Meeting Agenda

Downtown Action Organization
Board of Directors

Date:
June 17, 2026, 9:15am

Location:
coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

1.0 CALL TO ORDER

Chair Pauline Block to call the meeting to order at 9:15am

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

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 ACTION: CONSENT ITEMS

Attachment 1
Attachment 2

4.1 May 20 Meeting Minutes
4.2 Financial Statements ending May 31, 2026

5.0 REPORT: EXECUTIVE DIRECTOR

Attachment 3
Attachment 4

- Report on Clean & Safe Team provided by Block By Block
- Report on Annual DAO Workplan
- General updates on ongoing items

6.0 REPORT: EXECUTIVE COMMITTEE

Attachment 5

- Board Attendance Report
- Report on previous Executive Committee meeting and upcoming agenda topics

7.0 REPORTS: ADVISORY COMMITTEES

7.1 Courthouse Square Improvement Advisory Committee
7.2 Ross Street Activation Advisory Committee

8.0 PRESENTATION & ACTION: APPROVAL TO LAUNCH NEW WEBSITE FOR DOWNTOWNSANTAROSA.ORG

Chair of Branding & Website Advisory Committee, Chris Denny, to present new website to DAO Board and ask for board action to authorize launch of new website, once the Committee determines the site is ready.

Meeting Agenda

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Santa Rosa, CA 95401

9.0 DISCUSSION & ACTION: REQUEST TO CITY TO ESTABLISH STRATEGIC WORKING GROUP TO ADDRESS IMPACTS OF UNSHELTERED POPULATION

Board to discuss and determine whether to approve Executive Committee's recommendation for the DAO Board to request that the City of Santa Rosa establish a strategic working group with both internal and external stakeholders, including the DAO, to develop methods to address impacts related to the unsheltered population in the Downtown area.

10.0 DISCUSSION: RENEWAL OF DOWNTOWN DISTRICT CBD

Attachment 6

Executive Director to share information about renewal of Downtown District CBD upon expiration of ten year term, and next steps needed by DAO Board, including formation of Advisory Committee and initial feedback outreach to constituents.

11.0 ACTION: APPROVAL TO EXPEND FUNDS FOR ROSS STREET ACTIVATION PRIOR TO FUNDS BEING RECEIVED

Board to take action on whether DAO can begin expending funds for Ross Street Activation project, prior to funds being received by City, from which a $100,000 payment is pending, and sponsors, with a goal of $50,000.

12.0 FUTURE AGENDA ITEMS

Committee members to share any future items they wish to be considered.

13.0 ADJOURNMENT

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 (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 Board Meeting - May 20
coLAB - Collaboration Lab
427 Mendocino Avenue, Santa Rosa, CA 95401

Board Present: Natalie Balfour, Zach Berkowitz, Chris Denny, Nicole Gaddis, Leeanna Kane, Caitlin Kurasek, Amanda Kurt, Ken Lafranchi, Don Tomasi, Argo Thompson

Absent: Beau Anderson, Pauline Block, Britt Cooper, Danielle Nelson, Gabe Osburn

Executive Director: Cadance Hinkle Allinson

M I N U T E S

1.0 CALL TO ORDER
Vice Chair Chris Denny called the meeting to order at 9:20am

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
Don Tomasi made a motion to approve consent item 4.1, April 15 Meeting Minutes and consent item 4.1 Financial Statements ending April 30. Caitlin Kurasek seconded the motion and with no further discussion it was unanimously approved.

5.0 REPORT: EXECUTIVE DIRECTOR
Cadance Hinkle Allinson provided the following report:

There continues to be positive feedback on Block By Block. The team spends a considerable amount of time watering right now to ensure the planters and trees are appropriately maintained. She expressed that the heat map Block By Block provides shows a much more consistent impact in the wider areas of the District.

She is not aware of any new businesses since the last report and provided the following Workplan updates:

Item 1.1 – Conversations continue at the City level regarding light poles and trash cans, which are both moving forward.

