



Meeting Agenda

Downtown Action Organization
Executive Committee

Date:

June 1, 2026, 9am

Location:

coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

1.0 CALL TO ORDER

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

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

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

Attachment 1 May 13, 2026 Meeting Minutes

5.0 REPORT: TREASURER

Monthly financials will not be prepared in time for this meeting.

6.0 REPORT: EXECUTIVE DIRECTOR

Attachment 2 Update provided on business changes, street level services, administrative and workplan items.

7.0 REPORT: BOARD CHAIR

Report on progression of board activities, committee work, key focuses and ongoing community engagement efforts.

8.0 REPORT: BRANDING & WEBSITE ADVISORY COMMITTEE

Chair of the Branding & Website Committee will present elements of new website to the Executive Committee

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>.



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9.0

DISCUSSION: REQUEST TO CITY TO ESTABLISH STRATEGIC WORKING GROUP TO ADDRESS UNSHELTERED ISSUES

Committee to discuss whether to bring to DAO Board for discussion and approval, a request to the City of Santa Rosa to establish a strategic working group with all local providers and City staff to develop methods to address impacts related to the unsheltered population in the Downtown area.

10.0

DISCUSSION: RENWAL OF DOWNTOWN DISTRICT CBD

Committee to review timeline of potential renewal of Downtown District CBD upon expiration of ten year term, and what next steps should be taken at the board level to prepare.

11.0

FUTURE AGENDA ITEMS

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

12.0

ADJOURNMENT

Chair to adjourn meeting.

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DAO Executive Committee Meeting - May 13, 2026, 9:30am
coLAB - Idea Lab
427 Mendocino Avenue, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Beau Anderson, Amanda Kurt

Executive Director: 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 ITEMS

Beau Anderson made a motion to adopt the April 1, 2026 meeting minutes. Chris Denny seconded the motion and it was unanimously approved.

Item 8.0 was moved forward due to time constraints and took place after Item 4.0.

5.0 REPORT: TREASURER

Treasurer Amanda Kurt reviewed all the financial reports and noted that in future months, the fountain funds, which are currently in Cash Transfer Entries, will be categorized differently to be more in line with what was done years prior.

There were no major concerns raised and the organization is currently under budget by about \$20,000.

A discussion took place about the frequency of report outs to the board, which will stay quarterly, with financials included monthly as a consent item.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson, provided the following report:

There continues to be positive feedback on Block By Block. The team spends a considerable amount of time watering right now to ensure the planters and trees are appropriately maintained. She expressed that the heat map Block By Block provides shows a much more consistent impact in the wider areas of the District.

She is not aware of any new businesses since the last report and provided the following Workplan updates:

Item 1.1 – Conversations continue at the City level regarding light poles and trash cans, which are both moving forward. With the planters done, she will be reaching out to talk about Jeju Way and benches.

Item 1.2 - She expects to see a website draft this week. The video was put together very quickly and feedback from the committee and GeoCentric staff was critical.

Items 2.1 and 2.2 - Will be discussed later in the agenda.

Item 3.1 is on hold, but will be part of the discussion during Item 10.

Item 3.2 - All the planters have been planted and she is working on a sign concept now. Two mosaics are scheduled to be installed in the next two months. Depending on sign expenses, she expects to come in at least \$1,200 under budget.

Item 3.3 - Additional trees were planted and a few more trees were damaged. The damaged trees can't be replanted until the end of the year.

She noted that the chairs and tables on Courthouse Square need to be replaced and when reviewing the Project Maintenance budget, she felt that a maximum allocation of \$3,500 would be sufficient to get 8 tables and 36-40 chairs.

She found out that the chairs, which were originally purchased in 2020 and again in 2023, are about to be phased out. She recommended switching to a different chair and potentially reallocating the existing chairs to the Ross Street Activation.

If the full amount was expended, there would be \$1,500 remaining in the Project Maintenance budget. She said there were no specific projects that would need those funds, but pruning and Courthouse Square planter maintenance might come toward the end of the year.

She asked if there were any concerns with moving this item forward or if the Executive Committee would like this brought to the Design & Improvement Committee.

The committee was supportive of moving it forward.

Chris brought up doing more promotion around the trees, planters and mosaics. Cadance said she thought it would be great to do more social media when the website was done and to include a feature on Block By Block.

