



Meeting Agenda

Downtown Action Organization
Executive Committee

Date:
May 13, 2026, 9:30am

Location:
coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

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

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

April 1, 2026 Meeting Minutes

5.0 REPORT: TREASURER

Review of Monthly Financial Statements ending April 30, 2026.

6.0 REPORT: EXECUTIVE DIRECTOR

Attachment 2
Attachment 3

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 ACTION: MEMO FROM COURTHOUSE SQUARE IMPROVEMENT COMMITTEE

Attachment 4

Committee to review and provide feedback on Courthouse Square Improvement Committee's memo regarding integrating stage concepts onto Courthouse Square, prior to board review and approval.

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

Committee to review and finalize recommendation for board approval on the opportunity for the DAO to provide 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 **GRANT FROM CITY OF SANTA ROSA**

Committee members to discuss potential projects to be funded through a \$25,000 grant from the City.

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 - April 1, 9:30am
coLAB - Vision 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 9:39am

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 approve March 11, 2026 meeting minutes. Amanda Kurt seconded the motion and it was unanimously approved.

5.0 REPORT: TREASURER

Treasurer Amanda Kurt shared that the financial reports for February were complete. She questioned whether the Statement of Activity should be year to date or just for the month closed. It was agreed that the Statement of Activity should be for year to month close moving forward.

Amanda shared everything looked on track, noting the expenses related to the website and branding.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson, provided the following report:

The March Block By Block report should be ready for the board meeting. She continues to get positive feedback about the service transition.

Cafe Carrusel on 3rd Street is scheduled to open and an Italian restaurant 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 City staff about the proposed streetscape projects, including progress on trash can replacements.

1.2: The website transition is taking a lot of time and attention. The committee continues to meet weekly to review with the GeoCentric team. Many businesses do not have high quality, or any, photography to include with their listing. There is a photographer willing to do marketing photo shoots for Downtown businesses for \$250, which Cadance will promote to the businesses.

1.3: The transition has been very smooth and Cadance feels it is now complete. She suggested some social media around the team. She also noted she is looking into the opportunity for Block By Block to provide post-event clean up for events on Courthouse Square. This would be paid directly to Block By Block by event organizers.

2.1: The advisory committee for Ross Street Activation remains on hold, though there is a meeting with City staff on April 2 to discuss further. She noted that CoopRage was very successful in the same footprint.

2.2: The advisory committee on Courthouse Square met yesterday and is eager to take on the bulk of the exploratory work related to a stage in Courthouse Square. Cadance reached out to the Asawa Fountain donors and provided the DAO memo to City staff.

3.2 The planters have been reduced and will be repainted the week of April 13. The planting day is scheduled for April 25. 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-one trees were replaced and another three are scheduled to be replaced. The Block By Block team has put watering bags in and will monitor those moving forward. 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.

4.2 Gabe shared with Cadance that he believes no City approval is needed on the Bylaw or MDP updates, but is waiting on the City Attorney to concur before transitioning to a liaison role.

7.0 REPORT: BOARD CHAIR

Chair Pauline Block provided the following report:

A coffee meetup for Councilmembers Fleming and Banuelos to connect with business owners is in process.

A recent meeting took place with the Starks around some concerns in the Downtown. It was a positive meeting with multiple action items moving forward, including addressing some physical issues and potentially rolling back parking hours.

Pauline shared that there has been communication going back and forth about the new business parking permits that have not been finalized and it was determined that a memo should go to the board for their approval regarding the new business permits, as well as incremental garage parking and rolling parking hours back to 5pm.

Pauline shared that Hugh had offered to do some research about future occupancy and the committee determined it wasn't necessary at this point.

8.0 FUTURE AGENDA ITEMS

There were no future agenda items discussed.

9.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:17am.

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.



