



**DOWNTOWN ACTION ORGANIZATION  
BOARD MEETING**  
January 17, 2024, 9am

coLAB  
427 Mendocino Ave  
Santa Rosa, CA 95401

## AGENDA

1.0	<b>CALL TO ORDER</b>	Chair will call the meeting to order at 9am
2.0	<b>PUBLIC COMMENTS ON NON-AGENDA ITEMS</b>	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	<b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>	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	<b>ACTION: CONSENT ITEMS</b>	4.1 December 13, 2023 Meeting Minutes ( <i>Attachment 1</i> ) 4.2 Financial Statements ending December 31, 2023 ( <i>Attachment 2</i> )
5.0	<b>QUESTION: BOARD MEMBERS</b>	Board members to answer the question: If you were Downtown Santa Rosa, what would your New Years Resolution be?
6.0	<b>REPORT: EXECUTIVE DIRECTOR</b>	Update provided on 2024 DAO engagement events, business and development within the District and other ongoing discussion items.
7.0	<b>REPORT: EXECUTIVE COMMITTEE</b>	Report on progression of critical focus items, including EIFD PFA and ongoing exploration of Cinema site.
8.0	<b>ELECTION: MEMBERS OF EXECUTIVE COMMITTEE</b>	Board will vote to select 2024 Executive Committee members to serve a one-year term. Nominations open from the floor.  The following board members have expressed interest in serving in each position:  Immediate Past Chair: Natalie Balfour Chair: Hugh Futrell Vice Chair: Pauline Block Treasurer: Danielle Nelson

<b>9.0</b>	<b>ACTION: 2024 WORKPLAN</b>	Board to review, provide feedback and approve the draft 2024 workplan. <i>(Attachment 3)</i>
<b>10.0</b>	<b>ACTION: 2023 ANNUAL REPORT</b>	Board to review and provide feedback on draft of 2023 Annual Report, which will be provided to all property and business owners. <i>(Attachment 4)</i>
<b>11.0</b>	<b>ADJOURNMENT</b>	Chair to adjourn the 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 reception at (707) 545-1414 one week prior to the meeting. Meeting information can also be accessed via the internet at <https://www.downtownsantarosa.org/districtnews>.

## DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, December 13, 2023, 2pm

Hotel E

30 Old Courthouse Square, Santa Rosa, CA 95404

Present: Leeanna Ausiello-Kane, Natalie Balfour, Zach Berkowitz, Pauline Block, Joe Dietzen, Daryel Dunston, Hugh Futrell, Caitlin Kurasek, Ken Lafranchi, Danielle Nelson, Don Tomasi

Absent: Britt Cooper, Chris Denny, Nicole Gaddis, Argo Thompson

Staff: Cadance Hinkle Allinson

### MINUTES

#### **1.0 CALL TO ORDER**

Chair Hugh Futrell called the meeting to order at 2:05 pm.

#### **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**

Daryel Dunston made a motion to approve consent items 4.1, November 15 Board Meeting Minutes, and 4.2, DAO Financial Statements ending November 30. The motion was seconded by Ken Lafranchi. The motion was unanimously passed.

#### **5.0 BOARD BUILDING ACTIVITY**

Board members participated in an team building activity.

#### **6.0 PRESENTATION: FIVE YEARS OF DAO**

Cadance Hinkle Allinson reviewed a presentation that focused on what the DAO had achieved over the first five years since the organization was created in 2019.

#### **7.0 DISCUSSION: LOOKING FORWARD**

The board discussed items – both ongoing and new - that would help formulate 2024's workplan, which will be presented to the board in January.

shared that the purpose of this exercise was to form next year's workplan. Unfortunately we're missing a number of board members, so she'll be trying to meet with them to bring them into the loop before the next meeting.

