



# Meeting Agenda

Downtown Action Organization  
Board of Directors

**Date:**  
April 15, 2026, 9:15am

**Location:**  
coLAB  
427 Mendocino Avenue  
Santa Rosa, CA 95401

## 1.0 CALL TO ORDER

Chair Pauline Block will call the meeting to order at 9:15am.

## 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

*Attachment 1*  
*Attachment 2*

- 4.1 February 18 Meeting Minutes
- 4.2 Financial Statements ending March 31, 2026

## 5.0 REPORT: EXECUTIVE DIRECTOR

*Attachment 3*  
*Attachment 4*

- Report on Clean & Safe Team provided by Block By Block
- Report on Annual DAO Workplan
- General updates on ongoing items

## 6.0 REPORT: EXECUTIVE COMMITTEE

*Attachment 5*

- Board Attendance Report
- Report on previous Executive Committee meeting and upcoming agenda topics

## 7.0 REPORTS: ADVISORY COMMITTEES

- 7.1 Branding & Website
- 7.2 Ross Street Activation
- 7.3 Courthouse Square Improvement

## 8.0 FUTURE AGENDA ITEMS

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

## 9.0 ADJOURNMENT

Chair to adjourn meeting.

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Find the full agenda packet at: [www.downtownsantarosa.org/districtnews](http://www.downtownsantarosa.org/districtnews)

**DAO Board Meeting - February 18, 2026**  
**coLAB - Collaboration Lab**  
**427 Mendocino Avenue, Santa Rosa, CA 95401**

Board Present: Beau Anderson, Natalie Balfour, Pauline Block, Zach Berkowitz, Britt Cooper, Chris Denny, Nicole Gaddis, Caitlin Kurasek, Amanda Kurt, Ken Lafranchi, Danielle Nelson, Don Tomasi, Argo Thompson

Absent: Leeanna Ausiello-Kane, Gabe Osburn

Executive Director: Cadance Hinkle Allinson

**MINUTES**

**1.0 CALL TO ORDER**

Chair Pauline Block called the meeting to order at 9:19am

Cadance apologized for the items being incorrectly numbered on the agenda and shared that minutes would reflect corrected numbering.

**2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**

Karen Wise invited everyone to the Museum of Sonoma County.

**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 consent item 4.1, January 21, 2026 Meeting Minutes. Britt Cooper seconded the motion and it was unanimously approved.

**5.0 INTRODUCTION: BLOCK BY BLOCK TEAM**

Ryder Wooten, Operations Manager for Block By Block's Downtown Santa Rosa team, spoke about his role and the organization.

Chris Denny arrived at 9:22am.

Argo Thompson arrived at 9:30am.

**6.0 REPORT: EXECUTIVE DIRECTOR**

Cadance Hinkle Allinson, provided the following report:

The final street level services report from NexStreet was included in the agenda and shows a significant drop off during the month of January. The Block By Block team has been working hard to address the impacts.

She noted that due to the transitions of the bank account, as well as the bookkeeping service, the financial reports for January are not yet ready. She anticipates having them next week and will share with the board when they are ready.

She provided the following report on the DAO's Annual Workplan:

Item 1.1: She has been meeting regularly with Gabe Osburn and Dan Hennessy on Downtown improvement items, including potential funding sources and has heard that a few of these items are moving forward.

Nicole Gaddis arrived at 9:32am.

Item 1.3: She has set up meetings for Block By Block with every relevant City department and is very pleased with how they've been operating so far. She noted that unfortunately the phone number did have to be updated, but that she was going to get important phone number cards out once the Downtown branding was updated. The Block By Block equipment is also waiting on new branding.

She shared there is a general level of confusion around street level services and hoped that changing the phrasing from street level services to the Downtown Santa Rosa "Clean and Safe" program, would resonate with people.

Item 4.1: A mission statement and ongoing objectives were finalized at the board meeting in January and will be included on the new website and in future communication to the community.

