



Meeting Agenda

Downtown Action Organization
Executive Committee

Date:
February 11, 2026, 9:30am

Location:
coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

1.0 CALL TO ORDER

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

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

Committee 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

Attachment 1 January 14, 2026 Meeting Minutes

5.0 REPORT: TREASURER

Update on bank account and bookkeeper transitions and delivery of January financials.

6.0 REPORT: EXECUTIVE DIRECTOR

Attachment 2 Update provided on transition process and progress, street level services, administrative and workplan items.

7.0 REPORT: BOARD CHAIR

Report on progression of board activities and key focuses.

8.0 ADVISORY COMMITTEE REPORT OUTS

8.1 Branding & Website	Chris Denny
8.2 Ross Street Activation	Pauline Block

9.0 ACTION: RECOMMENDATION FROM DESIGN & IMPROVEMENT ADVISORY COMMITTEE

Committee to review recommendation from Design & Improvement Advisory Committee to allocate \$12,500 to reduce the number of planters on 4th Street, repaint the remaining planters and replant with native plants, as well as incorporate mosaics into up to two empty tree wells.



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10.0 ACTION: RECOMMENDATION FROM COURTHOUSE SQUARE IMPROVEMENT ADVISORY COMMITTEE

Attachment 3 Committee to review recommendation from Courthouse Square Advisory Committee.

11.0 FUTURE AGENDA ITEMS

Committee members to share any future items they wish to be considered.

12.0 ADJOURNMENT

Chair to adjourn meeting.

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www.downtownsantarosa.org/districtnews

DAO Executive Committee Meeting - January 14, 2026
coLAB - Vision Lab
427 Mendocino Avenue, Santa Rosa, CA 95401

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

Absent: Chris Denny

Executive Director: 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 ITEMS

Danielle Nelson made a motion to approve December 10 meeting minutes. Pauline Block seconded the motion and it was unanimously approved.

5.0 REPORT: TREASURER

Danielle noted there was just under \$90,000 carried forward into 2026 which allowed for payment of December bills and about \$42,000 to move into the new Exchange Bank account.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson, provided the following report:

She has been working with all the new contracts to get established and moving forward:

The bank account was pretty challenging to get set up, and she expressed appreciation for Pauline and Beau's time to get that sorted. She has met with the bookkeeper and is working on getting QuickBooks set up. She shared that it might take a while for the reports to get to the right place.

She does not yet know when the first assessment check will be available, but is hopeful it will be received by the end of the month. The amount currently in the account won't allow for all the current contracts to be paid at the end of the month.

Block By Block has been in the District for the last few weeks. They are interviewing candidates and identifying needs and she's optimistic about the organization. She shared that Danielle has decided not to move forward with Block By Block and Cadance suggested the organization get her a farewell gift. She'll also coordinate a collection.

She met with Riley Farmiloe to discuss their regular meeting and reporting and has a meeting set with GeoCentric for next week. Members of the Website Advisory committee were invited to attend.

In addition to the Annual Report, which will be mailed to the City, she is working on a number of year end reporting requirements and will be sending the property owner mailing once the Statement of Activities is done. She'll also be filing a new SOI once the officers are approved.

She mentioned there was a request for the DAO to look into returning an old Cornerstone to Courthouse Square and she suggested the board members who are engaged on the topic could bring it up at the January meeting.

Jessica Jones reached out because the City is working on an initiative to streamline the Conditional Use Permit process, with the goal of making it more predictable and less costly for applicants and business owners. The City is looking for feedback, so I'll be including details in our next newsletter and will also send the information to the DAO Board directly.

Danielle asked for details around the FEMA appeal process to be sent via the newsletter as well.

7.0 REPORT: BOARD CHAIR

Chair Pauline Block noted that all discussion will be covered in future agenda items.

8.0 ROSS STREET CONTRACT / PERMIT

Pauline shared what the Ross Street Activation Advisory Committee has been working on. The committee reviewed the proposed scope of work for the Ross Street Activation contract between the DAO and the City of Santa Rosa.

Cadance shared that the contract would mirror that which was used for the Rose-E program, but she wanted to make sure the DAO was comfortable with the scope of services specific to Ross Street. She noted her two concerns were regarding permitting and fundraising. The DAO will need to change or secure additional insurance, if they are to be the permit holder. Fundraising will lead to added costs and time, so the organization needs to be prepared to absorb those as well.

Pauline suggested coLAB could potentially hold the event permit if it didn't work for the DAO to obtain one. Cadance will look into the insurance cost.

A discussion ensued about the committee work and the City's commitment of \$100,000 for the implementation.

Cadance shared that due to tight timelines with a May launch, the best path forward was for the board to authorize the Advisory Committee to spend the allocated funds and report out monthly to the DAO Board.

9.0 BYLAW REVIEW & RECOMMENDED CHANGES

The committee reviewed proposed Bylaw changes which are to be presented to the board for review and approval on January 21.

