



**DOWNTOWN ACTION ORGANIZATION
BOARD MEETING**
September 17, 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 August 27, 2025 Meeting Minutes (<i>Attachment 1</i>) 4.2 Financial Statements ending August 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 and other ongoing items, including outcome of September 9 Council Study Sessions.
6.0	REPORT: EXECUTIVE COMMITTEE	Chair to report on September Executive Committee meeting and other key topics and ongoing items.
7.0	DISCUSSION: ENTERTAINMENT DISTRICT	Gabe Osburn to share details and opportunities related to a potential Entertainment District in Downtown Santa Rosa and receive feedback and answer questions from Board.
8.0	FUTURE AGENDA ITEMS	Board members to share any future agenda items they wish to be discussed.
9.0	ADJOURNMENT	Chair to adjourn the meeting.

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**DAO Board Meeting
August 27, 2025, 9:15am
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Natalie Balfour, Pauline Block, Britt Cooper, Chris Denny, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson

Absent: Zack Berkowitz, Hugh Futrell, Gabe Osburn, Argo Thompson, Don Tomasi

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:17am.

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 ABSENTIONS

There were no conflicts of interest at this time.

4.0 ACTION: CONSENT ITEMS

A motion was made by Nicole Gaddis to approve consent items 4.1, July 16, 2025 Meeting Minutes, and 4.2, Financial Statements ending July 31, 2025. The motion was seconded by Chris Denny and unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance pointed out her written reports and asked if there were any questions. She reminded everyone about the upcoming Q&A with the Mayor, as well as the Sidewalk Sale on September 14 and Fall Fun Fest in October.

She shared that after all assessment corrections were processed, the DAO's assessments for 2026 will be just under \$600,000, or a \$40,000 increase. She anticipates some after the fact correction requests, which the budget should prepare for.

6.0 REPORT: EXECUTIVE COMMITTEE

Chair Pauline Block shared a brief update about the Park Fee conceptual work happening with QKA. She shared the goal was to get the item on council's agenda to get their feedback.

7.0 ACTION: PARKING DISTRICT CHANGES

Cadance shared that Tania Cordova, Administrative Analyst with the Parking District, would be presenting the final recommended changes that the Parking District is bringing to council on September 9. She reminded everyone that the Parking District spoke to the Executive Committee and then presented at a meeting for Downtown business owners at the end of June. They also spoke with the Railroad Square Association to get their feedback. She shared that there have been some changes since those meetings and Tania would mention those.

After speaking about the issues and opportunities that resulted in the proposed changes, Tania provided an update on the recommended changes for the Parking District, including hourly rate changes for meters and lots, new garage permit types, permit rate changes in garages and lots, free parking options, meter removal and increases to citations.

She spoke about how the District is meeting the needs of new residential projects and addressing challenges impacting the surrounding residential areas. Information about the new validation program, which will offer \$30 of free garage parking for each participating business, was provided. Tania and Cadance will work on outreach to the businesses to make sure they're comfortable with the system. This will replace first hour free in the garages.

It is anticipated that an expanded version of this presentation will go to council on September 9 and there should be a Council hearing later in the fall, with implementation in January 2026.

Discussions ensued about the changes. Beau suggested increasing the part-time hourly maximum by three hours to allow for three nine-hour workdays. Leeanna requested that the evening permit hours be extended to 2am.

Natalie spoke about the importance of first hour free and registered her disapproval of that being removed. She asked for an accounting of the Parking District.

Karen asked whether the list of meter removals was final and Tania shared the Parking District has the ability to make the change.

A discussion ensued.

Chris moved that the DAO issue a letter of support, noting support of the recommended changes while acknowledging they are not a perfect solution for Downtown Parking and asking for continued collaboration with staff throughout the process. He also asked that Cadance speak directly with staff related to the smaller issues that arose around part time hours, evening employee hours and meter removal. The motion was seconded by Leeanna. There was no further discussion.

All board members present, except Natalie Balfour, who opposed, voted in support of the motion.

8.0 DISCUSSION: UNSHELTERED IMPACTS

Cadance shared that a meeting was held yesterday with Chief Cregan, Sgt. Barrett, Chris Mahurin, Lt. Dan Marincik, Megan Basinger and Kelli Kuykendahl.

They spoke about the increased impacts of unsheltered people in the Downtown, which is likely a result of San Francisco clearing multiple areas, as well as the negative impacts related to the loss of HOST outreach and two DET officers. Conversations also took place around InResponse and the need to be vocal with our councilmembers about these impacts. Everyone agreed that they wanted to figure out how to maintain the improvements that have occurred, despite the staffing cuts.

Sgt. Barrett reiterated that he felt the current Camping Ordinance was sufficient for enforcement in the Downtown area.

There will be a meeting in November open to members of the Downtown community and the goal is to have action items afterward that support improving the situation Downtown. Cadance will be working with Chris Mahurin to ensure there is a clear plan in place for the meeting.

Danielle provided her perspective on the meeting, adding that the Chief is working to ensure DET is not pulled from the area to deal with issues on patrol to ensure DET is more visible in the Downtown. She also spoke about how SRPD is working with the District Attorney.