Item 4.2: The bylaws have been updated, but they might need to be approved by council prior to any changes with Gabe as a voting member. She is waiting to hear if this will need to go on a council agenda.

Item 4.3: She would like to discuss community engagement during the second half of the year, and encouraged board members to think about how that might be accomplished.

Cadance mentioned that there might be a need to discuss parking issues as she's heard many complaints from businesses due to the lack of communication from the Parking District and confusion around the new business pass types.

## **7.0 REPORT: BOARD CHAIR**

Chair Pauline Block reminded everyone about the absence policy and noted that the attendance report was included in the packet.

She noted that all advisory committees will be reporting out in meetings moving forward.

## **8.0 REPORTS: ADVISORY COMMITTEES**

### **8.1 BRANDING & WEBSITE**

Chris Denny provided an update on the branding and website work that has been taking place over the last few weeks. Geocentric is being onboarded and he noted that there are a lot of tools available that will help promote Downtown's economic vitality. He shared that taking into account ongoing logistics and maintenance of the site, would be important.

He noted that the website branding will be transitioning to a more consumer facing destination brand. He shared that the board should have a conversation about whether to consolidate the existing brand into the new consumer facing brand.

### **8.2 ROSS STREET ACTIVATION**

Pauline shared that the committee focusing on Ross Street has been very proactive and involved. She noted that Rachel Beer from the City has been participating in the meetings, which have been taking place every two weeks. It was recently shared that the initial \$100,000 committed from the City to the project was coming from SRTBIA, which has caused a delay as the group works to adjust their intention to focus on tourism and hotel stays. Work is ongoing to create materials that adequately explain the program and will be shared with the board if it continues to move forward.

## **9.0 ACTION: RECOMMENDATION TO ALLOCATE PROJECT MAINTENANCE FUNDS TO 4TH STREET PLANTER PROJECT**

Pauline shared that the Executive Committee reviewed a recommendation from the Design & Improvement Committee to reduce, repaint and replant 4th Street planters, and recommended the item move forward for board approval.

Cadance shared that the goal is to have all the same style of planter, cohesively painted, with new plants that retain colorful elements and signage explaining the native plant selection. The planters would be strategically placed into groups of two or three at the corners. Blocks that are unable to have street trees, will maintain planters.

This is the first step of an improved streetscape which will hopefully include a couple bench/planter combinations later in the year. A number of empty tree wells have been identified for mosaics. The aim is to fill all vacant wells with mosaics, as funding allows.

She shared initial estimates came in around \$12,500 because it will be done with volunteer labor and deeply discounted plants. The Executive Committee recommended increasing the amount in case a decision was made to retain more planters. Cadance noted there is only one other planned project this year, though it is wise to ensure some funds remain to address any other issues that arise.

Members of the Design & Improvement Committee provided their feedback and a discussion ensued about other projects taking place on the sidewalks.

Caitlin Kurasek made a motion to allocate \$15,000 for the Design & Improvement Committee 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. The motion was seconded by Danielle Nelson and with no further discussion, was unanimously approved.

Chris Denny was absent for the vote.

#### **10.0 ACTION: RECOMMENDATION ON MEMO FROM COURTHOUSE SQUARE IMPROVEMENT ADVISORY COMMITTEE**

Pauline shared that the memo requesting the City explore a stage with Asawa panels attached was reviewed by the Executive Committee. The Executive Committee's recommendation was to approve the memo, but have distribution contingent upon written approval from the Asawa family and notification of fountain rebuild donors.

Cadance noted that this puts the DAO in a difficult situation, having originally raised the funds to rebuild the fountain years ago, and that donors needed to be given the opportunity to respond with any concerns prior to the DAO taking official action.

