



Meeting Agenda

Downtown Action Organization
Board of Directors

Date:
May 18, 2026, 9:15am

Location:
coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

1.0 CALL TO ORDER

Vice Chair Chris Denny 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 April 15 Meeting Minutes
- 4.2 Financial Statements ending April 30, 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

Attachment 6

- 7.1 Branding & Website
- 7.2 Ross Street Activation

8.0 ACTION: MEMO FROM COURTHOUSE SQUARE IMPROVEMENT COMMITTEE

Attachment 7

Board to review and provide feedback on Courthouse Square Improvement Committee's memo regarding integrating stage concepts with Asawa panels onto Courthouse Square prior to distribution to Economic Development Subcommittee.



Meeting Agenda

Downtown Action Organization
Board of Directors

Date:
May 18, 2026, 9:15am

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coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

9.0

ACTION: OFFERING BLOCK BY BLOCK SERVICES TO DOWNTOWN EVENT ORGANIZERS

Board to review and finalize recommendation from Executive Committee for the DAO to offer Block By Block services to Downtown event organizers, to be billed by DAO with 20% administration fee, and provide discretion to Executive Director to waive administration fee for organizations that provide substantial economic benefit to the Downtown business community.

10.0

ADJOURNMENT

Vice 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 Board Meeting - April 15
coLAB - Collaboration Lab
427 Mendocino Avenue, Santa Rosa, CA 95401

Board Present: Beau Anderson, Leeanna Ausiello-Kane, Pauline Block, Zach Berkowitz, Britt Cooper, Chris Denny, Nicole Gaddis, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Don Tomasi, Argo Thompson

Absent: Natalie Balfour, Amanda Kurt, Gabe Osburn

Executive Director: 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)

Karen Wise spoke about what's happening at 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

Chris Denny made a motion to approve consent item 4.1, February 18 Meeting Minutes and consent item 4.1 Financial Statements ending March 31, 2026. Britt Cooper seconded the motion and it was unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson, provided the following report:

Cafe Carrusel on 3rd Street is scheduled to open and an Italian restaurant, Capriciano Osteria, is opening where Topsy Taco was on Mendocino. She also noted that a local game shop had opened on B Street above the UPS store. She is working on connecting with all the business owners.

She provided the following workplan updates:

1.1: There have been ongoing conversations with staff about the projects and she believes the public trash cans on 4th are going to be replaced in the near future. When she has a firm timeline, she will share it. She noted this did not address the 600 block of 4th Street, which she believes remains a critical issue.

Zach Berkowitz arrived 7:21am.

1.2: The website transition is in process. High quality imagery for the businesses is a problem, and hopefully businesses will take advantage of the marketing photo shoot opportunity she shared with them. She is working on videography and the the committee continues to meet with the GeoCentric team to review.

1.3: The March Block By Block report was included in the board packet and reflects a lot of work done by the team. She continues to get good feedback from stakeholders. She also noted she is looking into the opportunity for Block By Block to provide post-event clean up for events on Courthouse Square.

2.1: The advisory committee for the Ross Street Activation is resuming on Monday and she anticipates they will finalize a budget and path forward for the activation, which is now scheduled to be three months from August to October.

2.2: The advisory committee on Courthouse Square will be presenting a proposal to the board in May. Cadance reached out to the Asawa Fountain donors and provided the initial DAO memo to City staff.

3.2 The planters will be repainted next week and there is a volunteer planting day scheduled for April 25. She encouraged board members to attend. Block By Block will assist with some preparation prior to the volunteer planting day.

3.3 There was an opportunity to move forward with Santa Rosa ReLeaf to address a number of problematic trees on E Street and the intersections there. Twenty-four trees were replaced and are now being maintained by the Block By Block team. She expressed appreciation for the ReLeaf team, especially Beth Brown, and shared that toward the end of the year she would look to develop a full tree plan, which included an opportunity for business owners to request a new tree through the website.

4.2 Cadance and Gabe have been reviewing the Bylaw finalization and are waiting for the City Attorney to weigh in on next steps that would transition his role to a liaison.

Cadance requested that all board members attend the Let's Talk Santa Rosa meeting with City staff on Monday morning at 9am.

