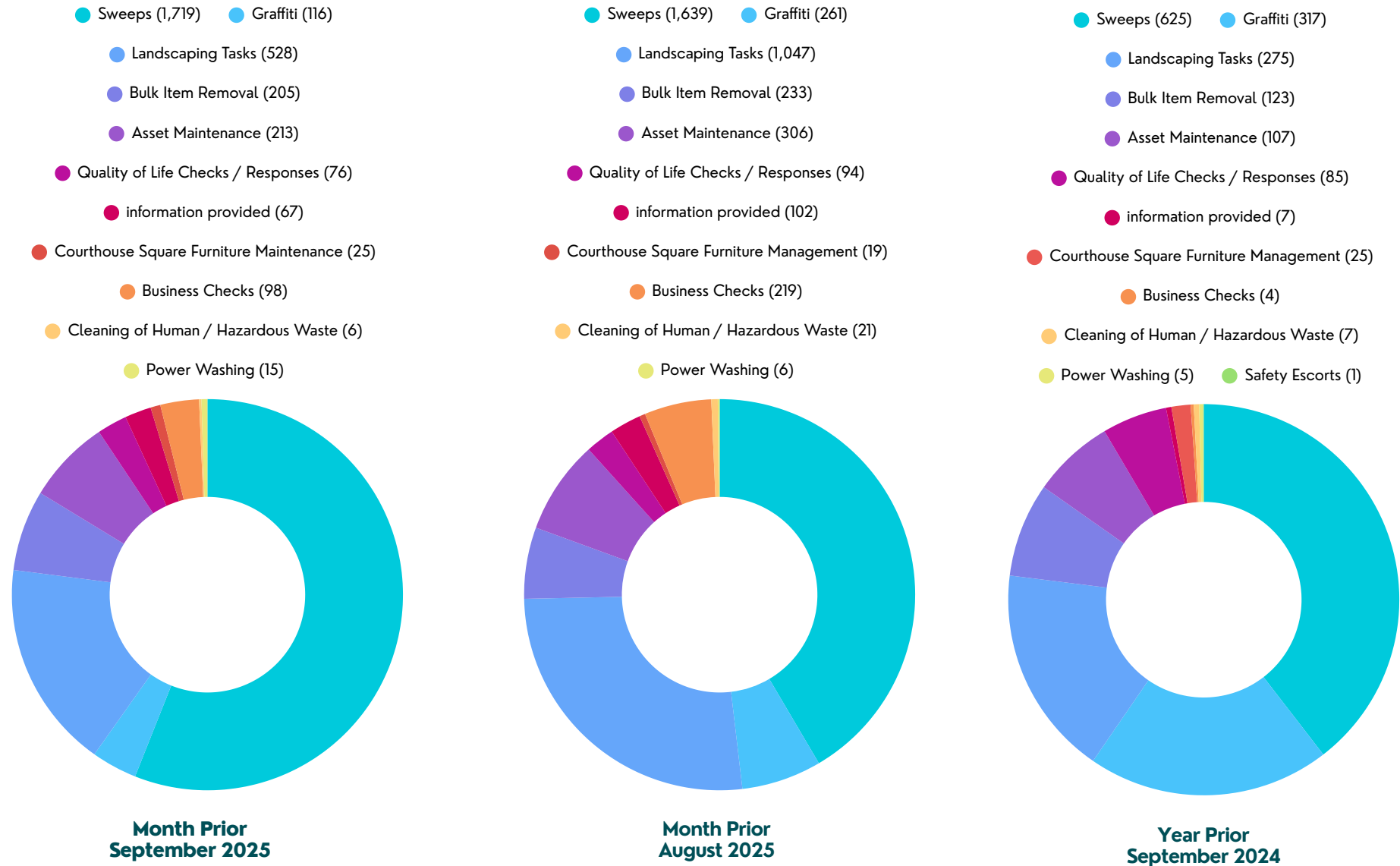
Downtown Action Organization Incorporated
Profit & Loss Budget Performance
September 2025

	Sep 25	Budget	\$ Over Budget	% of Budget	Jan - Sep 25	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 · District Assessments	46,181.27	46,181.27	0.00	100.0%	415,631.43	415,631.41	0.02	100.0%	554,175.22
4100001 · Non-District Assessments	-7,045.23	416.52	-7,461.75	-1,691.5%	3,748.71	3,748.71	0.00	100.0%	4,998.27
4100002 · Interest Income	1,381.11	58.33	1,322.78	2,367.8%	3,652.59	525.01	3,127.58	695.7%	700.00
4200000 · DAO Activities									
4200002 · Events/Programming	0.00				0.00				
Total 4200000 · DAO Activities	0.00				0.00				
Total Income	40,517.15	46,656.12	-6,138.97	86.8%	423,032.73	419,905.13	3,127.60	100.7%	559,873.49
Gross Profit	40,517.15	46,656.12	-6,138.97	86.8%	423,032.73	419,905.13	3,127.60	100.7%	559,873.49
Expense									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Level Services	31,191.35	30,244.00	947.35	103.1%	266,103.43	272,196.00	-6,092.57	97.8%	362,928.00
Total 5100000 · PRIMARY DISTRICT SERVI...	31,191.35	30,244.00	947.35	103.1%	266,103.43	272,196.00	-6,092.57	97.8%	362,928.00
5200000 · DISTRICT IMPROVEMENTS									
5200002 · Project Maintenance	0.00	2,916.67	-2,916.67	0.0%	3,779.30	26,249.99	-22,470.69	14.4%	35,000.00
5200003 · Marketing	0.00	645.83	-645.83	0.0%	124.50	5,812.51	-5,688.01	2.1%	7,750.00
Total 5200000 · DISTRICT IMPROVEMENTS	0.00	3,562.50	-3,562.50	0.0%	3,903.80	32,062.50	-28,158.70	12.2%	42,750.00
5300000 · MARKETING									
5300001 · Events/Programming	463.25				463.25				
Total 5300000 · MARKETING	463.25				463.25				
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	119,999.97	120,000.01	-0.04	100.0%	160,000.00
5400003 · Insurance/Taxes	0.00	958.33	-958.33	0.0%	0.00	8,625.01	-8,625.01	0.0%	11,500.00
5400004 · Misc Direct Expenses	36.05	200.00	-163.95	18.0%	868.90	1,800.00	-931.10	48.3%	2,400.00
Total 5400000 · DISTRICT MANAGEMENT	13,369.38	14,491.66	-1,122.28	92.3%	120,868.87	130,425.02	-9,556.15	92.7%	173,900.00
5500000 · CONTINGENCY	0.00	1,616.67	-1,616.67	0.0%	0.00	14,549.99	-14,549.99	0.0%	19,400.00
Total Expense	45,023.98	49,914.83	-4,890.85	90.2%	391,339.35	449,233.51	-57,894.16	87.1%	598,978.00
Net Ordinary Income	-4,506.83	-3,258.71	-1,248.12	138.3%	31,693.38	-29,328.38	61,021.76	-108.1%	-39,104.51
Net Income	-4,506.83	-3,258.71	-1,248.12	138.3%	31,693.38	-29,328.38	61,021.76	-108.1%	-39,104.51

