



**DOWNTOWN ACTION ORGANIZATION
EXECUTIVE COMMITTEE MEETING
January 10, 2024, 9am**

**Santa Rosa Metro Chamber
50 Old Courthouse Square, Suite 110
Santa Rosa, CA 95404**

AGENDA

1.0	CALL TO ORDER	Chair Hugh Futrell will call the meeting to order at 9am
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 ITEM	December 6, 2023 Meeting Minutes (<i>Attachment 1</i>)
5.0	REPORT: TREASURER	Review of preliminary Monthly Financial Statements ending December 31, 2023
6.0	REPORT: EXECUTIVE DIRECTOR	Update provided on recent feedback, business and development within the District and other ongoing discussion items.
7.0	REPORT: BOARD CHAIR	Report on progression of critical focus items, including EIFD PFA and ongoing exploration of Cinema site.
8.0	DISCUSSION: 2024 WORKPLAN	Executive Committee to review the draft workplan in preparation for board approval at January meeting. (<i>Attachment 2</i>)
9.0	REVIEW: 2023 ANNUAL REPORT	Executive Committee to review and provide feedback on draft of 2023 Annual Report to be provided to all property owners. (<i>Attachment 3</i>)
10.0	ADJOURNMENT	Chair Hugh Futrell to adjourn the meeting.

**DAO Executive Committee Meeting – December 6, 9am
Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404
Zoom Meeting ID: 806 654 7370, Password: Downtown
Phone: 669-900-9128**

Executive Committee Present: Joe Dietzen, Hugh Futrell, Danielle Nelson

Absent: Natalie Balfour, Pauline Block

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 9:04 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: CONSENT ITEM

4.1 Motion to approve consent item, November 8, 2023 Executive Committee Meeting Minutes, as presented was unanimously passed.

5.0 REPORT: FINANCE

Joe Dietzen reviewed the financial statements ending November 30, 2023. He shared that most of the anticipated expenses are now reflected and cash on hand at the end of the year is what was anticipated.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson shared an update on the Rose Parade, which she is volunteering her time to support, as well as the potential for the Downtown to engage in the event.

She also provided an update on the work done to support Downtown park projects and a brief discussion ensued.

7.0 REPORT: BOARD CHAIR

Hugh Futrell shared that it is likely the tax increment from the 888 4th Street project will likely not be included in the EIFD. The PFA has provided input to staff and there is general consensus among the group. It's anticipated that a staff recommendation will come to the PFA in January

Hugh spoke to Maraskeshia about the cinema site and there is a preliminary commitment of \$90,000 to commit for the feasibility and due diligence period. Council will see the item for approval in January. The six-month due diligence period is ending in March and there is a need to get the work done quickly, which will be challenging without funds in hand. A discussion ensued about next steps.

8.0 DISCUSSION: YEAR END RETREAT

Cadance shared that the retreat will start with the monthly consent items, followed by a board engagement activity and a review of the first five years of the District. The primary discussion will be based on the feedback already shared by the board. Cadance will share items that have already been discussed and included on the DAO's management plan and the board will have the opportunity to discuss the new items in more detail.

Ongoing Items:

- Asawa Fountain
- Park Updates
- Vacancy Ordinance
- Support prosecution of misdemeanors
- Issues related to unsheltered population
- Parking
- Safety / DET
- Lighting

New Items:

- Address Public Perception/Bring Community Downtown/Highlight Potential Visually
- Business & Developer Attraction
- Cinema Site
- Connecting Courthouse Square and Railroad Square/Improve Underpass Space/Signage
- Address negative impacts associated with transit mall
- Revisit management plan, including potential district expansion opportunities

9.0 ADJOURNMENT

Chair Hugh Futrell adjourned the meeting at 9:53.

