



Meeting Agenda

Downtown Action Organization
Executive Committee

Date:
April 1, 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 March 11 Meeting Minutes

5.0 REPORT: TREASURER

Review of Monthly Financial Statements ending February 28, 2026 and update on financial transition.

6.0 REPORT: EXECUTIVE DIRECTOR

Attachment 2 Update provided on business changes, street level services, administrative and workplan items.

7.0 REPORT: BOARD CHAIR

Report on progression of board activities, committee work, key focuses and ongoing community engagement efforts.

8.0 FUTURE AGENDA ITEMS

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

9.0 ADJOURNMENT

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 (707) 304-7778, ext. 800 one week prior to the meeting. Meeting information can also be accessed online at <https://www.downtownsantarosa.org/districtnews>.

DAO Executive Committee Meeting - March 11, 2026
coLAB - Vision Lab
427 Mendocino Avenue, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Beau Anderson, Amanda Kurt

Executive Director: 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 ITEMS

Chris Denny made a motion to approve February 11 meeting minutes. Beau Anderson seconded the motion and it was unanimously approved.

5.0 REPORT: TREASURER

Cadance Hinkle Allinson gave an update, noting that she'd sent the Cash Flow and bank statements out to the Committee while she continued to work through the new reporting with Brainy. She shared that Amanda had provided valuable input on the process and that she hoped financials would be ready for next week's board meeting.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson provided the following report:

Kenny Farigno, a beat 9 officer, reached out about coordinating a meeting with SRPD. She let him know about the November meeting with Chief Cregan and Lt. Mahurin, as well as the monthly Downtown walks they'd been doing, which she felt were more impactful than a larger community meeting, but that if he wanted to coordinate something, she would get the word out.

Cadance and Pauline asked Councilmember Fleming to move forward the issues with parking permits to the City Manager. The Parking District asked to include the Downtown logo on their validation stickers and Cadance opted not to provide it since the DAO is currently not funding the program. She asked the Parking District Manager whether the City's garages could handle charging in 15 minute increments and was told no, but she

will follow up. It might be necessary to convene business owners to speak about parking, due to the overwhelming number of issues that have been coming up.

She provided the following updates on Workplan Items:

1.1: She is meeting with City staff on Friday to walk through the proposed Downtown projects.

1.2: The website project is moving forward and Cadance is working on content and list creation.

1.3: Everything has been very smooth with Block By Block. She has met multiple times with Ryder and has been asking for feedback from those within the District. Cobranded equipment should be complete soon. She will be including their monthly report in the board packets moving forward.

2.1 There have been multiple conversations with staff and stakeholders and the Ross Street project is now on hold pending additional guidance and feedback from City staff.

2.2 City staff met with the Asawa family and received a letter in support of exploration of a stage concept. Cadance has drafted a letter to past donors and will mail the letter, along with a copy of the Asawa family's letter by next week.

3.2 Is moving forward. Cadance is trying to identify a place to temporarily store some planters as part of the shift.

3.3 Cadance met with Beth Brown from Santa Rosa ReLeaf and is working to identify the most immediate needs, as part of the overall tree planting strategy.

All other workplan items have either not started or not progressed over the last month.

She noted that the tables and chairs might need to be refreshed and would look into an estimate for that.

7.0 REPORT: BOARD CHAIR

Chair Pauline Block provided an update on the Ross Street activation and the issues that have recently arisen leading to the program being paused.

She shared concern about future time commitments to the City and ensuring that the City puts everything in writing prior to the DAO engaging in collaborative efforts.

Pauline wants further opportunities for council members to connect with business owners. Cadance will follow up with Councilmember Banuelos about the potential of a joint event or meeting with Councilmember Fleming.

Pauline shared that she heard that the Humboldt development is in process.

Pauline and Cadance met with Najine Shariat, one of the founders of the French American School, and heard more about her ideas for Downtown and Fremont Park as the school prepares to move to the old Santa Rosa Middle School campus in June.

8.0 DISCUSSION: ENTERTAINMENT ZONE ENGAGEMENT

Cadance shared that at a recent meeting with City staff about Entertainment Zones, they asked the CBDs to consider being Entertainment Zone Operators. Since this was never previously mentioned, it was important this idea was reviewed by the Executive Committee.

Chris suggested that this seemed to be very early in the process and in order for the DAO to take action, a detailed program overview and scope of work would have to be provided so that the DAO could provide a bid. If the DAO needed to assist with creating a program overview and scope of work, that could be done for a fee.

Committee members agreed that there was nothing to bring to the board until there was a fully fleshed out proposal from the City.

9.0 FUTURE AGENDA ITEMS

There were no future agenda items discussed.

Due to issues with a potential quorum, Cadance will send a notice of cancellation for next week's meeting and provide a written report to the board.

It was agreed the next Executive Committee meeting could shift a week earlier to April 1.

Beau Anderson shared that Sonoma Clean Power has purchased the building between Russian River Brewing and the Chandi Hospitality building.

10.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:17am.

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	Met with City staff and CM, shared QKA document and working on next steps.
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. Branding work complete. Committee meeting weekly to progress website development.
3. Improve street level services and support for businesses through coordinating transition of street level service providers		in process	New phone number cards distributed. Working through opportunities for event organizers to utilize Block By Block for clean up.
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	Proposal submitted to City for review and approval that would incorporate daytime food trucks into three month closure, along with initial entertainment scope.
2. Advisory Committee members to explore Courthouse Square enhancements and activations in coordination with City of Santa Rosa		in process	Memo sent to City staff requesting the City explore putting Asawa panels onto Fountain.
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	\$15,000	in process	Project advancing with planter removal in process and planting scheduled for 4/25/26
3. Develop street tree removal and replacement strategy			24 trees planted on eastern side of District. Full tree removal plan to be developed in third quarter.
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	Final review by City attorney to see if Council needs to review/approve.
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 resources to be added to website.