Don Tomasi made a motion to approve the recommendation from Executive Committee to approve the memo provided by the Courthouse Square Improvement Advisory Committee, with submittal contingent upon formal written approval from the Asawa Family and notification to fountain rebuild donors. The motion was seconded by Argo Thompson. There was no further discussion and the motion was unanimously approved.

#### **11.0 FUTURE AGENDA ITEMS**

There were no future agenda items discussed.

#### **12.0 ADJOURNMENT**

Chair Pauline Block adjourned the meeting at 10:23am.

## Statement of Financial Position

## Downtown Action Organization

As of Mar 31, 2026

	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1000000 DAO Operating Funds	0.00
BUSINESS MONEY MARKET (3502) - 1	243,011.85
REGULAR BUSINESS CHECKING (7727) - 1	47,832.21
<b>Total for Bank Accounts</b>	<b>\$290,844.06</b>
Accounts Receivable	
Accounts Receivable (A/R)	200,302.16
<b>Total for Accounts Receivable</b>	<b>\$200,302.16</b>
Other Current Assets	
Cash Transfer Entries	134,560.42
Payments to deposit	0.00
<b>Total for Other Current Assets</b>	<b>\$134,560.42</b>
<b>Total for Current Assets</b>	<b>\$625,706.64</b>
<b>Total for Assets</b>	<b>\$625,706.64</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	43,882.33
<b>Total for Accounts Payable</b>	<b>\$43,882.33</b>
<b>Total for Current Liabilities</b>	<b>\$43,882.33</b>
<b>Total for Liabilities</b>	<b>\$43,882.33</b>
Equity	
Opening balance equity	0.00
Retained Earnings	579,438.46
Net Income	2,385.85
<b>Total for Equity</b>	<b>\$581,824.31</b>
<b>Total for Liabilities and Equity</b>	<b>\$625,706.64</b>