Items 1.2, 2.1 and 2.2 - Will be discussed later in the agenda.

Item 3.2 - All the planters have been planted and she is working on a sign concept now. Two mosaics are scheduled to be installed in the next two months. Depending on sign expenses, she expects to come in under budget.

Item 3.3 - Additional trees were planted and a few more trees were damaged. The damaged trees can't be replanted until the end of the year.

She noted that the chairs and tables on Courthouse Square will be replaced out of the project maintenance budget in the next couple months. The expense is estimated to be under $3,500.

6.0 REPORT: EXECUTIVE COMMITTEE

Vice Chair Chris Denny noted that the attendance report was included in the packet and noted that the Committee discussed a potential grant from the City for a lighting project, which he anticipates having more details about in the future. All other items discussed by the committee are covered in other agenda items.

7.0 REPORT: ADVISORY COMMITTEES

7.1 BRANDING & WEBSITE

Chris Denny noted that the Branding & Website Advisory Committee would be doing a review of the site on Friday. He shared a brief preview of the site that is currently in development and noted that the functionality and content is much more robust than what currently exists.

Cadance shared appreciation for everyone who participated in the video and shared that she was going to continue to push for better photos from businesses.

7.2 ROSS STREET ACTIVATION

Cadance referred to the attachment that outlined the activation providing an overview of the project being driven by the businesses around Ross Street. Argo Thompson spoke about the work being done by the committee and the programmatic elements of the activation.

A brief discussion occurred around the future potential of the project and what would happen if there is a funding shortfall. Cadance shared that the Entertainment Zone is now scheduled to happen in 2027.

8.0 ACTION: MEMO FROM COURTHOUSE SQUARE IMPROVEMENT COMMITTEE

Chris Denny spoke about the Advisory Committee's work and the Executive Committee's supportive response of the bold vision that the Advisory Committee presented regarding a stage on Courthouse Square.

He noted that after review the board could make a motion to approve the memo for distribution to the City of Santa Rosa's Economic Development Subcommittee.

Hugh Futrell provided a brief history and reviewed the Advisory's Committee memo. He spoke about the Courthouse Square Improvement Committee's work exploring potential stage concepts on Courthouse Square that would incorporate the Asawa panels. He underscored potential partnerships and opportunities that could arise from this project and a brief discussion occurred about the types of events that could occur.

Don Tomasi made a motion to approve the memo from the Advisory Committee and distribute it to the City's Economic Development Subcommittee for their review. Caitlin Kurasek seconded the motion and it was unanimously approved without further discussion.

9.0 ACTION: OFFERING BLOCK BY BLOCK SERVICES TO DOWNTOWN EVENT ORGANIZERS

Chris noted the impact of events on Courthouse Square on the Downtown community and the work that is often required to clean up afterward. He shared that Block By Block has created an opportunity for the DAO to offer event support services to event organizers through Block By Block, for a fee.

Cadance noted that this would be done by trained Block By Block staff, but not by the local team, so it would not impact the local team's hours or schedule.

The Board reviewed the Executive Committee's recommendation for the DAO to offer Block By Block services to Downtown event organizers, to be billed by DAO with 20% administration fee, and provide discretion to Executive Director to waive administration fee for organizations that provide substantial economic benefit to the Downtown business community.

Ken recommended that the DAO require a deposit for all services.

Ken Lafranchi made a motion to approve the recommendation as stated. The motion was seconded by Natalie Balfour. There was no further discussion and the motion was unanimously passed.

10.0 ADJOURNMENT

Vice Chair Chris Denny adjourned the meeting at 10:16am.

