

**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: Natalie Balfour, Pauline Block, Hugh Futrell, Danielle Nelson

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 9:06 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 Pauline made a motion to approve consent item, December 6, 2023 Executive Committee Meeting Minutes. The motion was seconded by Danielle and passed unanimously.

5.0 REPORT: TREASURER

Cadance shared that expenses fell where anticipated for year end, and outstanding invoices are reflected with estimates. She hopes to have a finalized 2023 financial packet in place by the next board meeting. The next assessment check, typically received by year end, has not been sent from the County to the City yet. City staff are looking into it.

6.0 REPORT: EXECUTIVE DIRECTOR

Cadance provided the following updates:

The business development piece is moving forward with some edits from the City and more work needed on the website. Her new estimate for completion is March.

She is helping to get the word out about restaurant week, and would love to take advantage of more opportunities created by external organizations.

Savory Spice is relocating to 4th Street in the old Cupcake space and a queer nightclub called La Cage will be opening at 643.

She has already purchased new exterior tables for the Square, after discussions and conversations with NexStreet staff about what would be the most appropriate for the current use, as the existing tables always break.

Cadance, Pauline and Hugh met with City staff to try and progress the spending of Downtown park fees. They presented, at the City's request, a plan for expenditures within Courthouse Square. There were concerns raised by City staff and another meeting will take place with landscape architects from Carlile Macy and City staff to find a possible path forward for adding more color to the Square.

She informed the committee that there has been no interest from the board in filling the vacant seat on the Executive Committee. It was determined that the Secretary seat would stay vacant, with

Danielle being proposed for Treasurer and the remaining committee members staying in their current positions. A discussion ensued about engaging more board members in the work of the Executive Committee.

She received positive feedback on the Holiday Happy Hour and proposed that there was one annual happy hour and one breakfast event in the spring. Pauline suggested the breakfast event be geared toward business and property owners and not city staff and elected officials. Cadance will do a presentation about the goals of the organization for the coming year.

7.0 REPORT: BOARD CHAIR

Chair Hugh Futrell reported that the PFA is meeting next week and there is concern around the timeline which impacts certain projects being included, as well as staff capacity given vacancies.

He reiterated that he hoped there would be progress around the park expenditures and the vacancy ordinance. He suggested that the employer attraction recommendations made in 2023 be revisited and included in the 2024 workplan.

An update on the Cinema project was provided and a contract from the City is expected to be received imminently.

8.0 DISCUSSION: 2024 WORKPLAN

Cadance presented a draft 2024 workplan to the committee. A brief discussion occurred, and it was suggested that the board assign themselves to items that are of importance to them.

Cadance will add the employer attraction/retention item back into the workplan and present to the board at the next meeting for review and approval.

9.0 DISCUSSION: 2023 ANNUAL REPORT

Cadance presented a draft Annual Report to the committee, reminding them this would be mailed out, along with a statement of activities to the property owners, and provided to the City, along with copies of the financial documents and annual meeting minutes. She requested feedback since the report looks quite different than it has in year's prior and wanted to make sure the committee was comfortable with the direction chosen.

The committee suggested that the tie between the budget and special benefit services be more explicit. Cadance shared she would like to collect a board photo at the next meeting for inclusion in the plan. The board will see the draft at the next meeting.

10.0 ADJOURNMENT

Chair Hugh Futrell adjourned the meeting at 10:10am.