**Budget vs. Actuals\_Budget\_FY26\_P&L\_Report**  
January 1-March 31, 2026

	JAN 2026				FEB 2026				MAR 2026				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
<b>Revenue</b>																
1000 Income																
1001 District Assessments	49,856.48	49,856.48	0.00	100.0 %	49,856.48	49,856.48	0.00	100.0 %	49,856.48	49,856.48	0.00	100.0 %	149,569.44	149,569.44	0.00	100.0 %
1002 Non District Assessments	10.00		10.00			0.00	0.00		1,249.59	1,249.79	-0.20	99.98 %	1,259.59	1,249.79	9.80	100.78 %
1003 Interest income	71.80	85.00	-13.20	84.47 %	655.09	85.00	570.09	770.69 %	685.67	85.00	600.67	806.67 %	1,412.56	255.00	1,157.56	553.95 %
<b>Total for 1000 Income</b>	<b>49,938.28</b>	<b>49,941.48</b>	<b>-3.20</b>	<b>99.99 %</b>	<b>50,511.57</b>	<b>49,941.48</b>	<b>570.09</b>	<b>101.14 %</b>	<b>51,791.74</b>	<b>51,191.27</b>	<b>600.47</b>	<b>101.17 %</b>	<b>\$152,241.59</b>	<b>\$151,074.23</b>	<b>\$1,167.36</b>	<b>100.77 %</b>
<b>Total for Revenue</b>	<b>49,938.28</b>	<b>49,941.48</b>	<b>-3.20</b>	<b>99.99 %</b>	<b>50,511.57</b>	<b>49,941.48</b>	<b>570.09</b>	<b>101.14 %</b>	<b>51,791.74</b>	<b>51,191.27</b>	<b>600.47</b>	<b>101.17 %</b>	<b>\$152,241.59</b>	<b>\$151,074.23</b>	<b>\$1,167.36</b>	<b>100.77 %</b>
<b>Cost of Goods Sold</b>																
<b>Gross Profit</b>	<b>49,938.28</b>	<b>49,941.48</b>	<b>-3.20</b>	<b>99.99 %</b>	<b>50,511.57</b>	<b>49,941.48</b>	<b>570.09</b>	<b>101.14 %</b>	<b>51,791.74</b>	<b>51,191.27</b>	<b>600.47</b>	<b>101.17 %</b>	<b>\$152,241.59</b>	<b>\$151,074.23</b>	<b>\$1,167.36</b>	<b>100.77 %</b>
<b>Expenditures</b>																
5000 Primary District Services																
5001 Street Level Services	29,364.01	29,166.67	197.34	100.68 %	28,677.48	29,166.67	-489.19	98.32 %	28,677.49	29,166.67	-489.18	98.32 %	86,718.98	87,500.01	-781.03	99.11 %
<b>Total for 5000 Primary District Services</b>	<b>29,364.01</b>	<b>29,166.67</b>	<b>197.34</b>	<b>100.68 %</b>	<b>28,677.48</b>	<b>29,166.67</b>	<b>-489.19</b>	<b>98.32 %</b>	<b>28,677.49</b>	<b>29,166.67</b>	<b>-489.18</b>	<b>98.32 %</b>	<b>\$86,718.98</b>	<b>\$87,500.01</b>	<b>-\$781.03</b>	<b>99.11 %</b>
5100 District Management																
5101 Management / Administration	12,683.33	12,683.33	0.00	100.0 %	12,683.33	12,683.33	0.00	100.0 %	12,683.33	12,683.33	0.00	100.0 %	38,049.99	38,049.99	0.00	100.0 %
5102 Bookkeeping	338.00	250.00	88.00	135.2 %	149.00	250.00	-101.00	59.6 %	149.00	250.00	-101.00	59.6 %	636.00	750.00	-114.00	84.8 %
5104 Misc. Direct Expense		291.67	-291.67	0.0 %	1,405.52	291.67	1,113.85	481.89 %	187.68	291.67	-103.99	64.35 %	1,593.20	875.01	718.19	182.08 %
5105 Financial Services Fees	0.05		0.05										0.05		0.05	
5103 Insurance / Taxes		0.00	0.00						5,000.00	-5,000.00	0.0 %		5,000.00	-5,000.00	0.0 %	
<b>Total for 5100 District Management</b>	<b>13,021.38</b>	<b>13,225.00</b>	<b>-203.62</b>	<b>98.46 %</b>	<b>14,237.85</b>	<b>13,225.00</b>	<b>1,012.85</b>	<b>107.66 %</b>	<b>13,020.01</b>	<b>18,225.00</b>	<b>-5,204.99</b>	<b>71.44 %</b>	<b>\$40,279.24</b>	<b>\$44,675.00</b>	<b>-\$4,395.76</b>	<b>90.16 %</b>
5200 Project Maintenance		1,666.63	-1,666.63	0.0 %		1,666.67	-1,666.67	0.0 %	1,357.52	1,666.67	-309.15	81.45 %	1,357.52	4,999.97	-3,642.45	27.15 %
5300 Marketing																
5301 Website Management		0.00	0.00		6,000.00	0.00	6,000.00			6,000.00	-6,000.00	0.0 %	6,000.00	6,000.00	0.00	100.0 %
5302 Social Media Management	1,000.00	1,083.33	-83.33	92.31 %	1,000.00	1,083.33	-83.33	92.31 %	1,000.00	1,083.33	-83.33	92.31 %	3,000.00	3,249.99	-249.99	92.31 %
5304 Website Development	7,500.00	7,500.00	0.00	100.0 %	5,000.00	5,000.00	0.00	100.0 %					12,500.00	12,500.00	0.00	100.0 %
5303 Misc. Marketing / Events		291.63	-291.63	0.0 %		291.67	-291.67	0.0 %		291.67	-291.67	0.0 %		874.97	-874.97	0.0 %
<b>Total for 5300 Marketing</b>	<b>8,500.00</b>	<b>8,874.96</b>	<b>-374.96</b>	<b>95.78 %</b>	<b>12,000.00</b>	<b>6,375.00</b>	<b>5,625.00</b>	<b>188.24 %</b>	<b>1,000.00</b>	<b>7,375.00</b>	<b>-6,375.00</b>	<b>13.56 %</b>	<b>\$21,500.00</b>	<b>\$22,624.96</b>	<b>-\$1,124.96</b>	<b>95.03 %</b>
5500 Contingency		1,745.00	-1,745.00	0.0 %		1,745.00	-1,745.00	0.0 %		1,745.00	-1,745.00	0.0 %		5,235.00	-5,235.00	0.0 %
<b>Total for Expenditures</b>	<b>50,885.39</b>	<b>54,678.26</b>	<b>-3,792.87</b>	<b>93.06 %</b>	<b>54,915.33</b>	<b>52,178.34</b>	<b>2,736.99</b>	<b>105.25 %</b>	<b>44,055.02</b>	<b>58,178.34</b>	<b>-14,123.32</b>	<b>75.72 %</b>	<b>\$149,855.74</b>	<b>\$165,034.94</b>	<b>-\$15,179.20</b>	<b>90.8 %</b>
<b>Net Operating Revenue</b>	<b>-947.11</b>	<b>-4,736.78</b>	<b>3,789.67</b>	<b>19.99 %</b>	<b>-4,403.76</b>	<b>-2,236.86</b>	<b>-2,166.90</b>	<b>196.87 %</b>	<b>7,736.72</b>	<b>-6,987.07</b>	<b>14,723.79</b>	<b>-110.73 %</b>	<b>\$2,385.85</b>	<b>-\$13,960.71</b>	<b>\$16,346.56</b>	<b>-17.09 %</b>
<b>Other Revenue</b>																
<b>Other Expenditures</b>																
<b>Net Other Revenue</b>																
<b>Net Revenue</b>	<b>-947.11</b>	<b>-4,736.78</b>	<b>3,789.67</b>	<b>19.99 %</b>	<b>-4,403.76</b>	<b>-2,236.86</b>	<b>-2,166.90</b>	<b>196.87 %</b>	<b>7,736.72</b>	<b>-6,987.07</b>	<b>14,723.79</b>	<b>-110.73 %</b>	<b>\$2,385.85</b>	<b>-\$13,960.71</b>	<b>\$16,346.56</b>	<b>-17.09 %</b>

