Meeting Agenda

Downtown Action Organization
Executive Committee

Date:
October 14, 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 September 9, 2026 Meeting Minutes
Attachment 2 September 30, 2026 Meeting Minutes

5.0 REPORT: TREASURER

Treasurer to share details of current organization financials.

6.0 REPORT: EXECUTIVE DIRECTOR

Attachment 3
Attachment 4

Update provided on business changes, street level services, administrative and workplan items.

7.0 REPORT: BOARD CHAIR

Report on progression of board activities, Management Consultant Procurement Ad Hoc Committee, key focuses and ongoing community engagement efforts.

8.0 REPORT: AD HOC NOMINATION COMMITTEE

Nomination Committee Chair, Beau Anderson, to provide update on process.

9.0 REPORT: AD HOC RENEWAL COMMITTEE

Renewal Committee Chair, Beau Anderson, to provide update on survey outreach.

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.

Meeting Agenda

Downtown Action Organization
Executive Committee

Date:
October 14, 2026, 9:30am

Location:
coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

10.0	**ACTION: REVIEW & FINALIZE FIXED ASSET POLICY**
Attachment 5	Committee to review and provide changes to draft of Fixed Asset Policy, prior to distribution to board for approval
11.0	**ACTION: REVIEW AND DETERMINE NEXT STEPS FOR ENTERTAINMENT ZONE MANAGEMENT PLAN PROPOSAL FROM CITY OF SANTA ROSA**
Attachment 6	Committee to review Entertainment Zone Management Plan Proposal from City of Santa Rosa proposing that the DAO and Railroad Square serve as Entertainment Zone leads and determine how to bring proposal forward to DAO board.
12.0	**FUTURE AGENDA ITEMS**
	Committee members to share any future items they wish to be considered.
13.0	**ADJOURNMENT**
	Chair to adjourn 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 (707) 304-7778, ext. 800 one week prior to the meeting. Meeting information can also be accessed online at https://www.downtownsantarosa.org/districtnews.

Attachment 1

DAO Executive Committee Meeting - September 9, 2026, 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

M I N U T E S

1.0 CALL TO ORDER
Chair Pauline Block called the meeting to order at 9:31am

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 Consent Item, August 12, 2026 meeting minutes. Chris Denny seconded the motion and it was unanimously approved.

5.0 REPORT: TREASURER
Treasurer Amanda Kurt shared a brief update on the financials through July 31 and that they'd been working with Brainy to clean things up and make sure it's tracking correctly. She will do a quarterly financial report at the September board meeting.

6.0 REPORT: EXECUTIVE DIRECTOR
Cadance Hinkle Allinson, provided the following report:

There was a slight uptick in the outreach to the Clean & Safe Team with 1.16 calls per day, up from 1. She noted they were down one staff member.

Fall letters to property owners went out last week and included detail about nominations, trespass letters and the survey.

She shared apprecation for Sonoma Clean Power coordinating notary services for Trespass letters and reiterated that the DAO was helping to streamline the process for everyone.

She has heard back from all board members about their interest in seeking an additional term with the DAO. Nicole Gaddis will not be seeking another term. Don Tomasi will no

longer be a property owner in the Downtown, so is stepping down at the end of the year. Both will be serving on the Nomination Committee with Beau as chair. Right now no one has been formally nominated.

A brief discussion occurred and it was determined that sitting board members seeking an additional term should submit a letter of interest. Pauline will mention this in her report at the September board meeting.

The Renewal Committee will be connecting again soon to review the results of the survey before bringing them to the DAO Board in October. Responses have been slow so far.

Cadance shared appreciation to Amanda for finding a potential bookkeeper to provide added financial support.

She provided the following Workplan Updates:

Item 1.1: Dan Hennesy and Gabe Osburn are preparing a September 29 study session for council on Downtown infrastructure items. Cadance anticipates participating in the meeting.

Item 2.1: Ross Street is in process and expected to wrap on October 31. There are minimal funds available to cover any unexpected expenses and clean up needs.

Item 2.2: Hugh Futrell and the Courthouse Square Committee will likely bring something forward to the DAO Board in October.

Item 3.2: The Design & Improvement Committee is currently debating signage for the planters. Cadance anticipates meeting with them to finalize what they'd like to see happen.