6.0 REPORT: BOARD CHAIR

Chair Pauline Block provided the following report:

Pauline reiterated the importance of attending the Let's Talk meeting on Monday.

She also reiterated the benefits of the marketing photo opportunities for Downtown businesses.

Pauline asked everyone to report on their summer travel plans so that any scheduling changes can be made ahead of time.

Nicole Gaddis arrived at 9:35

7.0 REPORT: ADVISORY COMMITTEES

Committee chairs reported out on recent committee activity.

7.1 BRANDING & WEBSITE

Chris provided details about the website work and what to expect. He shared that functionality is going to be drastically improved moving forward and that he has strong confidence in GeoCentric as the vendor. A brief conversation occurred about improving communication and response with Downtown businesses.

7.2 ROSS STREET ACTIVATION

Cadance shared additional details about the conversations with the City and the plans for the committee moving forward.

7.3 COURTHOUSE SQUARE IMPROVEMENT COMMITTEE

Ken noted that the committee is discussing programming and understanding what questions need to be answered for a stage concept to be fully and appropriately explored. Argo reiterated that the main question was whether the stage should be equipped for large-scale performances or more geared toward community events. A discussion occurred about future usage and what Courthouse Square could accommodate. Feedback was supportive of concepts that drove economic development and could meet future needs.

8.0 FUTURE AGENDA ITEMS

There were no future agenda items discussed.

9.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 9:55am.

Downtown Action Organization

Statement of Financial Position

As of Apr 30, 2026

	TOTAL
<hr/>	
Assets	
Current Assets	
Bank Accounts	
1000000 DAO Operating Funds	0.00
BUSINESS MONEY MARKET (3502) - 1	196,174.90
REGULAR BUSINESS CHECKING (7727) - 1	33,367.65
Total for Bank Accounts	\$229,542.55
Accounts Receivable	
Accounts Receivable (A/R)	248,909.05
Total for Accounts Receivable	\$248,909.05
Other Current Assets	
Cash Transfer Entries	134,560.42
Payments to deposit	0.00
Total for Other Current Assets	\$134,560.42
Total for Current Assets	\$613,012.02
Total for Assets	\$613,012.02
<hr/>	
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	30,826.48
Total for Accounts Payable	\$30,826.48
Total for Current Liabilities	\$30,826.48
Total for Liabilities	\$30,826.48
Equity	
Opening balance equity	0.00
Retained Earnings	579,438.46
Net Income	2,747.08
Total for Equity	\$582,185.54
Total for Liabilities and Equity	\$613,012.02
<hr/>	