2026 DAO Budget and Cash Flow Projection														Year To Date	YE Projection	Budgeted	\$ From Budget	
Income	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26						
Starting cash at 1/1/25	\$ 89,294.87																	
District Assessments	\$ 348,553.50	\$ -	\$ -	\$ -	\$ -	\$ 220,000.00	\$ -	\$ -		\$ 29,724.21	\$ -	\$ -		\$ 348,553.50	\$ 598,277.71	\$ 598,277.71	\$ -	
Non-District Assessments	\$ -	\$ -	\$ 1,249.59	\$ -	\$ -	\$ 1,249.59	\$ -	\$ -	\$ 1,249.59	\$ -	\$ -	\$ 1,249.59		\$ 1,249.59	\$ 4,998.36	\$ 4,998.36	\$ -	
Interest Income	\$ 75.63	\$ 655.09	\$ 685.67	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 63.93		\$ 761.30	\$ 2,160.32	\$ 998.93	\$ 1,161.39	
Sub Total	\$ 437,924.00	\$ 655.09	\$ 1,935.26	\$ 85.00	\$ 85.00	\$ 221,334.59	\$ 85.00	\$ 85.00	\$ 1,334.59	\$ 29,809.21	\$ 85.00	\$ 1,313.52		\$ 439,859.26	\$ 605,436.39	\$ 604,275.00	\$ 1,161.39	
Cash at Beginning of Month	\$ 437,924.00	\$ 386,468.15	\$ 340,705.90	\$ 290,908.56	\$ 239,242.74	\$ 417,326.50	\$ 374,160.68	\$ 330,994.86	\$ 287,078.62	\$ 271,637.01	\$ 228,471.19	\$ 180,033.88		\$ 437,924.00				
Expense																		
Primary District Services	\$ 29,364.01	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49		\$ 58,041.50	\$ 344,816.40	\$ 350,000.00	\$ 5,183.60	
Administration	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33	\$ 12,683.33		\$ 25,366.67	\$ 152,200.00	\$ 152,200.00	\$ -	
Bookkeeping	\$ 338.00	\$ 149.00	\$ 149.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00		\$ 487.00	\$ 2,886.00	\$ 3,000.00	\$ 114.00	
Insurance/Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ 4,500.00	\$ 5,000.00		\$ -	\$ 11,500.00	\$ 11,500.00	\$ -	
Website Development	\$ 7,500.00	\$ 5,000.00	\$ -	\$ 7,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 7,500.00	\$ 20,000.00	\$ 20,000.00	\$ -	
Website Maintenance	\$ -	\$ -	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ -	
Social Media Management	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,065.00		\$ 2,000.00	\$ 12,745.00	\$ 13,000.00	\$ 255.00	
Marketing	\$ -	\$ -	\$ -	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00		\$ -	\$ 3,150.00	\$ 3,500.00	\$ 350.00	
Project Maintenance	\$ -	\$ -	\$ 1,357.52	\$ 1,000.00	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00	\$ -		\$ 1,357.52	\$ 6,357.52	\$ 20,000.00	\$ 13,642.48	
Misc. Direct Expense	\$ 1,225.60	\$ 187.68	\$ 15.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 241.72		\$ 1,240.60	\$ 3,310.00	\$ 3,500.00	\$ 190.00	
Contingency (3.5%)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -	\$ 20,940.00	\$ 20,940.00	
Sub Total	\$ 52,110.94	\$ 47,697.50	\$ 49,882.34	\$ 51,750.82	\$ 43,250.82	\$ 43,250.82	\$ 43,250.82	\$ 45,250.82	\$ 45,250.82	\$ 43,250.82	\$ 49,750.82	\$ 48,267.54		\$ 101,993.29	\$ 562,964.92	\$ 603,640.00	\$ 40,675.08	
Account Balance	\$ 385,813.06	\$ 338,770.64	\$ 290,823.56	\$ 239,157.74	\$ 195,991.91	\$ 374,075.68	\$ 330,909.86	\$ 285,744.03	\$ 241,827.80	\$ 228,386.19	\$ 178,720.36	\$ 131,766.34						