Item 3.3: Cadance anticipates putting together a list of trees to replace soon, in conjunction with ReLeaf. She noted that the capacity of the street team was at a limit, so it would need to be carefully managed.

7.0 REPORT: BOARD CHAIR

Chair Pauline Block said all items would be reported during further items.

8.0 DISCUSSION/ACTION: PROGRESS REVIEW & FEEDBACK

Pauline and Chris shared some feedback about their recent meeting with City staff and their desire to create a shared Downtown Strategic plan with the City. They will be meeting with Jason Nutt at the end of September.

Chris shared that in drafting the rubric, the goal is to create a unified way of thinking to bring ROI and other factors into the conversation and decision making process with a focus on ensuring all projects are in alignment with the resources and strategic plan. He will be presenting a document for those interested in pursuing projects to complete and provide to the Executive Committee for feedback and recommendations. The Executive Committee will take on completing the document when appropriate. It was reiterated that the rubric document should not be overly cumbersome, but a helpful guide for decision making.

Pauline has been working on a document to define the scope of the Executive Director role, which should be useful whether the current contract with Wayfinder Organizational Consulting is renewed, or another consultant is brought on board. Typical work allocation, regular reviews and project tracking will be established.

Both documents will be shared individually with committee members prior to inclusion in the board packet.

9.0 DISCUSSION/ACTION: COMMUNITY CONVERSATIONS

Pauline shared that downtown businesses have convened with the Chamber and determined that they need change, specifically related to parking, in the Downtown. An email was sent to City Council with a list of requests.

Concern was raised over the fact that this information was not brought directly to the DAO. The committee agreed that they supported individual business owners reaching out to council, but felt it was important to understand what was being shared.

The committee echoed frustrations around parking shared in the email and determined to bring their April memo, previously approved by the Executive Committee but not shared with the board, forward to the board for review. They suggested that adding a temporary 90 minute free parking strategy could be incorporated after board discussion.

10.0 FUTURE AGENDA ITEMS

There were no future agenda items discussed.

11.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:55am.

Attachment 2

DAO Executive Committee Meeting - September 30, 2026, 9:30am
coLAB - Collaboration Lab
427 Mendocino Avenue, Santa Rosa, CA 95401

Executive Committee Present: Pauline Block, Chris Denny, Amanda Kurt

Absent: Beau Anderson

Executive Director: Cadance Hinkle Allinson

M I N U T E S

1.0 CALL TO ORDER
Chair Pauline Block called the meeting to order at 9:35am

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: APPROVE JOB DESCRIPTIONS AND AUTHORIZE NEXT STEPS
The Executive Committee reviewed job descriptions presented and discussed options for moving forward with a consultant search. It was determined that an RFP could be for full or partial services, with marketing and communications segmented out.

A brief discussion occurred about the potential of Wayfinder continuing the contract with a different named Executive Director in place. Cadance will be exploring whether that is an option.

Pauline will reach out to prospective members of an ad hoc Contract Recruitment committee which will be tasked with developing an RFP, utilizing a scope of services based on the approved job descriptions, and outlining the RFP process for the Executive Committee.

Chris Denny made a motion to approve the language within job descriptions as a scope of services and authorize the Chair to coordinate with the Management Consultant Recruitment Ad Hoc Committee. Amanda seconded the motion and it was unanimously approved.

5.0 ADJOURNMENT
Chair Pauline Block adjourned the meeting at 10:23.

Attachment 3



DTSR

DOWNTOWN SANTA ROSA

SEPTEMBER OPERATIONS REPORT

2026

Prepared by :
Ryder Wooten

Statistics by :

smart system

www.downtownsantarosa.org

MEET OUR TEAM SANTA ROSA!



RYDER W.
MANAGER



ALFONSO C.
AMBASSADOR



OUR NEWEST AMBASSADOR!

PATRICK J.
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!