Budget vs. Actuals_Budget_FY26_P&L_Report
January 1-April 30, 2026

	JAN 2026				FEB 2026				MAR 2026				APR 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	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
Revenue																				
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 %	49,856.48	49,856.48	0.00	100.0 %	199,425.92	199,425.92	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 %		0.00	0.00		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 %	533.01	85.00	448.01	627.07 %	1,945.57	340.00	1,605.57	572.23 %
Total for 1000 Income	49,938.28	49,941.48	-3.20	99.99 %	50,511.57	49,941.48	570.09	101.14 %	51,791.74	51,191.27	600.47	101.17 %	50,389.49	49,941.48	448.01	100.9 %	\$202,631.08	\$201,015.71	\$1,615.37	100.8 %
Total for Revenue	49,938.28	49,941.48	-3.20	99.99 %	50,511.57	49,941.48	570.09	101.14 %	51,791.74	51,191.27	600.47	101.17 %	50,389.49	49,941.48	448.01	100.9 %	\$202,631.08	\$201,015.71	\$1,615.37	100.8 %
Cost of Goods Sold																				
Gross Profit	49,938.28	49,941.48	-3.20	99.99 %	50,511.57	49,941.48	570.09	101.14 %	51,791.74	51,191.27	600.47	101.17 %	50,389.49	49,941.48	448.01	100.9 %	\$202,631.08	\$201,015.71	\$1,615.37	100.8 %
Expenditures																				
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 %	28,677.49	29,166.67	-489.18	98.32 %	115,396.47	116,666.68	-1,270.21	98.91 %
Total for 5000 Primary District 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 %	28,677.49	29,166.67	-489.18	98.32 %	\$115,396.47	\$116,666.68	-\$1,270.21	98.91 %
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 %	12,683.33	12,683.33	0.00	100.0 %	50,733.32	50,733.32	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 %	149.00	250.00	-101.00	59.6 %	785.00	1,000.00	-215.00	78.5 %
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 %	566.37	291.67	274.70	194.18 %	2,159.57	1,166.68	992.89	185.1 %
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 %
Total for 5100 District Management	13,021.38	13,225.00	-203.62	98.46 %	14,237.85	13,225.00	1,012.85	107.66 %	13,020.01	18,225.00	-5,204.99	71.44 %	13,398.70	13,225.00	173.70	101.31 %	\$53,677.94	\$57,900.00	-\$4,222.06	92.71 %
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 %	6,952.07	1,666.67	5,285.40	417.12 %	8,309.59	6,666.64	1,642.95	124.64 %
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 %		0.00	0.00		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 %	1,000.00	1,083.33	-83.33	92.31 %	4,000.00	4,333.32	-333.32	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 %					7,500.00		-7,500.00	0.0 %	12,500.00	20,000.00	-7,500.00	62.5 %
5303 Misc. Marketing / Events		291.63	-291.63	0.0 %		291.67	-291.67	0.0 %		291.67	-291.67	0.0 %		291.67	-291.67	0.0 %	1,166.64	1,166.64	-1,166.64	0.0 %
Total for 5300 Marketing	8,500.00	8,874.96	-374.96	95.78 %	12,000.00	6,375.00	5,625.00	188.24 %	1,000.00	7,375.00	-6,375.00	13.56 %	1,000.00	8,875.00	-7,875.00	11.27 %	\$22,500.00	\$31,499.96	-\$8,999.96	71.43 %
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 %		1,745.00	-1,745.00	0.0 %		6,980.00	-6,980.00	0.0 %
Total for Expenditures	50,885.39	54,678.26	-3,792.87	93.06 %	54,915.33	52,178.34	2,736.99	105.25 %	44,055.02	58,178.34	-14,123.32	75.72 %	50,028.26	54,678.34	-4,650.08	91.5 %	\$199,884.00	\$219,713.28	-\$19,829.28	90.97 %
Net Operating Revenue	-947.11	-4,736.78	3,789.67	19.99 %	-4,403.76	-2,236.86	-2,166.90	196.87 %	7,736.72	-6,987.07	14,723.79	-110.73 %	361.23	-4,736.86	5,098.09	-7.63 %	\$2,747.08	-\$18,697.57	\$21,444.65	-14.69 %
Other Revenue																				
Other Expenditures																				
Net Other Revenue																				
Net Revenue	-947.11	-4,736.78	3,789.67	19.99 %	-4,403.76	-2,236.86	-2,166.90	196.87 %	7,736.72	-6,987.07	14,723.79	-110.73 %	361.23	-4,736.86	5,098.09	-7.63 %	\$2,747.08	-\$18,697.57	\$21,444.65	-14.69 %