**Statement of Activity**  
**Downtown Action Organization**  
 January 1-March 31, 2026

	TOTAL
<hr/>	
Revenue	
1000 Income	
1001 District Assessments	149,569.44
1002 Non District Assessments	1,259.59
1003 Interest income	1,412.56
<b>Total for 1000 Income</b>	<b>\$152,241.59</b>
<b>Total for Revenue</b>	<b>\$152,241.59</b>
<hr/>	
<b>Gross Profit</b>	<b>\$152,241.59</b>
<hr/>	
Expenditures	
5000 Primary District Services	
5001 Street Level Services	86,718.98
<b>Total for 5000 Primary District Services</b>	<b>\$86,718.98</b>
5100 District Management	
5101 Management / Administration	38,049.99
5102 Bookkeeping	636.00
5104 Misc. Direct Expense	1,593.20
5105 Financial Services Fees	0.05
<b>Total for 5100 District Management</b>	<b>\$40,279.24</b>
5200 Project Maintenance	1,357.52
5300 Marketing	
5301 Website Management	6,000.00
5302 Social Media Management	3,000.00
5304 Website Development	12,500.00
<b>Total for 5300 Marketing</b>	<b>\$21,500.00</b>
<b>Total for Expenditures</b>	<b>\$149,855.74</b>
<hr/>	
<b>Net Operating Revenue</b>	<b>\$2,385.85</b>
<hr/>	
<b>Net Other Revenue</b>	
<hr/>	
<b>Net Revenue</b>	<b>\$2,385.85</b>
<hr/>	