The board reviewed a list of ongoing projects and their status including:

- The Asawa Fountain, which HFC will take up work on in the new year
- Downtown Park Fee projects which are being discussed with City staff
- Vacancy Ordinance headed to council next year
- Supporting the prosecution of misdemeanors, which has remained on hold with the transitions of City Attorney's office
- Ongoing issues related to the unsheltered population and public safety in the Downtown
- Parking, including the potential impacts to occupancy rates with new developments and loss of SLA sites
- Lighting, which can be incorporated into many other areas including safety and parks
- Further implementation and activation around the marketing piece for Business Development
- Ongoing board and committee development and the need to diversify the experience of those serving

Cadance reminded everyone that Executive Committee members would be selected in January and if anyone had interest, to let her know. Pauline shared that she's asked Hugh to serve as Chair for one more year before she transitions from Vice Chair to Chair. She reiterated the need for transitions in leadership on the Executive Committee.

The board reviewed a list of new projects which could be included on the DAO workplan in 2024, including:

- Addressing negative public perception and bringing the community Downtown by being aware of concerns and working on joint messaging and marketing effort supported by all engaged organizations (City, Chamber, DAO, Railroad Square, Sofa, Visit Santa Rosa, Sonoma County Tourism) that reiterate the vision and identity of Downtown. Physical improvements as well as marketing efforts will be critical to addressing both real concerns and inaccurate perceptions of the area.
- Better engage with developers and new businesses and provide resources that will support their relocation or creation within Downtown
- Potential Exploration of Cinema Site through due diligence period
- Physical connection of Courthouse Square and Railroad Square which could include improvements to the underpass and creek trail, signage and a trolley
- Addressing negative impacts associated with the transit mall, including youth issues
- Revisit management plan to provide relevant updates, acknowledging that anything substantive would need to be approved by council
- Consider potential outside funding sources for specific beautification or marketing projects

## **8.0 ADJOURNMENT**

Chair Hugh Futrell adjourned the meeting at 4:28pm.

5:34 PM

01/11/24

Accrual Basis

**Downtown Action Organization Incorporated****Balance Sheet**

As of December 31, 2023

	Dec 31, 23
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	132,259.33
1001000 · District Funds Savings-Poppy	79,601.94
1010000 · DAO Operating-Poppy	3,554.45
Total 1000000 · DAO OPERATING FUNDS	215,415.72
Total Checking/Savings	215,415.72
Other Current Assets	
1100000 · District Revenue Receivables	363,071.65
Total Other Current Assets	363,071.65
Total Current Assets	578,487.37
<b>TOTAL ASSETS</b>	<b>578,487.37</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	15,949.85
Total Accounts Payable	15,949.85
Other Current Liabilities	
2320000 · YE Liabilities	29,074.15
Total Other Current Liabilities	29,074.15
Total Current Liabilities	45,024.00
Total Liabilities	45,024.00
Equity	
32000 · Unrestricted Net Assets	594,521.04
Net Income	-61,057.67
Total Equity	533,463.37
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>578,487.37</b>