2026 DAO Budget and Cash Flow Projection																
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	Year To Date	YE Projection	Budgeted	\$ From Budget
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	\$ 533.01	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 63.93	\$ 1,949.40	\$ 2,608.33	\$ 998.93	\$ 1,609.40
Sub Total	\$ 437,924.00	\$ 655.09	\$ 1,935.26	\$ 533.01	\$ 85.00	\$ 221,334.59	\$ 85.00	\$ 85.00	\$ 1,334.59	\$ 29,809.21	\$ 85.00	\$ 1,313.52	\$ 351,752.49	\$ 605,884.40	\$ 604,275.00	\$ 1,609.40
Cash at Beginning of Month	\$ 437,924.00	\$ 386,468.15	\$ 340,705.90	\$ 291,356.57	\$ 243,413.31	\$ 408,443.90	\$ 362,438.90	\$ 313,603.90	\$ 271,348.49	\$ 255,567.70	\$ 212,062.70	\$ 161,472.18				
Expense																
Primary District Services	\$ 29,364.01	\$ 28,677.49	\$ 28,677.49	\$ 28,677.49	\$ 29,166.67	\$ 29,166.67	\$ 29,166.67	\$ 29,166.67	\$ 29,166.67	\$ 29,166.67	\$ 29,166.67	\$ 29,166.67	\$ 115,396.48	\$ 348,729.81	\$ 350,000.00	\$ 1,270.19
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	\$ 50,733.33	\$ 152,200.00	\$ 152,200.00	\$ -
Bookkeeping	\$ 338.00	\$ 149.00	\$ 149.00	\$ 149.00	\$ 149.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 785.00	\$ 2,684.00	\$ 3,000.00	\$ 316.00
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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,500.00	\$ 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	\$ 1,000.00	\$ 1,000.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 1,085.00	\$ 4,000.00	\$ 12,595.00	\$ 13,000.00	\$ 405.00
Marketing	\$ -	\$ -	\$ -	\$ -	\$ 2,100.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ -	\$ 3,500.00	\$ 3,500.00	\$ -
Project Maintenance	\$ -	\$ -	\$ 1,357.52	\$ 4,998.44	\$ 3,500.00	\$ 2,500.00	\$ 5,330.00	\$ -	\$ -	\$ -	\$ 3,814.04	\$ -	\$ 6,355.96	\$ 21,500.00	\$ 20,000.00	\$ (1,500.00)
Misc. Direct Expense	\$ 1,225.60	\$ 187.68	\$ 15.00	\$ 520.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 205.00	\$ 116.72	\$ 1,948.28	\$ 3,500.00	\$ 3,500.00	\$ -
Contingency (3.5%)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,940.00	\$ 20,940.00
Sub Total	\$ 52,110.94	\$ 47,697.50	\$ 49,882.34	\$ 48,028.26	\$ 56,304.00	\$ 46,090.00	\$ 48,920.00	\$ 43,590.00	\$ 45,590.00	\$ 43,590.00	\$ 51,904.04	\$ 48,501.72	\$ 197,719.05	\$ 582,208.81	\$ 603,640.00	\$ 21,431.19
Account Balance	\$ 385,813.06	\$ 338,770.64	\$ 290,823.56	\$ 243,328.31	\$ 187,109.31	\$ 362,353.90	\$ 313,518.90	\$ 270,013.90	\$ 225,758.49	\$ 211,977.70	\$ 160,158.66	\$ 112,970.46				

Downtown Action Organization

Statement of Activity

January 1-April 30, 2026

	TOTAL
Revenue	
1000 Income	
1001 District Assessments	199,425.92
1002 Non District Assessments	1,259.59
1003 Interest income	1,945.57
Total for 1000 Income	\$202,631.08
Total for Revenue	\$202,631.08
Gross Profit	\$202,631.08
Expenditures	
5000 Primary District Services	
5001 Street Level Services	115,396.47
Total for 5000 Primary District Services	\$115,396.47
5100 District Management	
5101 Management / Administration	50,733.32
5102 Bookkeeping	785.00
5104 Misc. Direct Expense	2,159.57
5105 Financial Services Fees	0.05
Total for 5100 District Management	\$53,677.94
5200 Project Maintenance	8,309.59
5300 Marketing	
5301 Website Management	6,000.00
5302 Social Media Management	4,000.00
5304 Website Development	12,500.00
Total for 5300 Marketing	\$22,500.00
Total for Expenditures	\$199,884.00
Net Operating Revenue	\$2,747.08
Net Revenue	\$2,747.08



DTSR

DOWNTOWN SANTA ROSA

APRIL OPERATIONS REPORT 2026

Prepared by :
Ryder Wooten

Statistics by :



www.downtownsantarosa.org

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!

