



**DOWNTOWN ACTION ORGANIZATION
EXECUTIVE COMMITTEE MEETING
October 8, 2025, 9:30am**

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

[Join via Microsoft Teams](#)
Meeting ID: 283 420 138 046 7 ; Passcode: A9cL7Bt7

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	4.1 September 10, 2025 Meeting Minutes (<i>Attachment 1</i>) 4.2 September 24, 2025 Meeting Minutes (<i>Attachment 2</i>)
5.0	REPORT: EXECUTIVE DIRECTOR	Update provided on business changes, street level services, administrative and workplan items. (<i>Attachment 3</i>)
6.0	REPORT: BOARD CHAIR	Report on progression of board activities and key focuses.
7.0	DISCUSSION: PARK FEE PLANS AND NEXT STEPS	Committee to review and discuss next steps with QKA plans on potential Downtown improvements through park fee expenditures.
8.0	DISCUSSION: BOARD ABSENCES	Committee to review attendance of board members and discuss approach on absences moving forward. (<i>Attachment 4</i>)
9.0	DISCUSSION: 4TH STREET TREE AND PLANTERS	Committee to review plans for future 4 th Street tree changes and provide feedback prior to sharing with City staff. (<i>Attachment 5</i>)
10.0	FUTURE ITEMS	Committee members to share future items they wish to be considered.
11.0	ADJOURNMENT	Chair to adjourn meeting.

CLOSED SESSION

1.0 MANAGEMENT CONTRACT RECOMMENDATION

Committee to review options for 2026 Management Contract and determine recommendation to be presented to the DAO Board for approval during October 15 closed session.

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DAO Executive Committee Meeting – September 10, 2025, 9:30am
coLAB – Idea Lab
427 Mendocino Ave, Santa Rosa, CA 95401

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

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 9:33am.

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 August 6, 2025 Meeting Minutes. The motion was seconded by Danielle Nelson and passed unanimously.

5.0 REPORT: EXECUTIVE DIRECTOR

Danielle mentioned everything was in line with the monthly financials and highlighted that the final check of the year should be received this month.

Cadance shared that the vehicle purchase is being finalized this week at which point it will need to be branded and then they can submit for the approved grant funding.

She has been working with Davey Tree and a local arborist on determining a plan to address the existing street tree problems as well as some removal and replacement for other dead or dying trees. She anticipates bringing the plan to the Design & Improvement Committee soon to review a street tree maintenance plan and connect with City staff to discuss as part of the overall Downtown improvement plan.

NexStreet is still working on the three-year contract. Once the NexStreet contract and the final check of the year are received, budget discussions can begin.

Chris Denny arrived at 9:40am.

Cadance has been supporting a Sidewalk Sale this Sunday that includes six pop-up vendors and about ten downtown retailers plus a few buskers funded by the DAO. A number of Downtown retailers were unwilling to open on a Sunday.

6.0 REPORT: BOARD CHAIR

Pauline shared that Chris and Pauline have been reviewing DAO contracts, including the Chamber, and are looking at options and opportunities for 2026.

Pauline shared that she, Hugh and Cadance met with QKA to review visual components about downtown improvements.

Pauline shared that she spoke with Tom Robertson who is working with staff and the mayor on issues related to Park Fees for his development. She anticipates Tom will bring a proposal to the DAO board.

A discussion occurred about how to handle requests related to specific developments or potential overall policy changes and how the DAO might review such requests. Gabe provided context around upcoming policy review and the opportunity for the DAO to weigh in when conversations begin in early 2026.

7.0 DISCUSSION: SEPT 9 CITY COUNCIL STUDY SESSION

Cadance provided an overview of the City Council's Study Session on September 9.

Gabe Osburn and Scott Adair presented on the pedestrianization effort, including the DAO's talking points. One Downtown business owner spoke against utilizing 4th Street and one representative from YIMBY spoke for pedestrianizing 4th Street. Council recommended staff continue exploring both Ross Street and Montgomery Village as pilots while staff conduct a full analysis for requirements related to a 4th Street vehicular closure.

Gabe reiterated some of the feedback received from business owners and the importance of working closely with the DAO and business owners as staff conduct their analysis and future recommendations on 4th Street and Ross.

The Parking District presented their recommended changes with no opposition, though Councilmember Banuelos asked them not to eliminate first hour free. The presentation stated that the validation program would be temporary, which had not been previously shared with the DAO. It was understood the validation options would be a permanent program to support the loss of first hour free. Cadance mentioned this in her comments and spoke about the need to maintain the program with Chad Hedge afterward. Cadance shared that she anticipates hearing more details about the new tenant permit prior to the proposal going to council for approval.