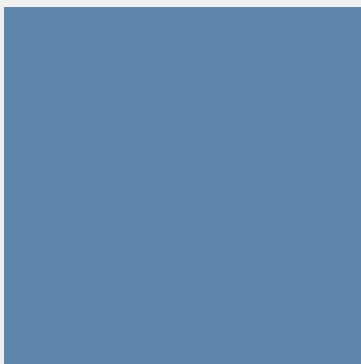
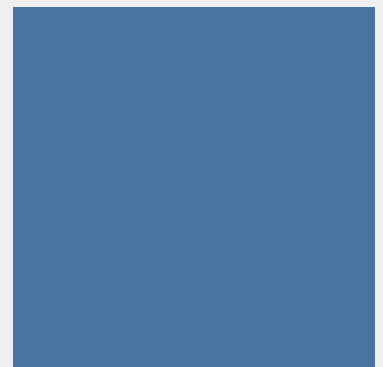
Attachment 2

2024 Downtown Action Organization Workplan							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
1. Policy Initiatives							
1. Support Ongoing Launch of EIFD	Executive Committee / Hugh as member of PFA	High	n/a	Ongoing	2022		PFA to meet again in January 2024
2. Support creation of Assistant City Attorney dedicated to ordinance and misdemeanor enforcement	Board	High	tbd	Not Started			Will connect with new City Attorney
3. Continue ongoing work with CC, City and County, to improve intervention with unsheltered population in Downtown and access to mental health and social workers	ED / Street Level Service Team	High	tbd	Ongoing	2022		Weekly meetings and strategy discussion with CC, Host and SRPD
4. Support work of City staff to finalize Vacancy Ordinance to implement code enforcement regulations related to unmaintained buildings in Downtown core	Executive Committee	High	n/a	In Process	2023		Draft ordinance reviewed - expected to council in January
6. 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	Board	High	n/a	Not Started			Holistic study of parking needs/fees/structures to be conducted with feedback from Downtown community in fall of 2024.
7. Work with SRPD, City Staff, Transit to address impacts associated with negative youth behavior at Transit Mall	Board	High	n/a	Not Started			
2. Business Development & Marketing							
1. Completion of Business Development Marketing Plan document and website (SR Now)	ED / Ad Hoc Committee	High	tbd	In Process	2023		Anticipated by March
2. Finalize and complete plan for implementation and activation of SR Now to appropriate audiences	Ad Hoc Committee	Medium	\$5,000 previously allocated	In Process	2023		
3. Engage with developers and new businesses to provide relevant resources to support their relocation or establishment within Downtown Station Area			tbd	Not Started			
4. Coordinate feasibility study and conduct due diligence of potential development of Cinema 6 sight into future performing arts venue	Chair / ED			In Process	2023		Anticipating signed contract with City to fund due diligence period. Consultants to review as well.
5. Implement trolley pilot program to test physical concept for potential future electric trolley as connector between Districts	ED / Ad Hoc Committee			In Process	2023		
6. Address negative public perceptions of Downtown through joint, consistent messaging supported by all actively impacted organizations (City, HRSA, Sofa, etc.)				Not Started			
3. Design & Improvements							
1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED / Chair	High	dollars previously raised	In Process	2020		HFC to go back out to bid once 888 project has wrapped up
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			
5. Support removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	In Process	2022		All media boxes have been surveyed (7/1). City staff have now undertaken this project throughout the City. They have already removed the boxes in Montgomery Village. Requested that there be limitations on the number of boxes available in the Downtown area moving forward. Unclear when removal will happen.
6. Replacement of movable furniture in Square	ED	Low	TBD - \$5,000 within maintenance budget	Not Started			Ongoing support of movable furniture within the Square.
7. Work with City staff to get available park fees spent on projects in Courthouse Square, Jeju Way and Depot Park	ED / Exec Committee	High	n/a	In Process	2023		Initial focus on Courthouse Square for Spring 2024
8. Work to enhance lighting throughout District, both as safety element and decorative, including existing redwood light wraps	Design & Improvement		TBD through Maintenance Line	Not Started			Need to determine if existing lighting is appropriate to remain in place, or allocate funding to fix it

2024 Downtown Action Organization Workplan							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
4. Board Policy, Culture & Governance							
1. Develop pipeline of Executive Committee members and potential new board members that fill critical experience gaps	Board	High	n/a	Ongoing	Ongoing		Nominees now open through October 20. Aiming to have alternate board members available for when any vacancies arise.
2. Review of Management plan to determine whether updates are needed.	ED / Ad Hoc Committee	Low	n/a	Not Started			ED to prepare review, volunteers needed to participate on ad hoc review committee
3. Look into outside funding sources for specific beautification or marketing projects	ED	Medium	TBD	Not Started			Begin conversation with Grant consultants
Staff: Cadance Hinkle Allinson							

Downtown Action Organization Annual Report

Overview of work conducted
by Downtown Action
Organization in the Downtown
Santa Rosa Community
Benefit District in fiscal year
2023 (January 1 through
December 31, 2023)



During 2023, the fifth year of operation, the Downtown Action Organization (DAO) continued to oversee the budget, manage special projects, maintain assets and administer special services for the Downtown Santa Rosa Community Benefit District.