Leeanna shared concerns about crime related issues.

A discussion ensued about the need to provide data and make calls to resources when issues arise.

9.0 FUTURE AGENDA ITEMS

No future agenda items were recommended.

10.0 ADJOURNMENT

Pauline Block adjourned the meeting at 10:32am.

11:49 AM

09/03/25

Accrual Basis

Downtown Action Organization Incorporated

Balance Sheet

As of August 31, 2025

	Aug 31, 25
ASSETS	
Current Assets	
Checking/Savings	
1000000 • DAO OPERATING FUNDS	
1000100 • Earmarked Project Cash-Poppy	133,294.33
1001000 • District Funds Savings-Poppy	268,557.52
1010000 • DAO Operating-Poppy	6,416.29
Total 1000000 • DAO OPERATING FUNDS	408,268.14
Total Checking/Savings	408,268.14
Accounts Receivable	
11000 • Accounts Receivable	8,294.79
Total Accounts Receivable	8,294.79
Other Current Assets	
1100000 • District Revenue Receivables	404,962.92
Total Other Current Assets	404,962.92
Total Current Assets	821,525.85
TOTAL ASSETS	821,525.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 • Accounts Payable	42,447.34
Total Accounts Payable	42,447.34
Other Current Liabilities	
2300000 • Deferred Revenue - District Rev	184,725.06
Total Other Current Liabilities	184,725.06
Total Current Liabilities	227,172.40
Total Liabilities	227,172.40
Equity	
32000 • Unrestricted Net Assets	558,153.24
Net Income	36,200.21
Total Equity	594,353.45
TOTAL LIABILITIES & EQUITY	821,525.85

2025 DAO Budget and Cash Flow Projection														
Income	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
Starting cash at 1/1/25	\$ 90,235,06													
District Assessments	\$341,453	\$0	\$0	\$0	\$186,103	\$0	\$0	\$0	\$26,619	\$0	\$0	\$0	\$527,556	\$554,175
Non-District Assessments	\$0	\$0	\$1,250	\$0	\$0	\$1,250	\$0	\$0	\$9,545	\$0	\$0	\$1,250	\$2,500	\$4,998
Interest Income	\$63	\$135	\$134	\$114	\$145	\$148	\$136	\$123	\$0	\$0	\$0	\$250	\$999	\$1,249
Sub Total	\$431,752	\$135	\$1,383	\$114	\$186,248	\$1,398	\$136	\$123	\$36,164	\$0	\$0	\$1,500	\$531,054	\$560,422
Cash at Beginning of Month	\$431,752	\$389,440	\$348,217	\$305,632	\$448,998	\$407,836	\$361,923	\$319,422	\$311,138	\$240,037	\$194,362	\$146,087		
Expense														
Primary District Services	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$31,114	\$44,218	\$15,592	\$30,592	\$30,592	\$234,912	\$355,905
Project Maintenance	\$0	\$0	\$0	\$0	\$0	\$3,602	\$178	\$0	\$11,000	\$16,000	\$0	\$13,100	\$3,779	\$43,879
Marketing	\$0	\$125	\$0	\$0	\$0	\$0	\$0	\$0	\$500	\$750	\$1,000	\$0	\$125	\$2,375
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	\$106,667	\$160,000
Insurance/Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$4,750	\$4,750	\$0	\$11,500
Misc. Direct Expense	\$0	\$35	\$251	\$435	\$112	\$0	\$0	\$0	\$50	\$0	\$100	\$1,500	\$833	\$2,483
Contingency (3.5% - \$19,601)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sub Total	\$42,447	\$42,607	\$42,698	\$42,882	\$42,560	\$46,049	\$42,625	\$44,447	\$71,101	\$45,675	\$49,775	\$63,275	\$346,315	\$576,141
Cash Balance	\$389,305	\$346,833	\$305,519	\$262,750	\$406,438	\$361,787	\$319,299	\$274,974	\$240,037	\$194,362	\$144,587	\$82,812		