2023 DAO Budget and Cash Flow Projection																
Income	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Year to Date	YE Projection	Budgeted	\$ From Budget
Starting cash at 1/1/23	146,712.00															
District Assessments	\$0	\$330,697	\$0	\$0	\$0	\$191,138	\$0	\$0	\$0	\$1,578	\$0	\$0	\$523,414	\$523,414	\$530,115	-\$6,701
Additional Income	\$0	\$0	\$0	\$793	\$0	\$9,481	\$1,190	\$0	\$300	\$1,190	\$200	\$0	\$13,154	\$13,154	\$0	\$13,154
Interest Income			\$284	\$0	\$0	\$315	\$0	\$0	\$0	\$0	\$61	\$44	\$705	\$705	\$1,500	-\$795
Sub Total	\$146,712	\$330,697	\$284	\$793	\$0	\$200,935	\$1,190	\$0	\$300	\$2,769	\$261	\$44				
Cash at Beginning of Month	\$146,712	\$429,219	\$382,897	\$329,654	\$283,653	\$434,650	\$390,893	\$339,758	\$295,391	\$243,761	\$197,661	\$123,950				
Expense																
Street Level Services	\$27,716	\$27,716	\$27,689	\$27,716	\$27,689	\$27,716	\$27,689	\$27,772	\$28,566	\$28,566	\$28,566	\$28,649	\$336,049	\$336,049	\$315,897	\$20,152
Landscape Contract	\$5,400	\$5,400	\$3,650	\$3,650	\$3,650	\$3,650	\$6,569	\$3,061	\$0	\$0	\$0	\$0	\$35,030	\$35,030	\$48,000	-\$12,970
Santa Rosa Metro	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$160,000	\$160,000	\$160,000	\$0
Insurance/Taxes	\$0	\$0	\$0	\$0	\$26	\$0	\$0	\$0	\$0	\$0	\$8,002	\$1,221	\$9,249	\$9,249	\$10,000	-\$751
Annual Priorities	\$0	\$0	\$0	\$1,185	\$3,250	\$0	\$3,295	\$500	\$12,500	\$0	\$11,395	\$0	\$32,125	\$32,125	\$0	\$32,125
Project Maintenance	\$0	\$0	\$0	\$0	\$1,325	\$200	\$0	\$0	\$0	\$3,103	\$3,544	\$728	\$8,899	\$8,899	\$24,000	-\$15,101
Website/Marketing	\$1,740	\$0	\$0	\$0	\$0	\$48	\$249	\$0	\$0	\$989	\$8,900	\$471	\$12,397	\$12,397	\$12,500	-\$103
Events/Programming	\$0	\$0	\$9,364	\$117	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9,481	\$9,481	\$0	\$9,481
Misc. Direct Expense	\$0	\$157	\$0	\$0	\$665	\$0	\$0	\$0	\$0	\$370	\$15	\$1,986	\$3,193	\$3,193	\$2,400	\$793
Contingency (3.5% - \$18,554)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,554	-\$18,554
Sub Total	\$48,190	\$46,607	\$54,036	\$46,001	\$49,937	\$44,947	\$51,135	\$44,667	\$54,399	\$46,362	\$73,755	\$46,387				
Account Balance	\$98,522	\$382,612	\$328,861	\$283,653	\$233,715	\$389,703	\$339,758	\$295,091	\$240,992	\$197,399	\$123,906	\$77,563				

**Downtown Action Organization Incorporated**  
**Profit & Loss Budget Performance**

Accrual Basis

December 2023

	Dec 23	Budget	\$ Over Budget	% of Budget	Jan - Dec 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 · District Assessments	45,425.84	44,176.25	1,249.59	102.8%	534,538.11	530,115.00	4,423.11	100.8%	530,115.00
4100002 · Interest Income	44.14	83.33	-39.19	53.0%	1,186.89	1,000.00	186.89	118.7%	1,000.00
4200000 · DAO Activities									
4200002 · Events/Programming	0.00				9,980.92				
Total 4200000 · DAO Activities	0.00				9,980.92				
Total Income	45,469.98	44,259.58	1,210.40	102.7%	545,705.92	531,115.00	14,590.92	102.7%	531,115.00
Gross Profit	45,469.98	44,259.58	1,210.40	102.7%	545,705.92	531,115.00	14,590.92	102.7%	531,115.00
Expense									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Level Services	28,649.15	26,324.75	2,324.40	108.8%	336,105.09	315,897.00	20,208.09	106.4%	315,897.00
5100002 · Landscape Services	0.00	4,000.00	-4,000.00	0.0%	35,030.13	48,000.00	-12,969.87	73.0%	48,000.00
Total 5100000 · PRIMARY DISTRICT SERVICES	28,649.15	30,324.75	-1,675.60	94.5%	371,135.22	363,897.00	7,238.22	102.0%	363,897.00
5200000 · DISTRICT IMPROVEMENTS									
5200001 · Annual Priorities	0.00				32,124.95				
5200002 · Project Maintenance	727.50	2,000.00	-1,272.50	36.4%	8,899.41	24,000.00	-15,100.59	37.1%	24,000.00
5200003 · Marketing	470.75				10,656.51				
5200004 · Fountain Expenses	0.00				285.00				
Total 5200000 · DISTRICT IMPROVEMENTS	1,198.25	2,000.00	-801.75	59.9%	51,965.87	24,000.00	27,965.87	216.5%	24,000.00
5300000 · MARKETING									
5300001 · Events/Programming	0.00	1,208.33	-1,208.33	0.0%	11,220.92	14,500.00	-3,279.08	77.4%	14,500.00
Total 5300000 · MARKETING	0.00	1,208.33	-1,208.33	0.0%	11,220.92	14,500.00	-3,279.08	77.4%	14,500.00
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	13,333.33	13,333.37	-0.04	100.0%	159,999.96	160,000.00	-0.04	100.0%	160,000.00
5400003 · Insurance/Taxes	1,221.00	3,333.33	-2,112.33	36.6%	9,249.00	10,000.00	-751.00	92.5%	10,000.00
5400004 · Misc Direct Expenses	1,985.52	200.00	1,785.52	992.8%	3,192.62	2,400.00	792.62	133.0%	2,400.00
Total 5400000 · DISTRICT MANAGEMENT	16,539.85	16,866.70	-326.85	98.1%	172,441.58	172,400.00	41.58	100.0%	172,400.00
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	1,546.17	-1,546.17	0.0%	0.00	18,554.03	-18,554.03	0.0%	18,554.03
Total 5500000 · CONTINGENCY	0.00	1,546.17	-1,546.17	0.0%	0.00	18,554.03	-18,554.03	0.0%	18,554.03
Total Expense	46,387.25	51,945.95	-5,558.70	89.3%	606,763.59	593,351.03	13,412.56	102.3%	593,351.03
Net Ordinary Income	-917.27	-7,686.37	6,769.10	11.9%	-61,057.67	-62,236.03	1,178.36	98.1%	-62,236.03
Net Income	-917.27	-7,686.37	6,769.10	11.9%	-61,057.67	-62,236.03	1,178.36	98.1%	-62,236.03

