

**DAO Board Meeting
January 17, 2024, 9am
coLAB, 427 Mendocino Avenue, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Leeanna Ausiello-Kane, Zach Berkowitz, Pauline Block, Britt Cooper, Chris Denny, Nicole Gaddis, Caitlin Kurasek, Danielle Nelson, Argo Thompson

Absent: Natalie Balfour, Daryel Dunston, Hugh Futrell, Ken LaFranchi, Don Tomasi

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Vice-Chair Pauline Block 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

Nicole Gaddis made a motion to approve consent items 4.1, December 13, 2023 Meeting Minutes, and 4.2, Financial Statements ending December 31, 2023. The motion was seconded by Danielle Nelson and passed unanimously.

5.0 QUESTION: BOARD MEMBERS

Board members shared their answer to the question: If you were Downtown Santa Rosa, what would your New Years Resolution be?

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 is needed on the website. Her new estimate for completion is March.

She is helping to get the word out about restaurant week and the St. Patrick's Day 5k, and would love to take advantage of more opportunities created by external organizations to better engage the businesses Downtown. She mentioned the Rose Parade, which she is volunteering her time for, as an additional opportunity for community connection and a brief discussion ensued.

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, starting with Courthouse Square and the conversation is ongoing.

Cadance made the recommendation to the Executive Committee last week that there be one happy hour next year at the end of the year and a morning coffee event with presentation about the work of the DAO, which will be in March.

7.0 REPORT: EXECUTIVE COMMITTEE

Pauline shared that the EIFD is moving slowly and there is a PFA meeting upcoming. Hugh will update on that and the Cinema Site at the next meeting.

8.0 ELECTION: MEMBERS OF EXECUTIVE COMMITTEE

The following board members expressed interest in serving on the Executive Committee, for a one year term, in 2024.

Immediate Past Chair: Natalie Balfour
Chair: Hugh Futrell
Vice Chair: Pauline Block
Treasurer: Danielle Nelson

A discussion ensued. Caitlin nominated Chris Denny to serve as secretary. Zach Berkowitz seconded the motion. Chris expressed his willingness and interest in serving in the role. Caitlin changed the motion to approve the slate as proposed with the addition of Chris Denny as Secretary. Zach Berkowitz seconded the motion. The motion was unanimously approved.

9.0 ACTION: 2024 WORKPLAN

Cadance presented a draft 2024 workplan to the board and encouraged board members to share where their interests aligned.

A discussion ensued about items on the workplan, and the need for the DAO to figure out how to consistently and fairly weigh in on various private projects Downtown. Pauline recommended this be put on the agenda at a future meeting for a more robust discussion about the possibilities available.

Cadance reminded the board that the workplan was a work in progress and there could be adjustments made throughout the year as new opportunities arise.

Chris Denny made a motion to approve the workplan as presented. Danielle seconded the motion and it was unanimously approved.

10.0 ACTION: 2023 ANNUAL REPORT

Cadance presented a draft Annual Report to the committee. She highlighted that the format is quite different from years past, and she wanted to make sure board members were comfortable with the change prior to sending this out to all property owners along with a statement of activities. The annual report is also provided to the City, along with copies of the financial documents and annual meeting minutes.

Danielle Nelson made a motion to approve the annual report allowing Cadance the opportunity to make edits and final changes as needed. Nicole Gaddis seconded the motion, and it was unanimously approved.

11.0 ADJOURNMENT

Vice Chair Pauline Block adjourned the meeting at 10:03am.