Attachment 2

Downtown Action Organization

Statement of Financial Position

As of May 31, 2026

	TOTAL
Assets	
Current Assets	
Bank Accounts	
1000000 DAO Operating Funds	0.00
9548 Asawa Project Funds	136,390.94
BUSINESS MONEY MARKET (3502) - 1	196,625.26
REGULAR BUSINESS CHECKING (7727) - 1	2,541.16
Total for Bank Accounts	**$335,557.36**
Accounts Receivable	
Accounts Receivable (A/R)	298,765.53
Total for Accounts Receivable	**$298,765.53**
Other Current Assets	
Cash Transfer Entries	0.00
Payments to deposit	0.00
Total for Other Current Assets	**$0.00**
Total for Current Assets	**$634,322.89**
Total for Assets	**$634,322.89**
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	46,195.78
Total for Accounts Payable	**$46,195.78**
Total for Current Liabilities	**$46,195.78**
Total for Liabilities	**$46,195.78**
Equity	
Opening balance equity	0.00
Retained Earnings	579,438.46
Net Revenue	8,688.65
Total for Equity	**$588,127.11**
Total for Liabilities and Equity	**$634,322.89**

Downtown Action Organization

Budget vs. Actuals__Budget_FY26_P&L___Report

January 1-May 31, 2026

	JAN 2026				FEB 2026				MAR 2026				APR 2026				MAY 2026				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET	ACTUAL	BUDGET	OVER BUDGET BY	PERCENT OF BUDGET
Revenue																								
1000 Income																								
1001 District Assessments	49,856.48	49,856.48	0.00	100.0 %	49,856.48	49,856.48	0.00	100.0 %	49,856.48	49,856.48	0.00	100.0 %	49,856.48	49,856.48	0.00	100.0 %	49,856.48	49,856.48	0.00	100.0 %	249,282.40	249,282.40	0.00	100.0 %
1002 Non District Assessments	10.00		10.00			0.00	0.00		1,249.59	1,249.79	-0.20	99.98 %		0.00	0.00			0.00	0.00		1,259.59	1,249.79	9.80	100.78 %
1003 Interest income	465.49	85.00	380.49	547.64 %	1,049.94	85.00	964.94	1235.22 %	1,043.30	85.00	958.30	1227.41 %	880.36	85.00	795.36	1035.72 %	787.36	85.00	702.36	926.31 %	4,226.45	425.00	3,801.45	994.46 %
Total for 1000 Income	**50,331.97**	**49,941.48**	**390.49**	**100.78 %**	**50,906.42**	**49,941.48**	**964.94**	**101.93 %**	**52,149.37**	**51,191.27**	**958.10**	**101.87 %**	**50,736.84**	**49,941.48**	**795.36**	**101.59 %**	**50,643.84**	**49,941.48**	**702.36**	**101.41 %**	**$254,768.44**	**$250,957.19**	**$3,811.25**	**101.52 %**
Total for Revenue	**50,331.97**	**49,941.48**	**390.49**	**100.78 %**	**50,906.42**	**49,941.48**	**964.94**	**101.93 %**	**52,149.37**	**51,191.27**	**958.10**	**101.87 %**	**50,736.84**	**49,941.48**	**795.36**	**101.59 %**	**50,643.84**	**49,941.48**	**702.36**	**101.41 %**	**$254,768.44**	**$250,957.19**	**$3,811.25**	**101.52 %**