APRIL STATISTICS

2026

TOTAL GRAFFITI'S REMOVED:

433

TOTAL TRASH SWEEPS:

1657

TRASH COLLECTED IN POUNDS:

4,325

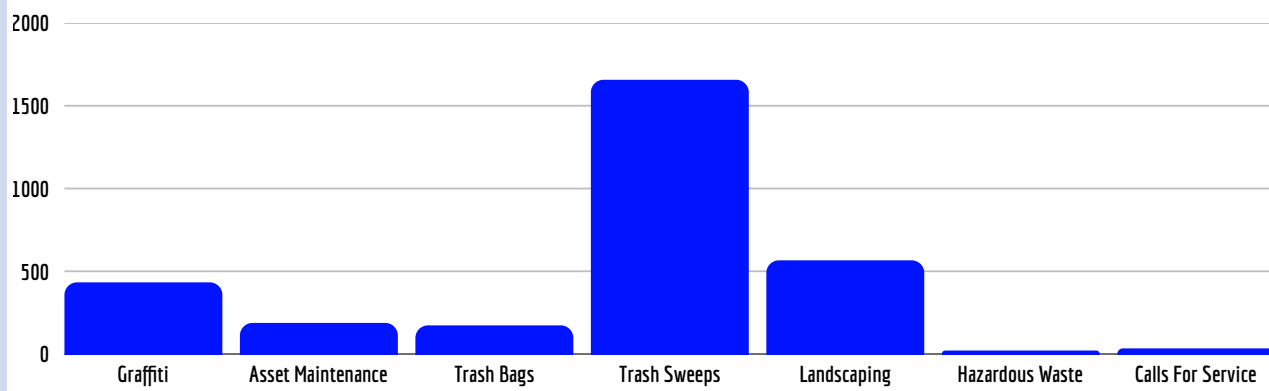
ASSET MAINTENANCE:

188

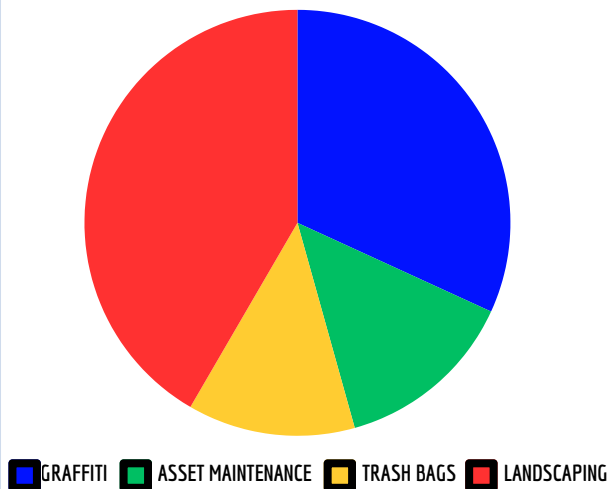
LANDSCAPING:

566

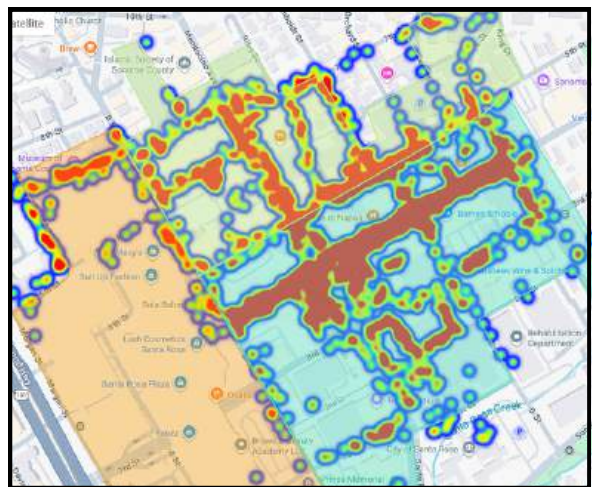
APRIL STATISTICS:



GRAFFITI, ASSET MAINTENANCE, TRASH BAGS & LANDSCAPING:



DISTRICT HOT SPOTS:

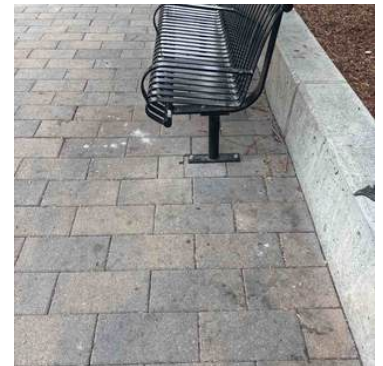


BEFORE & AFTER PHOTOS

20
26

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

- Marie Kondo



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	Website expected to launch by end of May. Businesses offered change for mini-marketing shoots.
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.
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	Contract signed with City. Board to get report on timeline, budget and programming in May.
2. Advisory Committee members to explore Courthouse Square enhancements and activations in coordination with City of Santa Rosa		in process	Board reviewing detailed memo from Advisory Committee
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	Planters have been removed, repainted and replanted. Signage and mosaic installations in tree wells will take place in May/June.
3. Develop street tree removal and replacement strategy			24 trees planted on eastern side of District, additional 8 planted on Ross. 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.