Santa Rosa Downtown District Assessments

There was no change to assessment amounts in the 2023 Fiscal Year. The full anticipated amount collected from properties located within the District (page 3) where special benefit services were conducted in 2023 was **\$530,011.12**. As of December 31, 2023, **\$507,351.72** had been received. This reflects payments due on February 1, 2023 and November 1, 2023 and does include any delinquent payments made after December 13, 2023.

Annual Budget for 2023 Fiscal Year

Special Benefit Category	Amount Budgeted		Amount Spent	
	\$	%	\$	%
Primary District Services / Street Level Services	363,897	61%	380,000	42%
Annual Priorities / Project Maintenance	24,000	4%	xx,xxx	16%
Marketing / Website	14,500	2%	xx,xxx	8%
District Management / Administration	172,400	29%	xxx,xxx	3%
Contingency	18,554	3%	0	0%
Total	593,351	100%	1790	100%

An unbudgeted amount of \$X was raised to fund additional projects, \$X of which was spent.



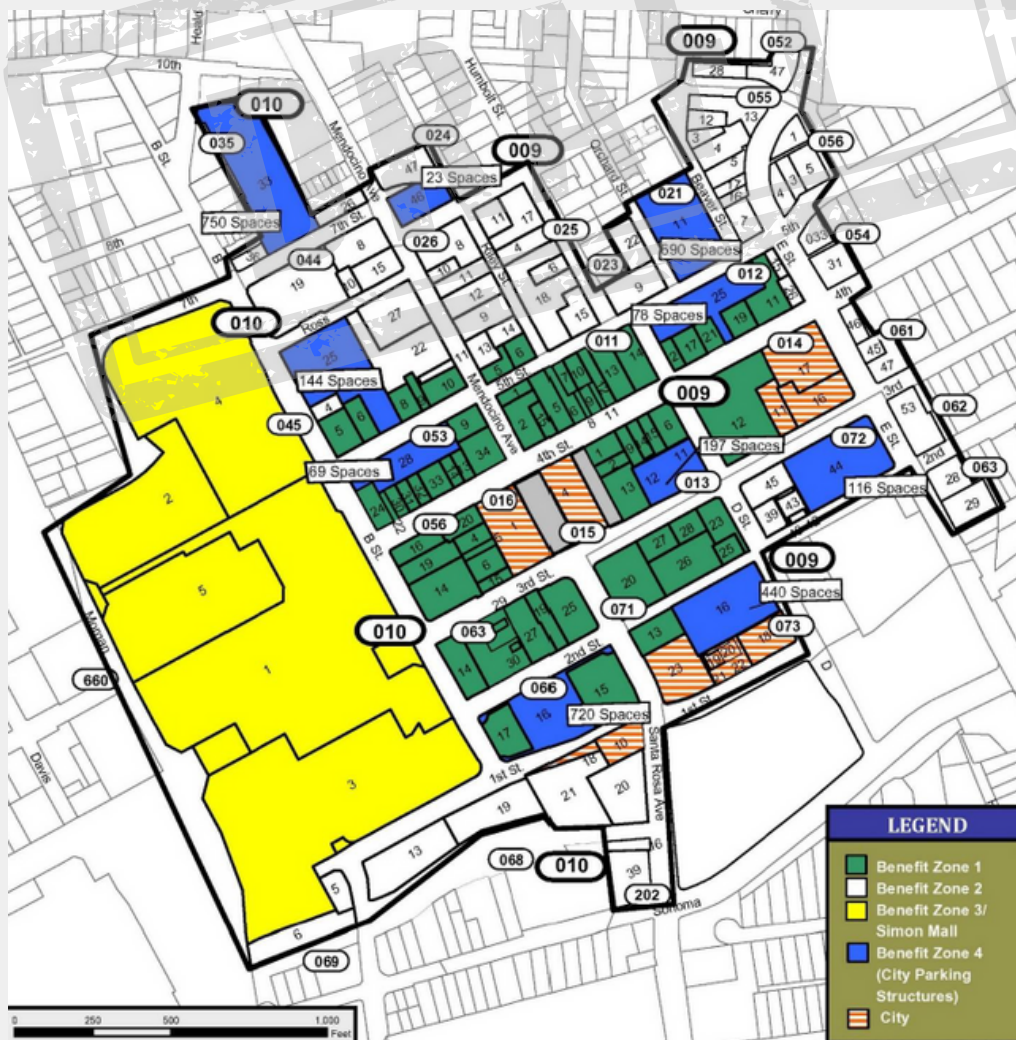
New Businesses
within the District
in 2023