Cost of Goods Sold																								
Gross Profit	**50,331.97**	**49,941.48**	**390.49**	**100.78 %**	**50,906.42**	**49,941.48**	**964.94**	**101.93 %**	**52,149.37**	**51,191.27**	**958.10**	**101.87 %**	**50,736.84**	**49,941.48**	**795.36**	**101.59 %**	**50,643.84**	**49,941.48**	**702.36**	**101.41 %**	**$254,768.44**	**$250,957.19**	**$3,811.25**	**101.52 %**
Expenditures																								
5000 Primary District Services																								
5001 Street Level Services	29,364.01	29,166.67	197.34	100.68 %	28,677.48	29,166.67	-489.19	98.32 %	28,677.49	29,166.67	-489.18	98.32 %	28,677.49	29,166.67	-489.18	98.32 %	28,677.49	29,166.67	-489.18	98.32 %	144,073.96	145,833.35	-1,759.39	98.79 %
Total for 5000 Primary District Services	**29,364.01**	**29,166.67**	**197.34**	**100.68 %**	**28,677.48**	**29,166.67**	**-489.19**	**98.32 %**	**28,677.49**	**29,166.67**	**-489.18**	**98.32 %**	**28,677.49**	**29,166.67**	**-489.18**	**98.32 %**	**28,677.49**	**29,166.67**	**-489.18**	**98.32 %**	**$144,073.96**	**$145,833.35**	**-$1,759.39**	**98.79 %**
5100 District Management																								
5101 Management / Administration	12,683.33	12,683.33	0.00	100.0 %	12,683.33	12,683.33	0.00	100.0 %	12,683.33	12,683.33	0.00	100.0 %	12,683.33	12,683.33	0.00	100.0 %	12,683.33	12,683.33	0.00	100.0 %	63,416.65	63,416.65	0.00	100.0 %
5102 Bookkeeping	338.00	250.00	88.00	135.2 %	149.00	250.00	-101.00	59.6 %	149.00	250.00	-101.00	59.6 %	149.00	250.00	-101.00	59.6 %	149.00	250.00	-101.00	59.6 %	934.00	1,250.00	-316.00	74.72 %
5103 Insurance / Taxes		0.00	0.00						5,000.00	-5,000.00	0.0 %											5,000.00	-5,000.00	0.0 %
5104 Misc. Direct Expense		291.67	-291.67	0.0 %	1,405.52	291.67	1,113.85	481.89 %	187.68	291.67	-103.99	64.35 %	566.37	291.67	274.70	194.18 %	15.00	291.67	-276.67	5.14 %	2,174.57	1,458.35	716.22	149.11 %
5105 Financial Services Fees	0.05		0.05																		0.05		0.05	
Total for 5100 District Management	**13,021.38**	**13,225.00**	**-203.62**	**98.46 %**	**14,237.85**	**13,225.00**	**1,012.85**	**107.66 %**	**13,020.01**	**18,225.00**	**-5,204.99**	**71.44 %**	**13,398.70**	**13,225.00**	**173.70**	**101.31 %**	**12,847.33**	**13,225.00**	**-377.67**	**97.14 %**	**$66,525.27**	**$71,125.00**	**-$4,599.73**	**93.53 %**
5200 Project Maintenance		1,666.63	-1,666.63	0.0 %		1,666.67	-1,666.67	0.0 %	1,357.52	1,666.67	-309.15	81.45 %	6,952.07	1,666.67	5,285.40	417.12 %	2,518.89	1,666.67	852.22	151.13 %	10,828.48	8,333.31	2,495.17	129.94 %
