



**DOWNTOWN ACTION ORGANIZATION
EXECUTIVE COMMITTEE MEETING
September 10, 2025, 9:30am**

**coLAB - Idea Lab
427 Mendocino Ave
Santa Rosa, CA 95401**

AGENDA

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	Comments from the public will be allowed on all agenda items at the time each item is called. <i>Limited to two minutes each.</i>
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	August 6, 2025 Meeting Minutes (<i>Attachment 1</i>)
5.0	REPORT: EXECUTIVE DIRECTOR	Update provided on business changes, street level services, administrative and workplan items (<i>Attachment 2</i>).
6.0	REPORT: BOARD CHAIR	Report on progression of board activities, key focuses and ongoing Park Fee expenditure plans.
7.0	DISCUSSION: SEPT. 9 CITY COUNCIL STUDY SESSION	Committee to discuss outcomes from September 9 City Council Study Sessions on Pedestrianization and Parking Changes and whether any follow up action is needed on behalf of the organization.
8.0	DISCUSSION: ENTERTAINMENT DISTRICTS	Gabe Osburn to share details into City's exploration of Entertainment Districts.
9.0	FUTURE ITEMS	Committee members to share any future items they wish to be considered or discussed.
10.0	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 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>.

DAO Executive Committee Meeting – August 6, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Hugh Futrell, Beau Anderson, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:32am.

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 ITEM

Beau Anderson made a motion to approve consent items July 9, 2025 Meeting Minutes. The motion was seconded by Hugh Futrell and passed unanimously.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance noted there was no financial report because of how early in the month the meeting fell, though it would be prepared for the board meeting, as usual. She then reported on the following items:

Fiber Snob has now unofficially opened. J&A Lounge had some challenges related to their remodel, so are delayed. She recently met with PED and the County to talk about health permit challenges. A discussion occurred about how to help property owners better understand the opportunities associated with their space and the potential investment needed for changes.

She shared that she met with Stephen from USL and he'd be happy to speak to the DAO about their plans.

She is waiting to hear from Sonoma Clean Power about the grant for the new street vehicle and moving forward with the purchase in the interim.

She is working on some regular maintenance of street trees, which the DAO does as needed, or upon request, throughout the year. She is hoping to find solutions to address the street tree edges.

She anticipates the NexStreet Contract, a three-year contract with the pricing increasing annually, will be presented at the September meeting.

Assessment Corrections have been submitted to the City. She anticipates some people might send changes after the fact and the DAO might need to be prepared to handle any changes people. She noted that corrections were sent for 13 properties and the budget is slated to be just under \$600,000 or a \$40,000 increase in 2026.

The Parking District will present a formal proposal with all their changes, at the August meeting. Tanya will be present to speak about it. The board can take action whether to write a letter of support for the recommendations prior to the Parking District's presentation to council.

She is meeting with a few businesses to explore how she can support them to host a Sidewalk Sale for the final Second Sunday Farmers Market as well as potential discounts available for Felix residents and engagement with Fall Fun Fest.

She reminded everyone she would be out of the office from August 9 through August 20.

7.0 REPORT: BOARD CHAIR

Pauline shared that there has been ongoing work on Park Fee expenditure plans. Hugh, Pauline and Cadance are planning to meet again with QKA to create an illustrative document.

Hugh and Cadance met with Mayor Stapp and Councilmember Okrepkie to discuss next steps with the park fees that would allow the DAO to work collaboratively with the City and bring the project to fruition.

Cadance shared that she's connecting with staff around all the improvements that need to be made in the Downtown and working to create a document reviewing potential projects.

A discussion occurred about the Vacant Building and Land Ordinance. Hugh suggested that the DAO be delegated with inspections, notices, warnings and then referrals to the Code Enforcement Team. As a government division, the City could give oversight of that program in the Downtown core to the Downtown District. A discussion ensued about the potential role of the DAO.

Beau shared concerns around project review timelines and what would be necessary to expedite TI timelines. Hugh suggested that a conversation about self-certification, which might be worthwhile in a targeted area, could be something the DAO pursues.

Hugh shared that homeless activity has been increasing dramatically since outreach was pulled back in July and suggested a meeting with the City and Police Department to discuss strategies to address it. Danielle shared that her tenants have been reporting issues as well. Hugh suggested that the Supreme Court's decision might create latitude to revise and further strengthen the City's ordinance and ability to enforce the ordinance. Cadance will reach out to schedule a meeting with Chief Cregan, Megan Bassinger and Tim Barrett.

Hugh shared updates on changes to his building and new tenants.

8.0 FUTURE ITEMS

The August Board meeting agenda will include taking an action on Parking recommendations, a discussion about the unsheltered increase and impacts due to recent funding shifts. Cadance will confirm with Gabe if he wants to see the Entertainment District exploration as an agenda item in August.

9.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:28am.

Attachment 2

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 being presented to Council Study Session on September 9. DAO emailed letter of support to Council Members.
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. Follow up meetings scheduled in September/October prior to 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		ED to email downtown community to encourage attendance at public meeting on September 9.
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		
4. Engage businesses in summer farmers market concept	In Process	2025	Supporting businesses to participate in Second Sunday with Sidewalk Sale. Business owner coordinating pop-ups. DAO funding buskers and small social ad.
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
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 three info sessions held with another two before year end.
Staff: Cadance Hinkle Allinson			