SEPTEMBER STATISTICS

2026

TOTAL GRAFFITI'S REMOVED: 194

TOTAL TRASH SWEEPS: 1,002

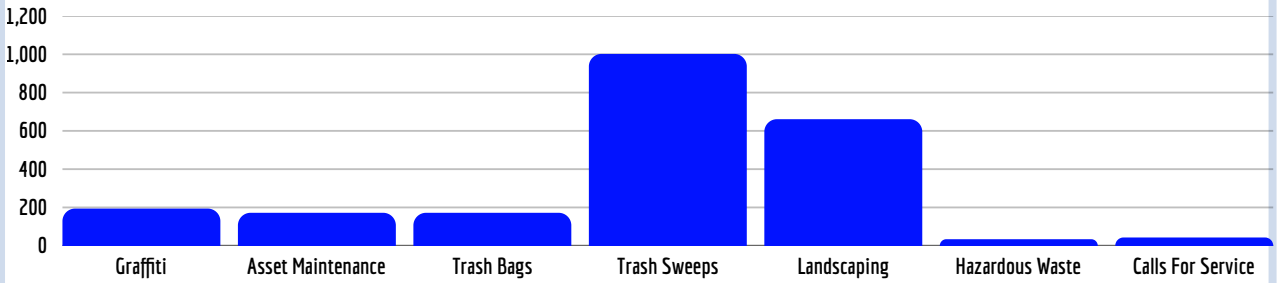
CALLS FOR SERVICE: 43

TRASH COLLECTED IN POUNDS: # of bags x 25lbs 4,300

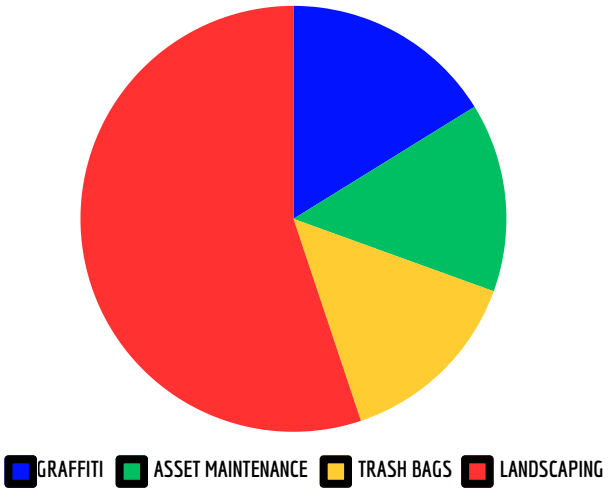
ASSET MAINTENANCE: 172

LANDSCAPING: 661

SEPTEMBER STATISTICS:



GRAFFITI, ASSET MAINTENANCE, TRASH BAGS & LANDSCAPING:



DISTRICT HOT SPOTS:

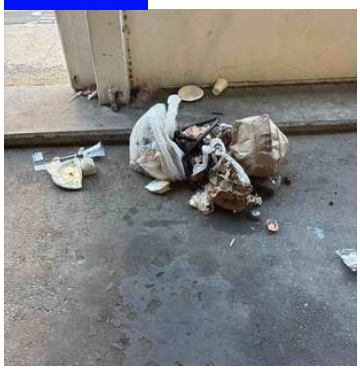


BEFORE & AFTER PHOTOS

2026

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

- Marie Kondo

















Attachment 4

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	Projects to be reviewed at September 29 Study Session per Dan Hennessy. Lighting concepts are being explored at PED and Public Works is looking into fountain rehab.
2. Empower Branding & Website Advisory Committee to enhance downtown brand and identity and facilitate creation and launch of new Downtown website	$20,000	Complete	Website launched. Continue to actively update and encourage business owners to provide content
3. Improve street level services and support for businesses through coordinating transition of street level service providers		Complete	Created Service post-its to raise awareness for work done by Block By Block team and raise calls for service.
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	Scheduled to wrap on October 31. Conducting on site survey. Taking on Sunday management. Supporting outreach and ongoing maintenance and management of businesses involved. Addressing bookkeeping concerns and challenges.
2. Advisory Committee members to explore Courthouse Square enhancements and activations in coordination with City of Santa Rosa		in process	Advisory Committee continues to work on concepts. City requested DAO to provide budget and concept.
3. District Improvements			
1. Oversee installation of new 4th Street lighting			Exploring concepts to be funded through City grant.
2. Develop a plan to reduce and replace street level planters	$15,000	Complete	Planters complete, mosaics complete. Signs to be installed later in the summer.
3. Develop street tree removal and replacement strategy		in process	24 trees planted on eastern side of District, additional 4 planted on Ross. Full tree removal plan to be developed in fourth 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, but not actively being explored.
4. Board Policy, Culture & Governance			
1. Identify mission and ongoing core objectives of organization	n/a	Complete	
2. Review and update organization's Bylaws	n/a	Complete	
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.