2026 DAO Board of Directors Attendance Report

Name	Absences (of 3)	Status
Beau Anderson	0	Attendance in Good Standing
Leeanna Ausiello-Kane	1	Attendance in Good Standing
Natalie Balfour	1	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	1	Attendance in Good Standing
Ken LaFranchi	0	Attendance in Good Standing
Danielle Nelson	0	Attendance in Good Standing
Gabe Osburn	2	Attendance in Good Standing
Argo Thompson	0	Attendance in Good Standing
Don Tomasi	0	Attendance in Good Standing

Ross Street Program Overview

Ross Street Activation Advisory Committee

Chair: Tyler Smith

Members: Rachel Beer, Pauline Block, Argo Thompson, Mercedes Hernandez

Description

- 3 month pilot activation (August 7 to October 31, 2026) managed by Downtown business community
- Full closure of eastern section of Ross Street (coLAB Exit to Mendocino Avenue)
- Weekday Activation - Food Truck, seating and recorded music (11am-2pm)
 - Managed by coLAB
- Friday Night Sessions - live music with a relaxed happy hour vibe (5-10pm)
 - Managed by The California
- Saturday Sound - local/regional bands (5-10pm)
 - Managed by Cooperage
- Sunday Markets (11am-4pm)
 - Managed by SoCo Market
- Designated family area, multiple types of seating, games and artistic installations
- Open spaces for Downtown businesses to activate daily
- Permits to be secured by DAO and managing organizations

Budget

Ross Street Activation - August-October		
	Type	Anticipated
Income	City Funding	\$ 100,000.00
	Sponsorship	\$ 50,000.00
	Vendor Fees	\$ 4,000.00
	Income Total	\$ 154,000.00
Expense	Operations	\$37,100.00
	Permits	\$11,000.00
	Temporary Infrastructure	\$25,000.00
	Marketing	\$10,000.00
	Programming/Music	\$26,000.00
	Family Area	\$6,000.00
	Games & Entertainment	\$1,900.00
	Stage/AV	\$32,000.00
	Contingency	\$5,000.00
	Expense Total	\$154,000.00

MEMORANDUM

To: Planning & Economic Development Committee
From: Downtown Action Organization
Re: Asawa Stage at Courthouse Square – Some Initial Considerations

This Memorandum has been approved by the board of the DAO and is submitted to the City to describe an overall concept, the important questions that need answering to determine the desirability and feasibility of the project, and possible approaches to answering these questions that may include DAO involvement.

Summary of Project

The Ruth Asawa Stage at Courthouse Square would be located on the south end of the Square at the terminus of Santa Rosa Avenue. The bronzed Asawa panels would be a key feature and attraction of the Stage. The Stage itself would be a permanent facility incorporating acoustical, lighting, platform, storage, signage and security features; design details would in part depend on whether the facility program would serve only community groups or also serve regional attractions. Critical questions discussed below are:

1. What is the programmatic objective?
2. What are the design features based on the objective?
3. What initial designs may be necessary to help determine capital costs?
4. How would the facility be managed and by who?
5. What third parties are needed to determine feasibility and desirability?

1. What is the programmatic objective?

There are two overriding objectives. The first, to display, appropriately and iconically, the bronzed Asawa panels. The second, to provide a permanent, high-quality performance stage, integrated with the panels.

Integration of the panels and stage is a design task and can be solved with care, subject to the review of the Asawa family.

The more complex issue is the character of the stage itself.

Currently, a temporary stage is available, generally for community groups and community events. If the focus of a permanent stage is narrowly on these community users, there will be community value – but at limited effect on economic development. The number of Square events may or may not increase; this is speculative. It is likely, though, that the number of attendees per annum, and the resulting impact on hotel occupancies and restaurant sales, will be comparably marginal. This dictates an attractive but economical design.