A brief discussion occurred about the need to understand where meters are being removed and potential impacts.

8.0 DISCUSSION: ENTERTAINMENT DISTRICTS

Gabe Osburn shared that formal outreach has begun on Entertainment Districts, the goal of which is to create movement of alcohol into public spaces and lead to more vibrant outdoor activity as well as usage of Downtown businesses during events. He gave a history of Entertainment Districts and shared that the PED team has gotten feedback from SRPD and is currently collecting data and planning meetings with businesses. A discussion occurred about the options and opportunities related to the Entertainment District, including boundaries, permissible times, container types, enforcement and the role of the mall.

It was agreed that staff would present on the topic at the DAO Board meeting on September 17.

9.0 FUTURE ITEMS

Chris recommended an agenda item covering how and when DAO board members represent themselves or the DAO board, especially as it relates to communication with City staff and electeds. He suggested that after the discussion at the board level, the Executive Committee should send a clarifying statement to City leadership. He will provide an outline for review prior to inclusion on the DAO board agenda.

Pauline asked about the opportunity to set hours for Downtown businesses and a discussion occurred about how to maximize communication and opportunities with downtown retailers, as well as about large event communication and information sharing.

10.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:52am.

DAO Executive Committee Meeting – September 24, 2025, 10:45am

coLAB – Idea Lab

427 Mendocino Ave, Santa Rosa, CA 95401

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

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Pauline Block called the meeting to order at 10:53 am.

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: MEMO RESPONSE

Pauline reminded the committee that support had been sought from Councilmember Fleming to address any barriers to park fee usage on Downtown projects. Councilmember Fleming passed on a memo provided by City Manager Smith which outlined the current status and potential future expenditures of available fees, which included exploring a permanent stage concept on Courthouse Square.

The committee reviewed the total amount of collected fees, which reflected that \$117,248 had been spent. They determined to ask council what project those fees had been allocated to.

A discussion occurred around a permanent stage and whether the DAO should support it. It is understood this item could be coming to the Economic Development Subcommittee in October. Comments in favor of exploring the installation of a stage to create a cultural and performance destination in Courthouse Square were shared.

Chris Denny moved that the discussion of supporting the exploration of a permanent stage in Courthouse square should be brought to the board. The motion was seconded by Danielle Nelson and unanimously supported.

5.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 11:20am.

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	Complete	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 staff and council around opportunities. Graphics to be shared later in month.
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		Map done to include trees and planters. Will survey and include Bike Racks/Trash Cans/Ped Lighting.
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	n/a		Chamber no longer managing events in Courthouse Square.
4. Engage businesses in summer farmers market concept	Complete	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	In Process		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			

Attachment 4

Board Member	Absences	Status
Beau Anderson	1	Attendance in Good Standing
Leeanna Ausiello-Kane	2	Attendance in Good Standing
Natalie Balfour	5	Eligible for Declaration of Vacancy Vote
Zach Berkowitz	3	Danger of Declaration of Vacancy Vote
Pauline Block	1	Attendance in Good Standing
Britt Cooper	0	Attendance in Good Standing
Chris Denny	3	Danger of Declaration of Vacancy Vote
Hugh Futrell	1	Attendance in Good Standing
Nicole Gaddis	1	Attendance in Good Standing
Caitlin Kurasek	1	Attendance in Good Standing
Ken LaFranchi	3	Danger of Declaration of Vacancy Vote
Danielle Nelson	3	Danger of Declaration of Vacancy Vote
Gabe Osburn	1	Attendance in Good Standing
Argo Thompson	1	Attendance in Good Standing
Don Tomasi	1	Attendance in Good Standing

Recommendations for 4th Street trees

Replant all uprooting trees on 4th, install cages and water bags

Remove trees not growing due to shade conditions and place into empty tree wells

- 4 CM in front of Citibank
- Gingko in front of SCP
- Gingko in front of Mi Pueblo

Remove any trees that provide access concerns and place into empty tree wells

- Gingko in front of Belly

Remove (2) dead ornamental pears in front of Jeju Way and replace with Eastern Redbuds as well as fill empty tree well (1)

Incorporate either Eastern Redbud or Box Elder into bulb-out sections of sidewalk