168
Parcels

111
Property
Owners

Santa Rosa Downtown District Benefit Zone Map

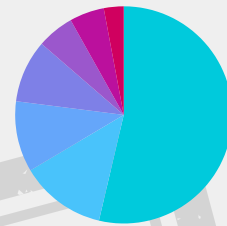


Special Benefit Services for 2023 Fiscal Year

Primary District Services/ Street Level Services:

Fulfilled through
contract with NexStreet,
employing four staff
members dedicated to
working within
Downtown Santa Rosa.

- Sweeps
- Graffiti Clean U...
- Landscaping
- Bulk Item Clea...
- Asset Mainten...
- Quality of Life...
- information pro...



Annual Priorities / Project Maintenance

- Implementation and Installation of Wayfinding program
- Ongoing maintenance of planters, tree lighting and Jeju Way

Marketing & Website:

- Management of website and social media platforms
- Launch of Downtown Passport
- Holiday Art Installations
- Creation of SRNow package

District Management & Administration:

Ongoing management of all legal requirements of organization, financial and administrative services and communication to Downtown community

Worked with City Staff and Elected Officials to:

- Successfully launch EIFD PFA
- Increase size of Downtown Enforcement Team
- Create updated camping ordinance
- Begin work on vacancy ordinance



Board of Directors

The Downtown Action Organization operates with a 15 member Board of Directors. The Board and Executive Committee met monthly in 2023, with all meeting agendas and notices published online as well as at 50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404, 72 hours prior to each meeting. Minutes from all meetings can be found at downtownsantarosa.org/districtnews.

Executive Committee

Chair

Hugh Futrell, Hugh Futrell Corporation

Vice-Chair

Pauline Block, Cornerstone Downtown

Past Chair

Natalie Balfour, Airport Business Center

Secretary

Stevan Stankovich, Simon Properties /
Santa Rosa Plaza (through August 2023)

Danielle Nelson*, Simon Properties /
Santa Rosa Plaza (from August 2023)

Treasurer

Joe Dietzen, Westamerica Bank

Directors at Large

*indicates new member

Chad Asay*, Sonoma Clean Power (through March 2023)

Leeanna Ausiello-Kane, AGA Acquisitions / Ausiello's

Zach Berkowitz, Downtown Property Owner

Britt Cooper*, Exchange Bank (from May 2023)

Raissa de la Rosa, City of Santa Rosa (through July 2023)

Chris Denny, The Engine is Red

Daryel Dunston*, City of Santa Rosa (from August 2023)

Nicole Gaddis*, California Luggage

Caitlin Kurasek, La Rosa Tequileria

Ken Lafranchi*, Lafranchi Architecture & Development (from May 2023)

Peter Stanley, Archilogix (through March 2023)

Argo Thompson*, The California Theatre

Don Tomasi, TLCD Architecture

*7

New Board Members
in 2023



15

Board Members

11

Property Owners/
Representatives


7


Members
representing
customer facing
businesses




Thank You

The support of the City of Santa Rosa staff and members of council, as well as property and business owners within the District has been instrumental in a successful five years of operating the Downtown Action Organization. Please don't hesitate to reach out with any questions or suggestions.

 707-636-2845

 50 Old Courthouse Square, Suite 110

 www.downtownsantarosa.org