# DTSR

DOWNTOWN SANTA ROSA

# MARCH OPERATIONS REPORT 2026

Prepared by :  
Ryder Wooten

Statistics by :



# MEET OUR TEAM SANTA ROSA!



**RYDER W.**  
MANAGER



**ALFONSO C.**  
AMBASSADOR



**JUAN C.**  
AMBASSADOR



**OSVALDO B.**  
AMBASSADOR

Our dedicated Clean & Safe team creates a visible, lasting impact in downtown Santa Rosa by enhancing cleanliness, safety, and pride throughout our community every single day!

# MARCH STATISTICS

2026

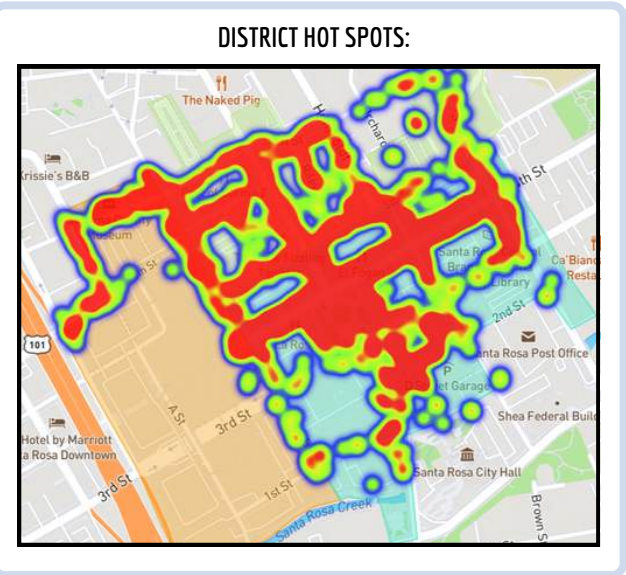
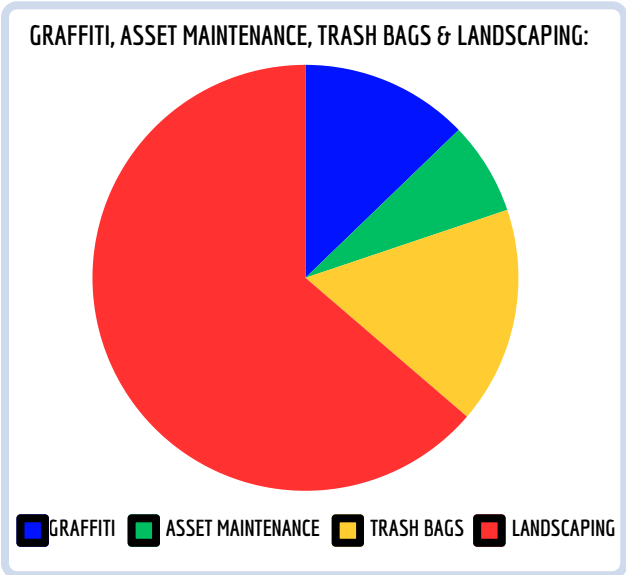
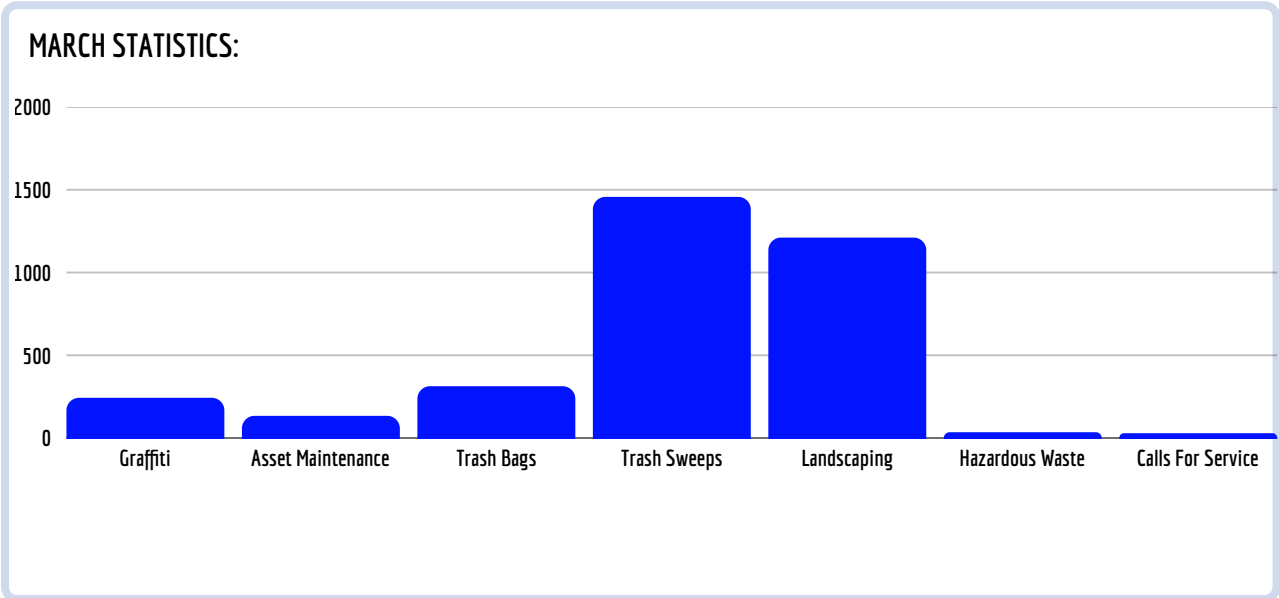
TOTAL GRAFFITI'S REMOVED: **243**