Attachment 5

DRAFT - Fixed Asset Policy for Downtown Action Organization

1. Purpose

The purpose of this policy is to establish guidelines for the acquisition, capitalization, tracking, depreciation, safeguarding, and disposal of fixed assets owned by the DAO.

2. Scope

This policy applies to the purchase, management, custody, and disposal of DAO assets.

3. Definition of Fixed Assets

Fixed assets are tangible items purchased for business use that:

- Have a useful life greater than one year
- Are not intended for resale
- Meet the capitalization threshold established by the DAO

4. Capitalization Threshold

Assets will be recorded as fixed assets when:

- The purchase cost is $5,000* or greater per item, and
- The expected useful life exceeds one year

Items below the capitalization threshold will generally be expensed in the period purchased unless otherwise approved by Finance.

** The threshold above $5,000 can be increased or decreased depending on the organizations preference on how much they want to see on their balance sheet. Most smaller organizations use $2,000-$5,000 and larger ones will use around $10,000.*

5. Asset Acquisition

All asset purchases must:

1. Be approved according to the DAO's purchasing authorization limits

2. Be supported by appropriate documentation, such as purchase orders or vendor invoices
3. Be reported to Treasurer and Bookkeeper for inclusion in the fixed asset register

6. Depreciation

Depreciation will be calculated using the straight-line method unless otherwise approved by Treasurer and Bookkeeper. Depreciation begins when the asset is placed into service.

7. Asset Disposal

Assets may be disposed of through:

- Sale
- Trade-in
- Donation
- Recycling or Scrap

Prior approval from Executive Committee is required before disposal.

Bookkeeper will:

- Remove the asset from the fixed asset register
- Record any gain or loss on disposal
- Maintain supporting documentation

8. Effective Date

This policy is effective as of _____ and remains in effect until revised or rescinded.

SECTION I: SANTA ROSA ENTERTAINMENT ZONE PROGRAM OVERVIEW

1. About Santa Rosa Entertainment Zones

Entertainment Zones are designated areas in Santa Rosa where people can buy open container drinks (alcoholic drinks “to-go”) from local bars, restaurants, wineries, and breweries and enjoy them outside in common spaces like plazas, sidewalks, and streets during certain hours.

2. Program Objectives

Guiding objectives for Santa Rosa’s Entertainment Zone program include:

a. Activate commercial corridors downtown and citywide

b. Increase revenue for Santa Rosa restaurants and bars

c. Catalyze broader economic stimulus

d. Ensure equitable distribution of program benefits

e. Amplify the perception of Santa Rosa as a vibrant cultural hub

SECTION II: SANTA ROSA ENTERTAINMENT ZONE ORDINANCE

3. Santa Rosa City Code

Santa Rosa City Code Chapter XX specifies the location, hours, and permit requirements for the Entertainment Zone.

a. **Permissible Area –** See attached map.

b. **Permissible Hours** – Outdoor consumption of alcoholic beverages within this Entertainment Zone is authorized Friday through Sunday between the hours of 12:00 PM and 10:00 PM, subject to any additional limitations imposed by any ABC permit or license and by this Management Plan for the Entertainment Zone.

SECTION III: ENTERTAINMENT ZONE VISION

4. Overview

The Entertainment Zone aims to create a dynamic and engaging destination that drives economic growth and reshapes how people experience Santa Rosa. Its vision is to transform the core downtown and Railroad Square area into a vibrant hub that enhances the experience for residents and visitors alike.

- Establish a weekly attraction by allowing open containers of alcohol in the Entertainment Zone to draw people to the area and increase economic activity.
- Boost revenue for local businesses, including restaurants and bars, through activation that extends visitor stays.
- Create a “third place” that supports impromptu and planned gatherings and entertainment, establishing the downtown area as a premier cultural destination and elevating Santa Rosa’s status as a dynamic and diverse city.

5. Entertainment Zone Operators

a. <u>The City</u>

During weekly activation of the Entertainment Zone, the City shall maintain the management plan and ordinance.