7.0 REPORT: BOARD CHAIR

Chair Pauline Block provided the following report:

Pauline noted that she signed the contract with the City for \$100,000 for the Ross Street Activation. Details are pending on when funding will be received and when the project can advance.

She noted half of Ross Street will be closed 24/7 for the three month period of August 7 to October 31. Weekdays will have food truck lunch options. Fridays, managed by The California, will have low-key live music. Saturdays will have larger bands and Sundays will have markets. A designated family area will be open every day.

Pauline noted that about \$50,000 will need to be raised in sponsorship, and she anticipates sharing the details with the board.

Pauline shared that there was a recent email from a property owner raising concerns about the unsheltered population, loitering and pan handling in the Downtown.

A discussion ensued and the Executive Committee recommended putting an item on a future agenda if there is a specific ask made of the DAO or tangible action items presented.

8.0 ACTION: MEMO FROM COURTHOUSE SQUARE IMPROVEMENT COMMITTEE

Hugh Futrell presented to the committee on the work that he, Ken Lafranchi and Argo Thompson have been doing through the Courthouse Square Improvement Advisory Committee to review options related to the Asawa panels being attached to a stage, rather than a fountain.

He reiterated some questions around the stage and whether an upgraded facility could drive economic impact, as well as the necessary investment from the City to thoroughly analyze the feasibility of the concept.

Hugh shared that the intention was for the memo to be shared with the Economic Development Subcommittee for their review.

The committee reviewed some visuals and provided feedback. They felt some of the visuals were unlikely to be built and others did not correspond to what was included in the memo. They requested several images be removed before sharing further.

A discussion ensued about the potential of the project and the best way to present the details to the City.

Pauline made a motion to ask the Advisory Committee to revise the memo to add in language about how the stage could be differentiated from existing performance venues, revise section four on facility management to be less robust and directly tied to the feasibility study, as well as remove the recommended images from the deck. Chris seconded the motion and it was unanimously approved.

Hugh will edit the draft and distribute to the Advisory Committee prior to board review.

9.0 ACTION: OFFERING BLOCK BY BLOCK SERVICES TO DOWNTOWN EVENT ORGANIZERS

Pauline shared that there is an action to be made by the Executive Committee to finalize a recommendation to the board regarding offering Block By Block services to event organizers.

Beau Anderson made a motion to recommend to the board that the DAO agree to provide Block By Block services to Downtown event organizers, to be billed by the DAO with a 20% administrative fee, and provide discretion to Executive Director to waive administrative fees for organizations that provide substantial economic benefit to the Downtown business community.

Amanda Kurt seconded the motion and it was unanimously passed.

Cadance noted that if approved, she would be offering the waiver to Sonoma County Pride, which volunteers for.

10.0 DISCUSSION: GRANT FROM CITY OF SANTA ROSA

Committee members discussed projects that could potentially be funded through a \$25,000 grant from the City, including decorative lighting, or potentially shared trash enclosures on the 600 block.

A brief discussion ensued and Cadance will begin exploring lighting concepts to cross 4th Street.

11.0 FUTURE AGENDA ITEMS

There were no future agenda items discussed.

12.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:57am.

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 June. Businesses offered discounted 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 approved detailed memo from Advisory Committee. Memo now being presented to ED Subcommittee in June.
3. District Improvements			
1. Oversee installation of new 4th Street lighting			Exploring concepts to be funded through City grant.
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 June.
3. Develop street tree removal and replacement strategy		in process	24 trees planted on eastern side of District, additional 8 planted on Ross. Full tree removal plan to be developed in fourth 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.

Downtown CBD Renewal Timeline (July 2026-July 2028)

July-December 2026

DAO: Discussions begin about renewal process, budget and engagement level from board and City staff.

City: Attorney to confirm next steps for CBD renewal and City staff assigned to project.

January-July 2027

DAO: Board to determine if they want to proceed with renewal of the District and if so, whether any substantive changes should be considered. These should be finalized by July 2027.

July-December 2027

DAO: Outreach to stakeholders/property owners to determine support level

January-March 2028

DAO: Petition Drive which needs 50% (weighted) support of property owners

March-April 2028

City: Intention Resolution adopted by City Council

April 2028

City: Notice and Ballot Mailing (Prop 218) launched by City to occur 45 days before public hearing

June/July 2028

City: Public Hearing, Ballot Submittal Deadline/Ballot Tabulation, Council Adopts Resolution of Formation