TOTAL TRASH SWEEPS: **1457**

TRASH COLLECTED IN POUNDS:  
**7,825**

ASSET MAINTENANCE:  
**134**

LANDSCAPING:  
**1211**



# BEFORE & AFTER PHOTOS

20  
26

"The objective of cleaning is not just to clean but to feel happiness living within that environment."

- Marie Kondo



## Attachment 4

## 2026 Downtown Action Organization Workplan - Adopted January 21, 2026

ACTION	FUNDING ALLOCATED	STATUS	NOTES
<b>1. District Management</b>			
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		Complete	New phone number cards distributed. Working through opportunities for event organizers to utilize Block By Block for clean up.
<b>2. Special Projects</b>			
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 Stage.
<b>3. District Improvements</b>			
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
<b>4. Board Policy, Culture &amp; Governance</b>			
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.

**2026 DAO Board of Directors Attendance Report**

<b>Name</b>	<b>Absences (of 1)</b>	<b>Status</b>
Beau Anderson	0	Attendance in Good Standing
Leeanna Ausiello-Kane	1	Attendance in Good Standing
Natalie Balfour	0	Attendance in Good Standing
Zach Berkowitz	0	Attendance in Good Standing
Pauline Block	0	Attendance in Good Standing
Britt Cooper	1	Attendance in Good Standing
Chris Denny	0	Attendance in Good Standing
Nicole Gaddis	0	Attendance in Good Standing
Caitlin Kurasek	0	Attendance in Good Standing
Amanda Kurt	0	Attendance in Good Standing
Ken LaFranchi	0	Attendance in Good Standing
Danielle Nelson	0	Attendance in Good Standing
Gabe Osburn	1	Attendance in Good Standing
Argo Thompson	0	Attendance in Good Standing
Don Tomasi	0	Attendance in Good Standing