During an event the City will process any required event permit; receive all necessary applications, plans, and materials for review and issuance of permits for proposed structures, business licenses, etc.

b. <u>Entertainment Zone Lead(s)</u>

As Entertainment Zone Leads, the Downtown Action Organization and Railroad Square Association coordinate the Participating Businesses to manage the Entertainment Zone in alignment with the Management Plan and serve as the Point of Contact for inquiries as detailed in Section IV.

c. <u>Participating Businesses</u>

Participating Businesses who register with the City and ABC may serve open containers for consumption within the Entertainment Zone. Participating in the Entertainment Zone may involve associated costs for

materials and other shared operational needs, as determined and imposed by the Entertainment Zone Leads.

6. Activation

The Entertainment Zone Operators plan to offer various types of activations and events that cater to a range of interests:

a. Weekly Operation:

Weekly activation Friday through Sunday, typically without programming, allowing participating businesses to sell alcohol to patrons over 21 years of age for consumption within the Entertainment Zone.

b. Events:

During the Entertainment Zone's hours of operation, Entertainment Zone Operators may plan to offer one-off special one-day or weekend-long events, aimed at attracting locals as well as a regional audience such as celebrations for national or cultural holidays, musical performances, festivals, or televised sporting events; recurring themed activations programmed and advertised to occur weekly, monthly, or seasonally aimed at drawing a cross section of downtown workers, visitors and residents; and smaller temporary pop-up event experiences.

Any event proposed within the Entertainment Zone will be subject to the City's Special Event Permit requirements. Special Events serving alcohol within the Entertainment Zone shall comply with all requirements of this management plan, including the use of pre-approved cups and wristbands.

c. Design:

The City, in coordination with the Entertainment Zone Leads and Participating Businesses, aims to enhance the area with continued implementation of low-cost physical improvements that cultivate a sense of place and pride. This might involve movable furniture for flexible use, additional lighting, and continued art installations.

d. Arts, Culture, and Entertainment:

The Entertainment Zone Operators will continue to offer artistic, cultural, and entertainment programming that draws on Santa Rosa's layered cultural history to create a welcoming and inclusive experience.

7. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars and restaurants selling open containers, including:

- Placemaking as Economic Development: The proposed activation and programming can draw new customers to the core downtown area. By creating a clean, safe, and sociable street atmosphere with frequent activation and engaging events, the Entertainment Zone will encourage people to socialize and linger, ultimately benefiting Participating Businesses and surrounding businesses in downtown.

- Media Promotion: The Entertainment Zone Leads and the City will leverage social media channels and website postings to generate positive media coverage about the success of Railroad Square and the core downtown area. This can attract more visitors to boost sales for downtown.

b. Collaboration for Broader Economic Stimulus

The Entertainment Zone Operators are committed to collaborating with diverse businesses to stimulate economic growth throughout the neighborhood. The Entertainment Zone Leads have a history of successful collaboration and cross-promotion with ground-floor businesses for event programming and activation.

SECTION IV: ENTERTAINMENT ZONE OPERATING REQUIREMENTS

8. Compliance, Modification, and Evaluation

The operating requirements established in this section shall be considered mandatory and binding conditions for the operation of the Entertainment Zone. Failure to comply with these conditions or the creation of any significant health or safety concerns resulting from the operation of the Entertainment Zone may result in the modification or suspension of the Entertainment Zone by the City.

The City of Santa Rosa reserves the right to publish an updated management plan with revised operating requirements at any time.

Additionally:

- Any Participating Business holding a liquor license that fails to comply with these operating requirements will be reported to the Santa Rosa Police Department and ABC. Failure to comply could result in the business's future ineligibility to participate in the Entertainment Zone.

- The City will evaluate the Entertainment Zone's compliance with the conditions of this Management Plan at least every 24 months. Both the Entertainment Zone Lead and Participating Businesses must promptly respond to requests for information during this evaluation process. Failure to meet these conditions may lead to modification or suspension of the Entertainment Zone.

9. Entertainment Zone Lead and Point of Contact

a. The Entertainment Zone Leads must serve as the designated Points of Contact that should be contacted with inquiries about the operation of the Entertainment Zone. The designated Entertainment Zone Leads and Points of Contact are:

Downtown Action Organization

hello@downtownsantarosa.org

Railroad Square Association

info@railroadsquare.net

10. Participating Businesses

Only ABC licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Entertainment Zone. Participating Businesses must comply with ABC Entertainment Zone Requirements and Guidelines and sign a participation agreement with the City and Entertainment Zone Lead. A Participating Business will be permitted to sell any beverage consistent with their ABC license.