Downtown Action Organization Incorporated

Profit & Loss Budget Performance

August 2025

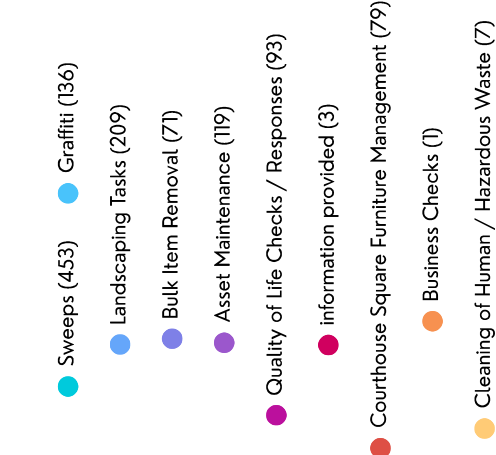
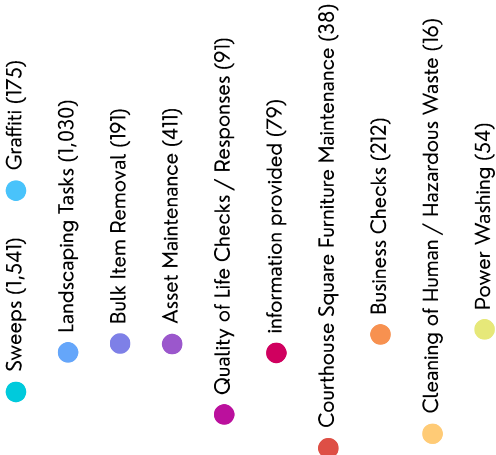
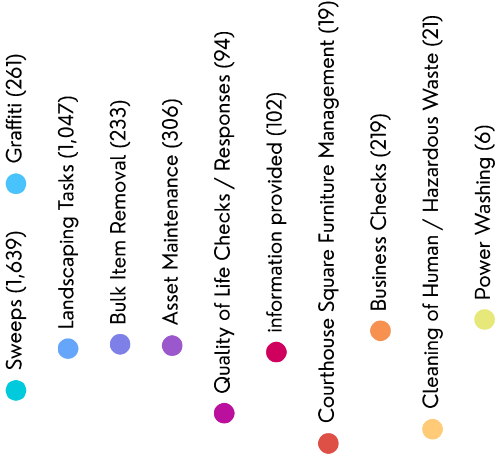
	Aug 25	Budget	\$ Over Budget	% of Budget	Jan - Aug 25	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 • District Assessments	46,181.27	46,181.27	0.00	100.0%	369,450.16	369,450.14	0.02	100.0%	554,175.22
4100001 • Non-District Assessments	8,294.79	416.52	7,878.27	1,991.5%	10,793.94	3,332.19	7,461.75	323.9%	4,998.27
4100002 • Interest Income	122.90	58.33	64.57	210.7%	2,271.48	466.68	1,804.80	486.7%	700.00
Total Income	54,598.96	46,656.12	7,942.84	117.0%	382,515.58	373,249.01	9,266.57	102.5%	559,873.49
Gross Profit	54,598.96	46,656.12	7,942.84	117.0%	382,515.58	373,249.01	9,266.57	102.5%	559,873.49
Expense									
5100000 • PRIMARY DISTRICT SERVICES									
5100001 • Street Level Services	31,114.01	30,244.00	870.01	102.9%	234,912.08	241,952.00	-7,039.92	97.1%	362,928.00
Total 5100000 • PRIMARY DISTRICT SERVICES	31,114.01	30,244.00	870.01	102.9%	234,912.08	241,952.00	-7,039.92	97.1%	362,928.00
5200000 • DISTRICT IMPROVEMENTS									
5200002 • Project Maintenance	0.00	2,916.67	-2,916.67	0.0%	3,779.30	23,333.32	-19,554.02	16.2%	35,000.00
5200003 • Marketing	0.00	645.83	-645.83	0.0%	124.50	5,166.68	-5,042.18	2.4%	7,750.00
Total 5200000 • DISTRICT IMPROVEMENTS	0.00	3,562.50	-3,562.50	0.0%	3,903.80	28,500.00	-24,596.20	13.7%	42,750.00
5400000 • DISTRICT MANAGEMENT									
5400001 • SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	106,666.64	106,666.68	-0.04	100.0%	160,000.00
5400003 • Insurance/Taxes	0.00	958.33	-958.33	0.0%	0.00	7,666.68	-7,666.68	0.0%	11,500.00
5400004 • Misc Direct Expenses	0.00	200.00	-200.00	0.0%	832.85	1,600.00	-767.15	52.1%	2,400.00
Total 5400000 • DISTRICT MANAGEMENT	13,333.33	14,491.66	-1,158.33	92.0%	107,499.49	115,933.36	-8,433.87	92.7%	173,900.00
5500000 • CONTINGENCY	0.00	1,616.67	-1,616.67	0.0%	0.00	12,933.32	-12,933.32	0.0%	19,400.00
Total Expense	44,447.34	49,914.83	-5,467.49	89.0%	346,315.37	399,316.68	-53,003.31	86.7%	598,978.00
Net Ordinary Income	10,151.62	-3,258.71	13,410.33	-311.5%	36,200.21	-26,069.67	62,269.88	-138.9%	-39,104.51
Net Income	10,151.62	-3,258.71	13,410.33	-311.5%	36,200.21	-26,069.67	62,269.88	-138.9%	-39,104.51

Attachment 3

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	In Process	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 Council around method for expenditure. EC to prepare graphics for board to review.
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		Conversations with company to look at trash enclosures. Phone Booths Removed via City staff. Bike Racks/Trash Cans/Ped Lighting to be surveyed.
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	Not Started		Chamber no longer managing events in Courthouse Square.
4. Engage businesses in summer farmers market concept	In Process	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	Not Started		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			

**Downtown Santa Rosa
Monthly Street Level Services Report**

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



**Current Month
August 2025**



**Month Prior
July 2025**



**Year Prior
August 2024**

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.