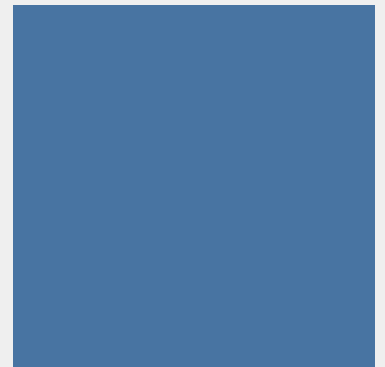
Attachment 3

DRAFT: 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	Hugh (PFA Member)	High	n/a	Ongoing	2022		PFA to meet again in January 2024
2. 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
3. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 23	Executive Committee	High	n/a	In Process	2022		Shared in 2023 and in line council strategies around small business support. Need to revive conversation in 2024.
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
5. 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		High	n/a	Not Started			Holistic study of parking needs/fees/structures to be conducted with feedback from Downtown community in fall of 2024.
6. Work with SRPD, City Staff, Transit to address impacts associated with negative youth behavior at Transit Mall		High	n/a	Not Started			
7. Support creation of Assistant City Attorney dedicated to ordinance and misdemeanor enforcement		High	tbd	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. Coordinate feasibility study and conduct due diligence of potential development of Cinema 6 sight into future performing arts venue	Chair / ED	Medium	n/a	In Process	2023		Anticipating signed contract with City to fund due diligence period. Consultants to review as well.
4. Implement trolley pilot program to test physical concept for potential future electric trolley as connector between Districts	ED / Ad Hoc Committee	High	tbd	In Process	2023		
5. Engage with developers and new businesses to provide relevant resources to support their relocation or establishment within Downtown Station Area		Medium	tbd	Not Started			
6. Address negative public perceptions of Downtown through joint, consistent messaging supported by all actively impacted organizations (City, HRSA, Sofa, etc.)		Medium	tbd	Not Started			
3. Design & Improvements							
1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	Chair / ED	High	dollars previously raised	In Process	2020		HFC to go back out to bid once 888 project has wrapped up
2. Support removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	In Process	2022		16 boxes have been removed - remaining 61 will be removed as staff time allows.
3. 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
4. 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		Medium	tbd	Not Started			
5. Replacement of movable furniture in Square	ED	Low	\$5,000 through project maintenance	In Process			Purchased new tables, umbrellas and stands will be evaluated
6. Work to enhance lighting throughout District, both as safety element and decorative, including existing redwood light wraps	Design & Improvement	Medium	TBD through Maintenance Line	Not Started			Need to determine if existing lighting is appropriate to remain in place, or allocate funding to fix it