11. Location, Hours and Information

a. Location of Operation

Subject to all other applicable requirements, the Entertainment Zone may operate within the entire area permitted by Santa Rosa City Code Chapter XX.

b. Hours of Operation

Subject to all requirements included in this management plan, the Entertainment Zone may operate Friday through Sunday between 12:00 PM and 10:00 PM. Participating Businesses may only sell open containers for consumption within the Entertainment Zone between the hours of 12:00 PM and 9:30 PM.

c. Event Notification

This management plan authorizes the Entertainment Zone to be active every Friday, Saturday, and Sunday between the hours of 12 PM and 10 PM. The City retains the right to update this management plan at any time with approval by the City Manager.

Anyone wishing to host an event involving the activation of the Entertainment Zone shall obtain a Special Event Permit.

d. Website

The City will provide the following accurate, up-to-date information on a public website dedicated to the Entertainment Zone:

- Basic information on the operation of the Entertainment Zone, including the location and ongoing approved days and hours
- Contact information for the Entertainment Zone Lead
- List of participating businesses

12. Health and Safety Measures

a. Age Verification

Patrons of all ages may be admitted into the Entertainment Zone. Alcohol-serving businesses may admit patrons under the age of 21 as consistent with their liquor license conditions or any other applicable licenses or permits.

During the operation of the Entertainment Zone, every patron purchasing an alcoholic beverage for consumption or drinking an alcoholic beverage within the Entertainment Zone must be wearing an approved wristband identifying them as 21 years of age or over. All Participating Businesses must use the same unique style of wristband, which will be established by the Entertainment Zone Leads and approved by the City prior to operation

of the Entertainment Zone. Participating Businesses will be responsible for checking patrons' identification to verify age prior to providing the wristband.

b. Safety and Security

The Santa Rosa Police Department (SRPD) shall develop and implement a safety and security plan prior to the operation of the Entertainment Zone, which shall be in effect during all hours in which the Zone is in operation. SRPD will evaluate the implementation of the security plan every 6 months, and make changes as needed.

During the operation of the Entertainment Zone, each participating business must always have at least one staff member on site who is able to provide a copy of this management plan and the approved security plan, and is aware of all relevant conditions and requirements.

Additional security provided during special events within the Entertainment Zone shall be facilitated by the event organizer and subject to the conditions of the Special Event Permit.

c. Signage

The boundaries of the Entertainment Zone must be clearly marked by easily visible signage posted throughout the zone. This signage must identify the boundaries of the Entertainment Zone, operating hours, and instruct patrons not to carry alcoholic beverages outside the zone. Signs must be illuminated well enough to be sufficiently visible during nighttime hours.

13. Cup Requirements

a. Materials

Participating Businesses within the Entertainment Zone must serve any alcoholic beverage for consumption in the Entertainment Zone in a pre-approved non-glass and non-metal container. The cups shall be pre-approved by the Entertainment Zone Leads and the City. Participating Businesses are responsible for estimating demand and ordering materials in advance.

b. Disposal

The Entertainment Zone Operators will provide receptacles sufficient for patrons to dispose of their cups before exiting the Entertainment Zone.

Events taking place within the Entertainment Zone shall provide additional receptacles as needed for the anticipated amount of attendees.

c. Cleanliness/Waste Management

The Entertainment Zone Leads and Participating Businesses are responsible for waste diversion and reasonable mitigation of any Entertainment Zone-related material impacts on the cleanliness of the area.