Proposed changes are focused on: updating the organization's information, transitioning the City of Santa Rosa seat to a liaison/non-voting role, updating Nominating Committee details, establishing term limits, updating the attendance policy, reducing the Executive Committee to not less than four Directors and allowing for multiple Executive Committee members to be signers on the organization's accounts.

10.0 ANNUAL MEETING AGENDA

The committee reviewed the proposed Annual Meeting agenda for the meeting to be held on January 21 at Hotel E from 9-11:30. Breakfast will be provided and the meeting will start at 9:15am.

Cadance will share a PowerPoint to highlight the year's work and live edit the workplan discussion. She noted that last year's Workplan was very convoluted and didn't have a lot of concrete action items and suggested some work be done to just identify the organization's mission and ongoing core focuses or objectives. This will allow the Workplan to serve as short-mid range goals for the fiscal year.

She would also like to have a formal process to update the workplan throughout the year so that random tasks and projects don't just get added.

A number of potential workplan items were discussed to be presented to the board for their feedback and engagement.

11.0 ANNUAL REPORT APPROVAL

Cadance noted that the Annual Report would be complete once feedback was received from the board. She shared that she will be updating the Statement of Activities to

include the key focuses discussed at the January meeting and would like to get approval to update and distribute without further board comment.

There were no noted changes at this time.

12.0 FUTURE AGENDA ITEMS

Pauline noted that she would be inviting Hugh Futrell to a future meeting to discuss his outreach around the 3rd Street Garage. It was agreed there was no urgency to bring the item forward.

It was noted that future agendas would include report outs from all Advisory Committees.

13.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:41am.

2026 Downtown Action Organization Workplan - Adopted January 21, 2026			
ACTION	FUNDING ALLOCATED	STATUS	NOTES
1. District Management			
1. Work with City staff to coordinate expenditures on Downtown projects which could include trash cans, planters, lighting and other improvements to Jeju Way, Courthouse Square		in process	Following plan developed from QKA, working to identify funding sources and methods of execution
2. Empower Branding & Website Advisory Committee to enhance downtown brand and identity and facilitate creation and launch of new Downtown website	\$20,000	in process	Full amount committed to include photography access, branding/design work and website development. Committee meeting weekly to review.
3. Improve street level services and support for businesses through coordinating transition of street level service providers		in process	Transition to Block By Block occurred on Feb 1. New phone number distributed to businesses.
2. Special Projects			
1. Advisory Committee members to support Ross Street Activation through implementation of a Contract with City of Santa Rosa and expenditures of committed funds		in process	Committee meeting twice a month - presenting work to board at February meeting
2. Advisory Committee members to explore Courthouse Square enhancements and activations in coordination with City of Santa Rosa		in process	Committee recommendation going to board at February meeting
3. District Improvements			
1. Oversee installation of new 4th Street lighting			Determine whether part of larger lighting strategy
2. Develop a plan to reduce and replace street level planters		in process	Committee recommendation going to board at February meeting for allocation of \$12,500 of Project Maintenance to cover the project
3. Develop street tree removal and replacement strategy			
4. Work with City to identify permanent family friendly installations in Downtown Station Area	n/a		Exploration of Luckey Climber at Julliard with connectivity to Courthouse Square area is priority
4. Board Policy, Culture & Governance			
1. Identify mission and ongoing core objectives of organization	n/a	Complete	Will be placed on website once finalized.
2. Review and update organization's Bylaws	n/a	Complete	Next steps are sharing with Council for formal approval.
3. Create ongoing strategy to obtain better engagement with business community and property owners	n/a		Ongoing board discussions to determine how to get business community engaged. New business packet to be created (samples from Downtown Tempe)

To: DAO Exec Committee
From: DAO Advisory Committee on Courthouse Square Improvements
Date: February 11, 2026
Re: Memo to City Staff

The DAO Advisory Committee on Courthouse Square Improvements recommends that the DAO Board approve and send the following memo to City staff.

To: City of Santa Rosa, Planning and Economic Development Department
From: Downtown Action Organization
Date:
Re: Exploration of stage concept in Courthouse Square

The DAO requests that the City Planning and Economic Development Department explore the concept of incorporating the Ruth Asawa panels onto a public stage on Courthouse Square.

Having learned that the Asawa family is supportive of any project featuring the panels that brings the community together, we feel this is important to explore due to the potential positive impacts it could have for the City.

Since the Square was reunified in 2017, it has become a hub for local events that drive people to the Downtown core, create an engaging experience for tourists and drive economic development. A large majority of these events bring in temporary stages for performances. A permanent stage would go beyond merely replacing a temporary stage and become a powerful amenity to the Downtown core.

Many cities have downtown stages that provide a location for consistent activation and community collaboration, entertainment and cultural activity. Exploring the potential of this concept in Santa Rosa is an important step toward economic development goals and downtown revitalization.

Attached is a site plan that shows where the Ruth Asawa stage might be located on the Square and images of other strong stage facilities provided purely for illustrative purposes.

The DAO remains a resource and is prepared to assist the process in any way that is most helpful to expedite this exploration. We look forward to continuing the discussion.