Downtown Santa Rosa Monthly Street Level Services Report



Data reflects services conducted within the District in September 2025 and shows past month and same month year prior for comparison.



Data collected via Jia, NexStreet's technology solution that tracks employees in the field, manages tasks, collects data around cleaning, maintenance and outreach tasks and helps predict trends in the District.

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	Complete	2023	Parking Changes moving through Council process, with expectation they will be activated on January 1.
2. Work with SRPD, City Staff, Host, etc. to address negative impacts associated with unsheltered population	In Process	Ongoing	Met with SRPD/SRCity Staff in August and September. Additional meetings will be held prior to November forum meeting.
3. Work with City staff to get available park fees spent on projects in Jeju Way and Depot Park	In Process	2024	Conversations with staff and council around opportunities. Graphics to be shared later in month.
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.
6. Work with Chamber/VSR/City/Districts to expand Downtown marketing	In Process	2025	Board approved sharing free marketing resources. Outreach conducted to SOFA and RRS. Info Session on 3/31 shared more details. Additional outreach needed.
7. Support City's organization of cohesive effort around business development, vacancy and support for downtown station area	In Process		Ongoing communication with PED on numerous projects and concepts
8. Review of small infrastructure Downtown and paths for refurbishment or removal (phone booths, bike racks, trash cans, etc.)	In Process		Map done to include trees and planters. Will survey and include Bike Racks/Trash Cans/Ped Lighting.
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	n/a		Chamber no longer managing events in Courthouse Square.
4. Engage businesses in summer farmers market concept	Complete	2025	Supporting businesses to participate in Second Sundays with a Sidewalk Sale. Business owner coordinating pop-ups. DAO funding buskers and small social ads.
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	In Process		Part of Park fee work as temporary installations go into Courthouse Square through Art Walk.
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		Multiple nominations for board for 2026, TBD on spaces available.
3. Create ongoing strategy to better engage with business community	In Process	2025	Outreach committee actively engaging and four info sessions held with another before year end.
Staff: Cadance Hinkle Allinson			

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

2026 DAO Budget Comparison - Management Contract

	2025 Approved Budget	2026 Proposed Budget - current	2026 Proposed Budget - new	Notes
Income				
District Assessment	\$ 554,175.00	\$ 598,277.71	\$ 598,277.71	
Additional Income	\$ 4,998.27	\$ 4,998.27	\$ 4,998.27	
Interest Income	\$ 700.00	\$ 960.00	\$ 960.00	
TOTAL INCOME	\$ 559,873.27	\$ 604,235.98	\$ 604,235.98	
Expense				
Primary District Services	\$ 362,928.00	\$ 381,074.40	\$ 381,074.40	Monthly recurring expense for NexStreet contract to cover street level maintenance, sanitation, weeding and enhanced watering
Management	\$ 160,000.00	\$ 180,000.00	\$ 152,200.00	Monthly recurring expense for organizational management - current budget includes social media
Bookkeeping	-	\$ -	\$ 6,000.00	Monthly recurring expense for bookkeeping
Website Development		\$ 20,000.00	\$ 20,000.00	Website development including photography
Website Maintenance		\$ 7,200.00	\$ 7,200.00	Monthly website maintenance (\$600)
Social Media		\$ -	\$ 12,000.00	Annual expense for social media support
Marketing	\$ 7,750.00	\$ 3,500.00	\$ 3,500.00	Miminal event support or holiday décor
Insurance/Taxes	\$ 9,940.00	\$ 11,500.00	\$ 11,500.00	No changes to services
Project Maintenance	\$ 35,000.00	\$ 10,000.00	\$ 10,000.00	priorities
Misc Direct Expenses	\$ 2,400.00	\$ 3,000.00	\$ 3,000.00	Increased slightly to accommodate for supplies, mailings, subscriptions, etc.
Contingency	\$ 19,400.00	\$ 20,939.72	\$ 20,939.72	3.5% per MDP
TOTAL EXPENSE	\$ 597,418.00	\$ 637,214.12	\$ 627,414.12	
NET INCOME	\$ (37,544.73)	\$ (32,978.14)	\$ (23,178.14)	