DRAFT: 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.		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		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)



Cadance Hinkle Allinson  
Executive Director

  
**SANTA  
ROSA**  
DOWNTOWN DISTRICT

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, \$523,414 had been received. This reflects payments due on November 1, 2022 and February 1, 2023 and does not include any delinquent payments made after August 1, 2023.

## Budget and Expenditures for 2023 Fiscal Year

Special Benefit Category	Amount Budgeted		Amount Spent	
	\$	%	\$	%
Primary District Services / Street Level Services	\$363,897	61%	\$374,356	62%
District Management / Administration	\$174,900	29%	\$172,442	29%
Annual Priorities / Project Maintenance	\$24,000	4%	\$41,024	7%
Marketing / Website	\$14,500	2%	\$12,697	2%
Contingency	\$18,554	3%	\$0	0%
<b>Total</b>	<b>593,351</b>	<b>100%</b>	<b>\$600,519</b>	<b>100%</b>

An unbudgeted amount of \$9,481 was raised to fund additional projects, \$9,481 of which was spent.

↑ 10

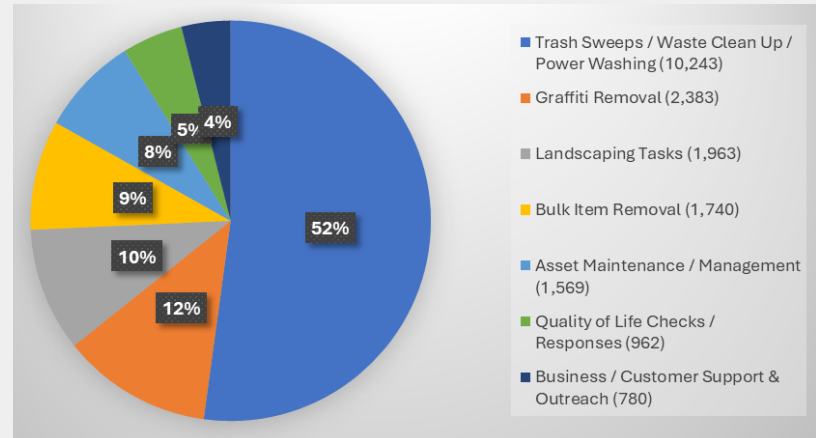
New Businesses  
within the District  
in 2023



## Special Benefit Services for 2023 Fiscal Year

### Primary District Services / Street Level Services

Fulfilled through the DAO's contract with NexStreet, which employs four staff members dedicated to working within Downtown Santa Rosa. The chart reflects a summary of tasks completed during the 2023 fiscal year.



### District Management & Administration

Representative of DAO staffing, office space and ongoing management of all legal requirements of organization, financial and administrative services and communication to Downtown community

In 2023, DAO staff and board members worked with City staff and elected officials on policies with direct impacts to Downtown community, including:

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

### Annual Priorities / Project Maintenance

- Implementation and Installation of Wayfinding program
- Ongoing maintenance of Courthouse Square seasonal furniture, sidewalk planters and trees, Redwood lights and Jeju Way
- Installation of community instruments within Jeju Way

### Marketing & Website:

- Management of website and social media platforms
- Launch of Downtown Passport
- Holiday Art & Decor Installations
- Ongoing work for SRNow marketing package