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

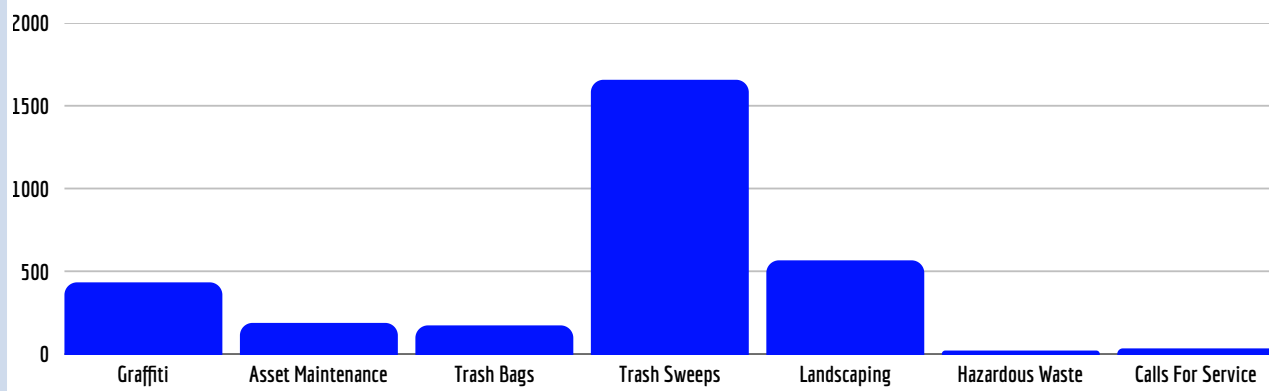
ASSET MAINTENANCE:

188

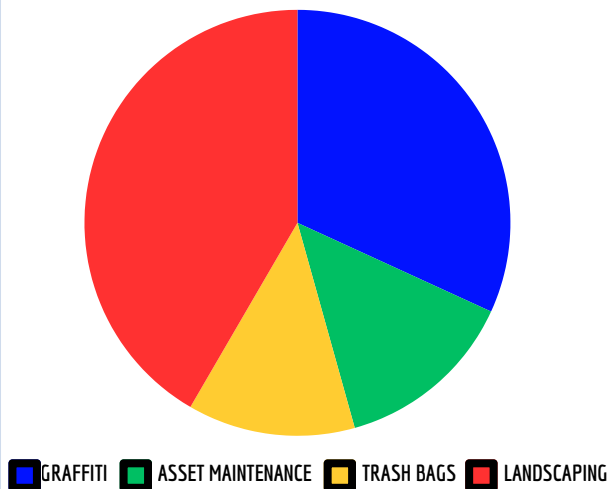
LANDSCAPING:

566

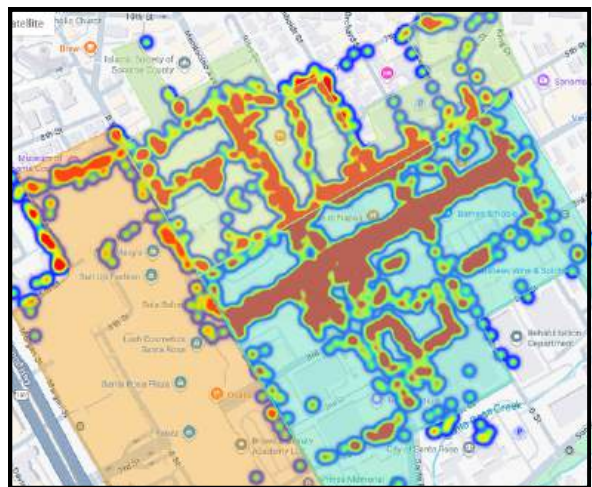
APRIL STATISTICS:



GRAFFITI, ASSET MAINTENANCE, TRASH BAGS & LANDSCAPING:



DISTRICT HOT SPOTS:

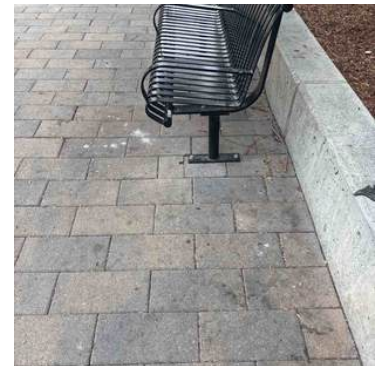
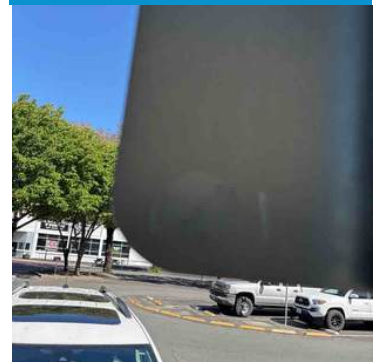


BEFORE & AFTER PHOTOS

20
26

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

- Marie Kondo



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.

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?

We recommend 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.

The logical organizations to serve this task are (1) Visit Santa Rosa, necessarily 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.