5300 Marketing																								
5301 Website Management		0.00	0.00		6,000.00	0.00	6,000.00			6,000.00	-6,000.00	0.0 %		0.00	0.00			0.00	0.00		6,000.00	6,000.00	0.00	100.0 %
5302 Social Media Management	1,000.00	1,083.33	-83.33	92.31 %	1,000.00	1,083.33	-83.33	92.31 %	1,000.00	1,083.33	-83.33	92.31 %	1,000.00	1,083.33	-83.33	92.31 %	1,000.00	1,083.33	-83.33	92.31 %	5,000.00	5,416.65	-416.65	92.31 %
5303 Misc. Marketing / Events		291.63	-291.63	0.0 %		291.67	-291.67	0.0 %		291.67	-291.67	0.0 %		291.67	-291.67	0.0 %	1,152.08	291.67	860.41	394.99 %	1,152.08	1,458.31	-306.23	79.0 %
5304 Website Development	7,500.00	7,500.00	0.00	100.0 %	5,000.00	5,000.00	0.00	100.0 %						7,500.00	-7,500.00	0.0 %					12,500.00	20,000.00	-7,500.00	62.5 %
Total for 5300 Marketing	**8,500.00**	**8,874.96**	**-374.96**	**95.78 %**	**12,000.00**	**6,375.00**	**5,625.00**	**188.24 %**	**1,000.00**	**7,375.00**	**-6,375.00**	**13.56 %**	**1,000.00**	**8,875.00**	**-7,875.00**	**11.27 %**	**2,152.08**	**1,375.00**	**777.08**	**156.51 %**	**$24,652.08**	**$32,874.96**	**-$8,222.88**	**74.99 %**
5500 Contingency		1,745.00	-1,745.00	0.0 %		1,745.00	-1,745.00	0.0 %		1,745.00	-1,745.00	0.0 %		1,745.00	-1,745.00	0.0 %		1,745.00	-1,745.00	0.0 %		8,725.00	-8,725.00	0.0 %
Total for Expenditures	**50,885.39**	**54,678.26**	**-3,792.87**	**93.06 %**	**54,915.33**	**52,178.34**	**2,736.99**	**105.25 %**	**44,055.02**	**58,178.34**	**-14,123.32**	**75.72 %**	**50,028.26**	**54,678.34**	**-4,650.08**	**91.5 %**	**46,195.79**	**47,178.34**	**-982.55**	**97.92 %**	**$246,079.79**	**$266,891.62**	**-$20,811.83**	**92.2 %**
Net Operating Revenue	**-553.42**	**-4,736.78**	**4,183.36**	**11.68 %**	**-4,008.91**	**-2,236.86**	**-1,772.05**	**179.22 %**	**8,094.35**	**-6,987.07**	**15,081.42**	**-115.85 %**	**708.58**	**-4,736.86**	**5,445.44**	**-14.96 %**	**4,448.05**	**2,763.14**	**1,684.91**	**160.98 %**	**$8,688.65**	**-$15,934.43**	**$24,623.08**	**-54.53 %**
Other Revenue																								
Other Expenditures																								
Net Other Revenue																								
Net Revenue	**-553.42**	**-4,736.78**	**4,183.36**	**11.68 %**	**-4,008.91**	**-2,236.86**	**-1,772.05**	**179.22 %**	**8,094.35**	**-6,987.07**	**15,081.42**	**-115.85 %**	**708.58**	**-4,736.86**	**5,445.44**	**-14.96 %**	**4,448.05**	**2,763.14**	**1,684.91**	**160.98 %**	**$8,688.65**	**-$15,934.43**	**$24,623.08**	**-54.53 %**