The Board recommends evaluation of a different, more robust alternative.

A very high quality facility, with enhanced acoustics and lighting, joined with an effective marketing and promotion campaign (see below) may attract not only community users but regional ones as well, greatly increasing the number of attendees, driving hotel occupancies and restaurant sales upward. The Asawa Stage in this scenario is not only a community asset, it is also an economic development engine.

A mix of community groups, regional acts, seasonal festivals, music, theater, multi-media, dance --- coupled with good management and outreach – would make downtown specifically and Santa Rosa generally a visitor destination, capitalizing on our expanded airport, ties to wine country and (should it occur) a conference center.

The large venues like Graton Casino or LBC are not able to integrate individual stage performances with larger events (for example, the Santa Rosa Marathon), or produce multi-day festivals with multiple acts and venues – but the Square Facility could potentially do that, with wide-ranging economic and community benefits.

The new facility could also, because of its enhanced perceived quality, greatly broaden the character and number of community users, such as high school and college graduation and gatherings, prom events and organizational galas.

A facility of this kind can more readily be used to justify the use of hotel tax dollars including the increased cost of a higher-grade facility.

Examples – illustrative, only – of a facility which can have the visual and practical impact needed are attached.

2. What are the design features based on the objective?

It will be important to engage expert opinion to guide initial design. For now, these probable elements are clear:

- The stage platform will need to be of sufficient size and flexibility to accommodate a range of uses
- There will need to be a focus on acoustics, both in terms of projecting from the stage and in terms of protecting the performance from surrounding acoustical impacts.
- The panels must be incorporated in a prominent manner, lit and protected.
- There must be sufficient secure storage for moveable equipment.
- There will need to be a hub for lighting and sound controls.
- There will need to be associated signage.
- The design needs to meet the visual characteristics of high-end outdoor performance space.
- An audio-visual element for film and multi-media performance.
- Audience lines of site need to be considered.
- Protection from vandalism needs to be incorporated.

3. What initial designs may be necessary to help determine capital costs?

An annotated elevation and plan, along with materials list and specifications will be necessary. The design need not be the final design; the ultimate design may vary from the initial budgeting design. This work would need to be done by the feasibility team described below.

4. How would the facility be managed and by who?

This important question should be evaluated during the feasibility work described below. One possible option – there will be others evaluated -- is that the facility be managed by an independent organization charged with (1) event planning and coordination for the Square and downtown generally, (2) marketing outreach, (3) coordination with Santa Rosa marketing financed by hotel tax dollars; (4) operating the facility including maintenance budgeting, and (5) reporting to community and City.

Among the organizations that might serve this task are (1) Visit Santa Rosa, necessarily with staff and skill expanded for this purpose; or (2) a new nonprofit corporation, also financed by hotel tax dollars (and event revenues), and possibly under the aegis of SRTBIA. The importance of coordinating event outreach/promotion and SRTBIA program marketing cannot be over-emphasized.

5. What third parties are needed to determine feasibility and desirability, and what would their report look like?

We recommend a feasibility team comprised of (1) design expert; (2) programmatic, and revenue/cost expert; (3) City representative; (4) DAO representative; (5) VSR/Metro Chamber representative; and (6) construction consultant expert in facility costs.

During feasibility analysis, likely a period of four to six months, the team would reach out to possible partners, including LBC, Santa Rosa Symphony to help analysis, and do outreach to assess possible sponsors both for capital costs and on-going operating costs.

The team report would include a capital cost analysis (sources and uses), operating cost model (revenues and expenses including capital replacements, sponsorships, VIP sales, relation to food and beverage operation on- and away-from the event), illustrative design and specifications, timeline, specific recommendation on organizational management, and the results of small group focusing (hoteliers, restaurateurs).

Conclusion

The Ruth Asawa Stage at Courthouse Square, if developed in the robust way recommended, integrated with a strong marketing plan, may make downtown specifically, and Santa Rosa generally, a regional destination, with all the beneficial economic effects that would result, as well as a source for community pride and an important asset for local organizations.

Courthouse Square Asawa Stage











