



**DOWNTOWN ACTION ORGANIZATION
BOARD MEETING
November 19 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 October 15 Meeting Minutes (<i>Attachment 1</i>) 4.2 Financial Statements ending October 31, 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, recent SRPD info session and other ongoing items.
6.0	REPORT: EXECUTIVE COMMITTEE	Chair to report on November Executive Committee meetings, ad hoc committee updates, attendance report (<i>Attachment 5</i>) and other key topics and ongoing items.
7.0	ACTION: WEBSITE DEVELOPMENT AND MANAGEMENT PROPOSAL	Board to review and consider for approval the Executive Committee's recommendation to approve a proposal from GeoCentric for website development and management. (<i>Attachment 6</i>)
8.0	ACTION: SOCIAL MEDIA PROPOSAL	Board to review and consider for approval 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. (<i>Attachment 7</i>)

9.0	ACTION: BOOKKEEPING CONTRACT	Board to review and consider for approval the Executive Committee's recommendation to approve bookkeeping contract with Brainy, to commence December 1, 2025. <i>(Attachment 8)</i>
10.0	ACTION: STREET LEVEL SERVICES CONTRACT	Board to review and consider for approval 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. <i>(Attachments 9 & 10)</i>
11.0	ACTION: APPROVAL OF DAO BANKING CHANGE	Board to review and consider for approval the Executive Committee's recommendation to transition DAO bank accounts from Poppy Bank to Exchange Bank.
12.0	DISCUSSION: DOWNTOWN PARK FEE ILLUSTRATIVE DOCUMENT	Board to review and discuss the illustrative documents created by QKA to show how park fees could be expended in Downtown. <i>(Attachment 11)</i>
13.0	FUTURE AGENDA ITEMS	Board members to share any future agenda items they wish to be discussed.
14.0	ADJOURNMENT	Chair to adjourn the public 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>.