2026 DAO Budget and Cash Flow Projection																
Income	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Year To Date	YE Projection	Budgeted	$ From Budget
Starting cash at 1/1/25	$ 89,294.87															
District Assessments	$ 348,553.50	$ -	$ -	$ -	$ -	$ 220,000.00	$ -	$ -		$ 29,724.21	$ -	$ -	$ 348,553.50	$ 598,277.71	$ 598,277.71	$ -
Non-District Assessments	$ -	$ -	$ 1,249.59	$ -	$ -	$ 1,249.59	$ -	$ -	$ 1,249.59	$ -	$ -	$ 1,249.59	$ 1,249.59	$ 4,998.36	$ 4,998.36	$ -
Interest Income	$ 75.63	$ 655.09	$ 685.67	$ 533.01	$ 450.36	$ 85.00	$ 85.00	$ 85.00	$ 85.00	$ 85.00	$ 85.00	$ 63.93	$ 2,399.76	$ 2,973.69	$ 998.93	$ 1,974.76
Sub Total	$ 437,924.00	$ 655.09	$ 1,935.26	$ 533.01	$ 450.36	$ 221,334.59	$ 85.00	$ 85.00	$ 1,334.59	$ 29,809.21	$ 85.00	$ 1,313.52	$ 441,497.72	$ 606,249.76	$ 604,275.00	$ 1,974.76
Cash at Beginning of Month	$ 437,924.00	$ 386,468.15	$ 340,705.90	$ 291,356.57	$ 243,778.67	$ 418,917.46	$ 364,054.72	$ 315,507.79	$ 272,021.55	$ 256,729.94	$ 213,714.12	$ 161,892.77				
Expense																
Primary District Services	$ 29,364.01	$ 28,677.49	$ 28,677.49	$ 28,677.49	$ 28,677.49	$ 28,677.49	$ 30,397.49	$ 30,397.49	$ 28,677.49	$ 28,677.49	$ 30,397.49	$ 30,397.49	$ 144,073.97	$ 351,696.40	$ 350,000.00	$ (1,696.40)
Administration	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 12,683.33	$ 63,416.67	$ 152,200.00	$ 152,200.00	$ -
Bookkeeping	$ 338.00	$ 149.00	$ 149.00	$ 149.00	$ 149.00	$ 149.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 934.00	$ 2,583.00	$ 3,000.00	$ 417.00
Insurance/Taxes	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,000.00	$ -	$ 4,500.00	$ 5,000.00	$ -	$ 11,500.00	$ 11,500.00	$ -
Website Development	$ 7,500.00	$ 5,000.00	$ -	$ -	$ -	$ 7,500.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 12,500.00	$ 20,000.00	$ 20,000.00	$ -
Website Maintenance	$ -	$ -	$ 6,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 6,000.00	$ 6,000.00	$ 6,000.00	$ -
Social Media Management	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 1,085.00	$ 1,085.00	$ 1,085.00	$ 1,085.00	$ 1,085.00	$ 1,085.00	$ 1,085.00	$ 5,000.00	$ 12,595.00	$ 13,000.00	$ 405.00
Marketing	$ -	$ -	$ -	$ -	$ 1,152.08	$ 1,147.92	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 200.00	$ 1,152.08	$ 3,500.00	$ 3,500.00	$ -
Project Maintenance	$ -	$ -	$ 1,357.52	$ 4,998.44	$ 2,518.89	$ 3,500.00	$ 3,811.11	$ -	$ -	$ -	$ 3,814.04	$ -	$ 8,874.85	$ 20,000.00	$ 20,000.00	$ -
Misc. Direct Expense	$ 1,225.60	$ 187.68	$ 15.00	$ 520.00	$ 15.00	$ 205.00	$ 205.00	$ 205.00	$ 205.00	$ 205.00	$ 205.00	$ 116.72	$ 1,963.28	$ 3,310.00	$ 3,500.00	$ 190.00
Contingency (3.5%)	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 20,940.00	$ 20,940.00
Sub Total	$ 52,110.94	$ 47,697.50	$ 49,882.34	$ 48,028.26	$ 46,195.79	$ 54,947.74	$ 48,631.93	$ 44,820.82	$ 45,100.82	$ 43,100.82	$ 53,134.86	$ 49,732.54	$ 243,914.85	$ 583,384.40	$ 603,640.00	$ 20,255.60
Account Balance	**$ 385,813.06**	**$ 338,770.64**	**$ 290,823.56**	**$ 243,328.31**	**$ 197,582.87**	**$ 363,969.72**	**$ 315,422.79**	**$ 270,686.96**	**$ 226,920.73**	**$ 213,629.12**	**$ 160,579.25**	**$ 112,160.23**				