- 700 Block - 2025
- 600 Block - 2027
- 500 Block - when needed

Recommendations for additional Downtown trees

Remove and place trees (5) on the corner of E and 4th with Gingkos

Replace 1 tree in front of Wilibee’s with Western Red Bud

Remove 1 tree in front of Bank of America building



Key



Redwood Planter



Crepe Myrtle Tree



Large Planter



Gingko Tree



Medium Planter



Fringe Tree



Small Planter



Ornamental Pear Tree



Welcome Columns

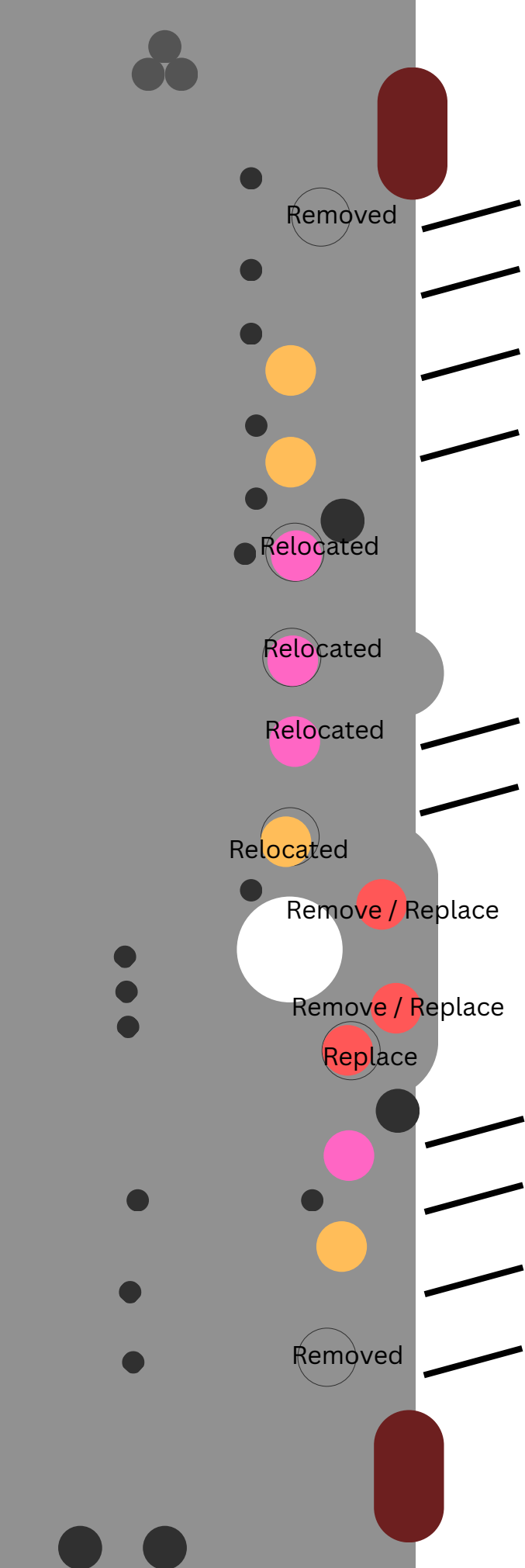


Empty Tree Well



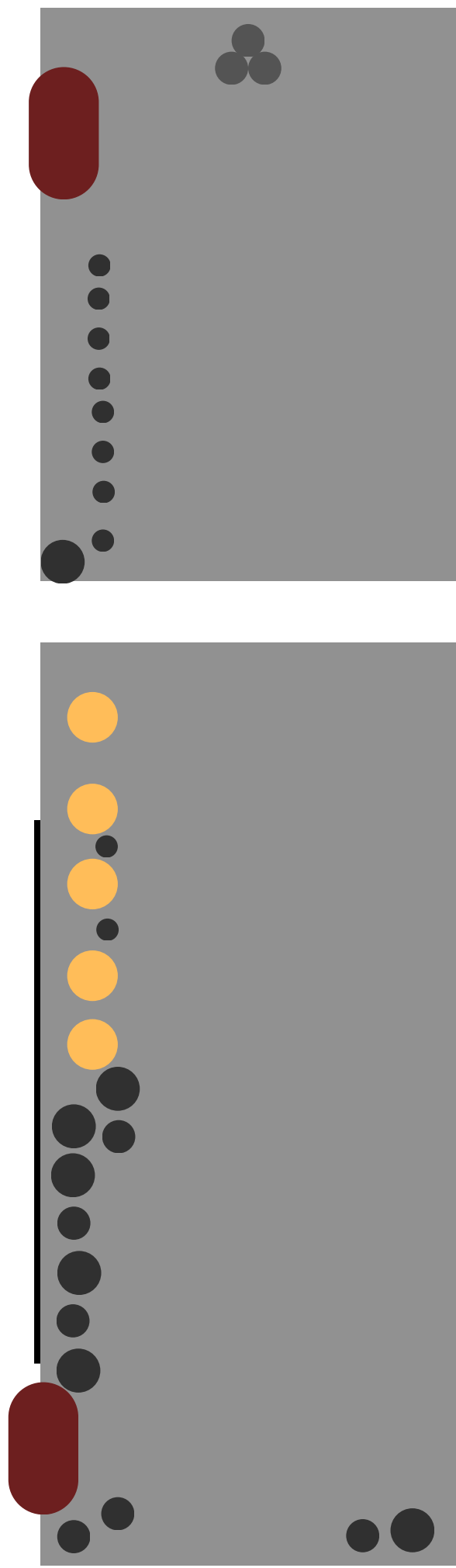
Eastern Redbud

4th Street Proposed Tree Layout - 10.1.25



4TH STREET - 700 BLOCK

E Street



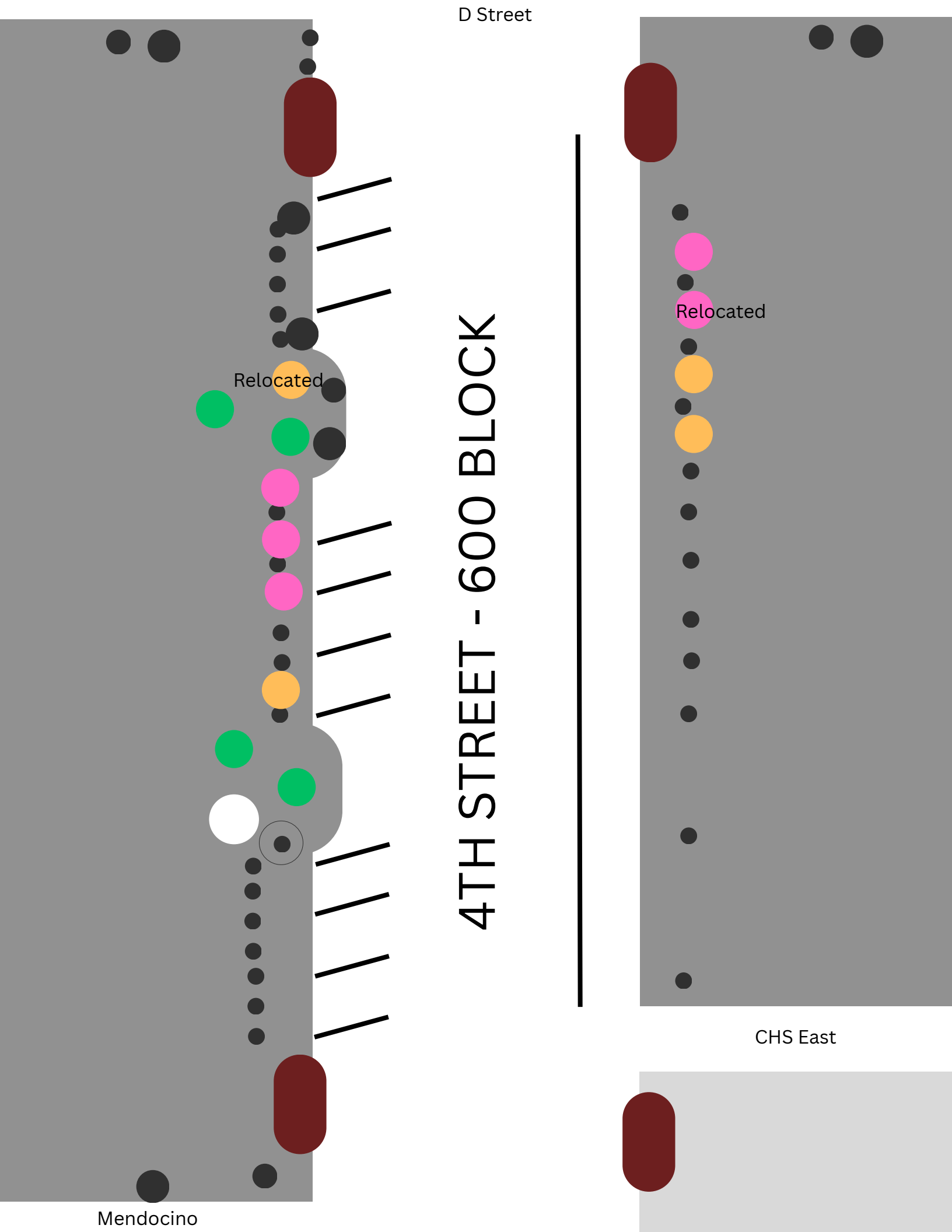
D Street

D Street

4TH STREET - 600 BLOCK

CHS East

Mendocino



Mendocino

CHS West

4TH STREET - 500 BLOCK

B Street

Relocated

Removed

Removed

Removed

Removed

Removed