14. Quarterly Review

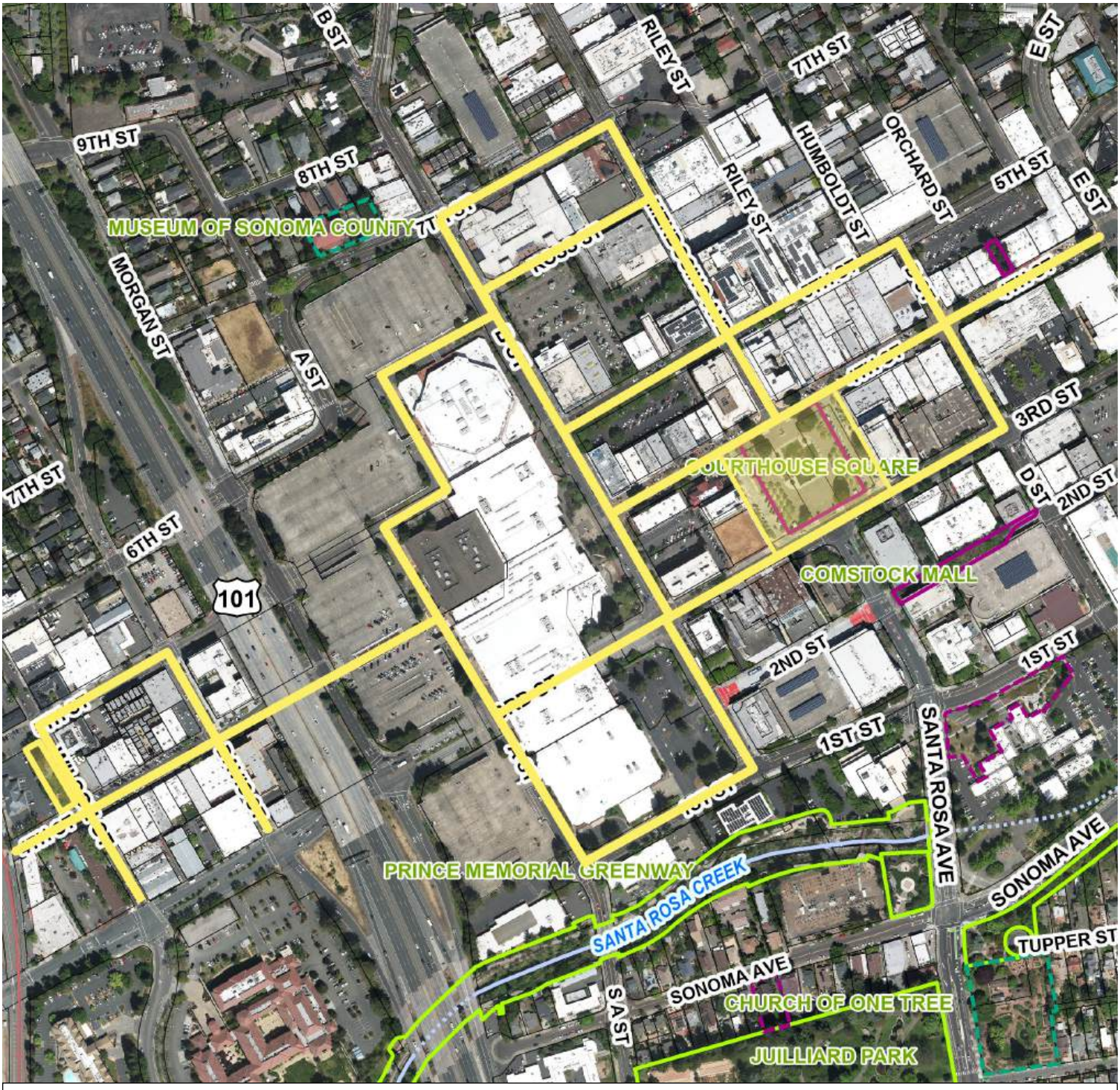
The Planning and Economic Development Department, Santa Rosa Police Department, and Entertainment Zone Leads will meet on a quarterly basis to review outcomes of the Entertainment Zone, including any safety concerns, economic impacts, and community engagement.

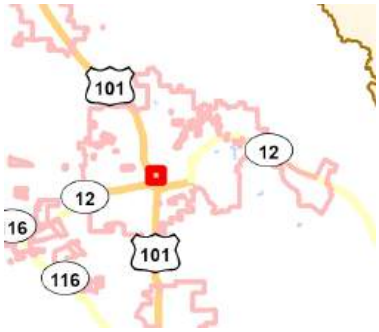
15. Initial Year Review

Following the initial year of implementation of the Entertainment Zone, City staff will provide the Council with an update including SRPD input, business engagement outcomes, and community feedback. The Council may then direct staff to continue with the Entertainment Zone, make changes, or cease operation of the zone.

City of Santa Rosa
Information Technology - GIS

Entertainment Zone Corridors





10/8/2026

Scale 1: 4,800

0 Miles 0.08