Downtown Action Organization

Statement of Activity

January 1-May 31, 2026

	TOTAL
Revenue	
1000 Income	
1001 District Assessments	249,282.40
1002 Non District Assessments	1,259.59
1003 Interest income	4,226.45
Total for 1000 Income	**$254,768.44**
Total for Revenue	**$254,768.44**
Gross Profit	**$254,768.44**
Expenditures	
5000 Primary District Services	
5001 Street Level Services	144,073.96
Total for 5000 Primary District Services	**$144,073.96**
5100 District Management	
5101 Management / Administration	63,416.65
5102 Bookkeeping	934.00
5104 Misc. Direct Expense	2,174.57
5105 Financial Services Fees	0.05
Total for 5100 District Management	**$66,525.27**
5200 Project Maintenance	10,828.48
5300 Marketing	
5301 Website Management	6,000.00
5302 Social Media Management	5,000.00
5303 Misc. Marketing / Events	1,152.08
5304 Website Development	12,500.00
Total for 5300 Marketing	**$24,652.08**
Total for Expenditures	**$246,079.79**
Net Operating Revenue	**$8,688.65**
Net Revenue	**$8,688.65**

Attachment 3

DTSR

DOWNTOWN SANTA ROSA



MAY 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



JUAN C.
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!

MAY STATISTICS

2026

TOTAL GRAFFITI'S REMOVED: 314

TOTAL TRASH SWEEPS: 1436

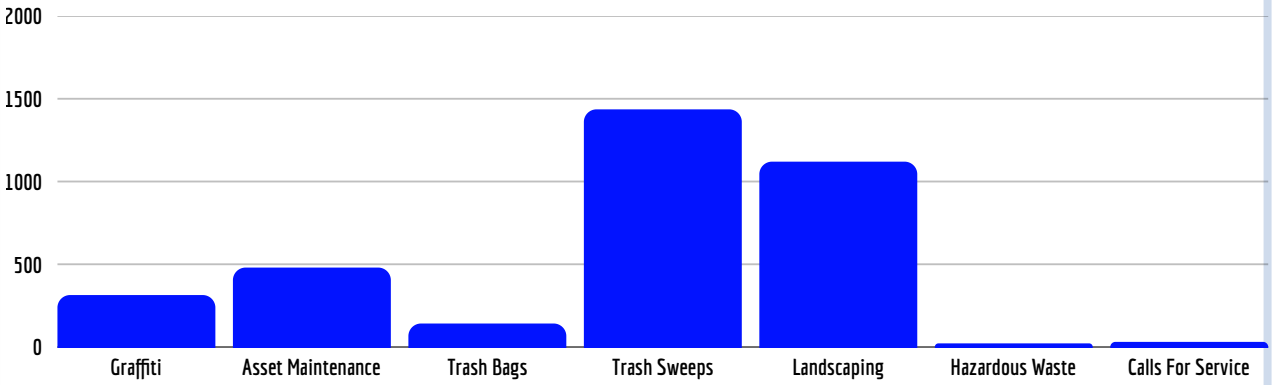
CALLS FOR SERVICE: 31

TRASH COLLECTED IN POUNDS: 3,550

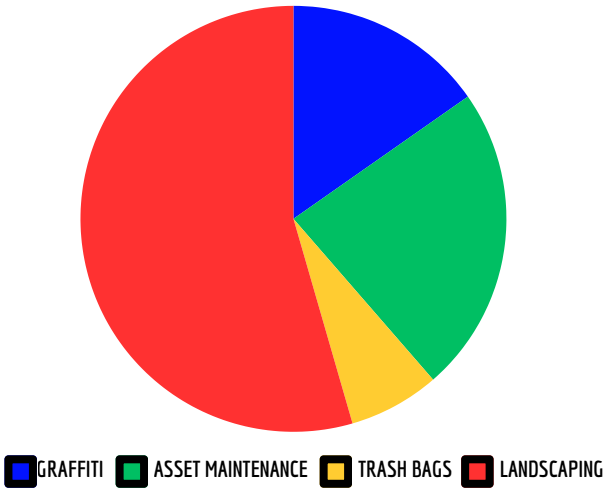
ASSET MAINTENANCE: 480

LANDSCAPING: 1,120

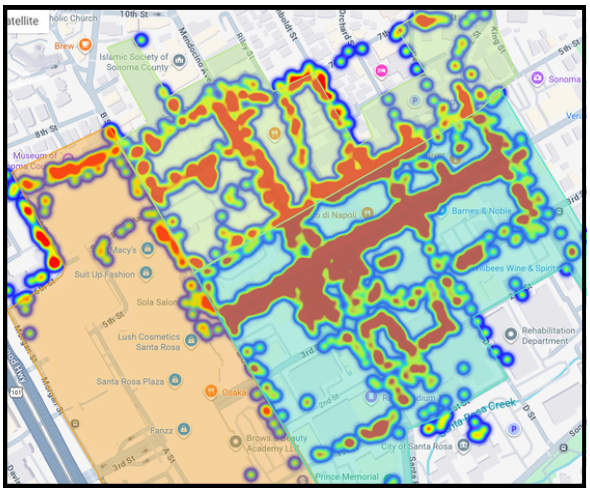
MAY STATISTICS:



GRAFFITI, ASSET MAINTENANCE, TRASH BAGS & LANDSCAPING:



DISTRICT HOT SPOTS:



BEFORE & AFTER PHOTOS

2026

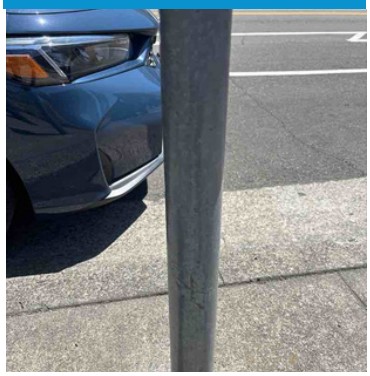
"The objective of cleaning is not just to clean but to feel happiness living within that environment."

- 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	Met with City staff and CM, shared QKA document and working on next steps.
2. Empower Branding & Website Advisory Committee to enhance downtown brand and identity and facilitate creation and launch of new Downtown website	$20,000	in process	Website expected to launch by end of June. Businesses offered discounted mini-marketing shoots.
3. Improve street level services and support for businesses through coordinating transition of street level service providers		Complete	New phone number cards distributed. Working through opportunities for event organizers to utilize Block By Block for clean up.
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	Contract signed with City. Board to get report on timeline, budget and programming in May.
2. Advisory Committee members to explore Courthouse Square enhancements and activations in coordination with City of Santa Rosa		in process	Board approved detailed memo from Advisory Committee. Memo now being presented to ED Subcommittee in June.
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	in process	Planters have been removed, repainted and replanted. Signage and mosaic installations in tree wells will take place in June.
3. Develop street tree removal and replacement strategy		in process	24 trees planted on eastern side of District, additional 8 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
4. Board Policy, Culture & Governance			
1. Identify mission and ongoing core objectives of organization	n/a	Complete	Will be placed on website once finalized.
2. Review and update organization's Bylaws	n/a	Complete	Final review by City attorney to see if Council needs to review/approve.
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

2026 DAO Board of Directors Attendance Report

Name	Absences (of 3)	Status
Beau Anderson	1	Attendance in Good Standing
Leeanna Ausiello-Kane	1	Attendance in Good Standing
Natalie Balfour	1	Attendance in Good Standing
Zach Berkowitz	0	Attendance in Good Standing
Pauline Block	1	Attendance in Good Standing
Britt Cooper	2	Attendance in Good Standing
Chris Denny	0	Attendance in Good Standing
Nicole Gaddis	0	Attendance in Good Standing
Caitlin Kurasek	0	Attendance in Good Standing
Amanda Kurt	1	Attendance in Good Standing
Ken LaFranchi	0	Attendance in Good Standing
Danielle Nelson	1	Attendance in Good Standing
Gabe Osburn	3	Attendance in Good Standing
Argo Thompson	0	Attendance in Good Standing
Don Tomasi	0	Attendance in Good Standing

Attachment 6

Downtown CBD Renewal Timeline (July 2026-July 2028)

July-December 2026
DAO: Discussions begin about renewal process, budget and engagement level from board and City staff.

City: Attorney to confirm next steps for CBD renewal and City staff assigned to project.

January-July 2027
DAO: Board to determine if they want to proceed with renewal of the District and if so, whether any substantive changes should be considered. These should be finalized by July 2027.

July-December 2027
DAO: Outreach to stakeholders/property owners to determine support level

January-March 2028
DAO: Petition Drive which needs 50% (weighted) support of property owners

March-April 2028
City: Intention Resolution adopted by City Council

April 2028
City: Notice and Ballot Mailing (Prop 218) launched by City to occur 45 days before public hearing

June/July 2028
City: Public Hearing, Ballot Submittal Deadline/Ballot Tabulation, Council Adopts Resolution of Formation