**588k**

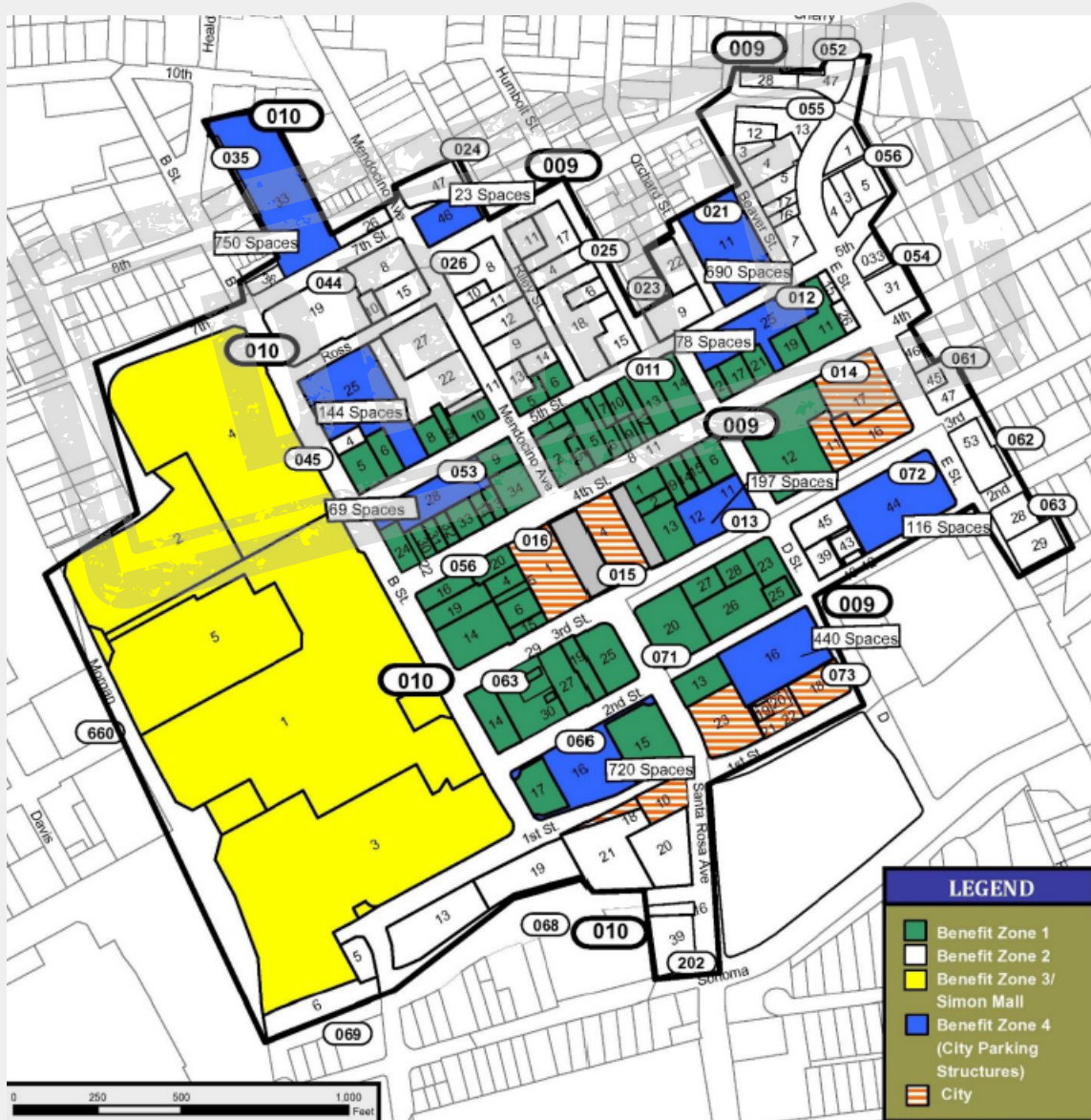
Reach from  
Downtown social  
media channels



**168**  
Parcels

**111**  
Property  
Owners

## Santa Rosa Downtown District Benefit Zone Map



## 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 72 hours prior to each meeting online as well as at 50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404. Minutes from all meetings can be found at [downtownsantarosa.org/districtnews](https://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 for how we can continue to improve Downtown over the next five years.

 707-636-2845

 50 Old Courthouse Square, Suite 110

 [www.downtownsantarosa.org](http://www.downtownsantarosa.org)