Meeting Agenda

Downtown Action Organization
Executive Committee

Date:
July 8, 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 — June 1, 2026 Meeting Minutes

5.0 REPORT: TREASURER

Treasurer to share details of current organization financials.

6.0 REPORT: EXECUTIVE DIRECTOR

Attachment 2
Attachment 3

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

7.0 REPORT: BOARD CHAIR

Report on progression of board activities, committee work, key focuses and ongoing community engagement efforts.

8.0 DISCUSSION: ROSS STREET FUNDING & SPONSORSHIP

Committee to discuss Ross Street funding and sponsorship needs.

9.0 DISCUSSION: BOARD TRANSITIONS

Committee to discuss board nomination process and transitions for 2027.

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.

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10.0 DISCUSSION: 3RD STREET GARAGE DEVELOPMENT

Committee to determine whether to bring a discussion to the DAO board regarding the future of the 3rd Street Garage and the potential role of the DAO.

11.0 DISCUSSION: DAO'S CONTINUED ROLE IN COURTHOUSE SQUARE STAGE EXPLORATION

Committee to review status of Courthouse Square stage exploration.

12.0 FUTURE AGENDA ITEMS

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

13.0 ADJOURNMENT

Chair to adjourn meeting.

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Attachment 1

DAO Executive Committee Meeting - June 1, 9am
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 9:01am

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 May 13, 2026 meeting minutes. Amanda Kurt seconded the motion and it was unanimously approved. Chris Denny was absent for the vote.

5.0 REPORT: TREASURER
Treasurer Amanda Kurt noted that it was too early in the month for past month's financials to be ready.

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

She noted that Capriciano Osteria is scheduled to open soon and she stopped by to drop off some cards. She also shared that Frenchie's Wine Bar is scheduled to open later this summer.

She heard from B Boutique that they can't sustain their business in the Downtown and specifically cited a drop in tourism, parking fees and lack of engagement from the Press Democrat as reasons why.

She shared that there have not been many substantive updates to the workplan since the last board meeting, and the new tables and chairs were purchased and should be arriving this week.

She shared that she's had some recent concerns with Block By Block, specifically related to overhiring and overpromising on the event support. She is going to follow up with their management about both items.

7.0 REPORT: BOARD CHAIR

Chair Pauline Block reported that there still was no signed contract from the City for the Ross Street Activation, but that the Committee is meeting again today and further updates should be available at the next board meeting.

She shared that the memo regarding the stage will be shared at the June 8 ED Subcommittee meeting.

8.0 REPORT: BRANDING & WEBSITE ADVISORY COMMITTEE

Chris shared that he's very happy with the website and its functionality. It represents a decent step toward a destination site with content geared toward making Downtown Santa Rosa an attractive destination.

Chris noted that the website is only as good as the content provided and that continuing to get content from businesses, as well as for generic Downtown activity, will be key.

Chris asked the Executive Committee to present the website to the board at the next meeting and ask them to authorize the Branding & Website Advisory Committee to launch the site when they were ready.

9.0 DISCUSSION: REQUEST TO CITY TO ESTABLISH STRATEGIC WORKING GROUP TO ADDRESS UNSHELTERED ISSUES

The committee discussed whether to bring to the DAO Board for discussion and approval, a request to the City of Santa Rosa to establish a strategic working group with all local providers and City staff to develop methods to address impacts related to the unsheltered population in the Downtown area.

A conversation ensued about ensuring all properties follow a good neighbor policy.

The committee determined to move it forward with the board and wanted Beau and Cadance to sit on the committee.

10.0 RENEWAL OF DOWNTOWN DISTRICT

Cadance shared some context about the need for the District to undergo renewal in two years, noting that she had begun communication with the City and it was time to begin outreach. The Committee determined a discussion would go on next month's agenda with a request for committee members to join an Advisory Committee with their first

task being to conduct outreach to property and business owners to get their feedback. The survey will be distributed in the fall communication to property owners.

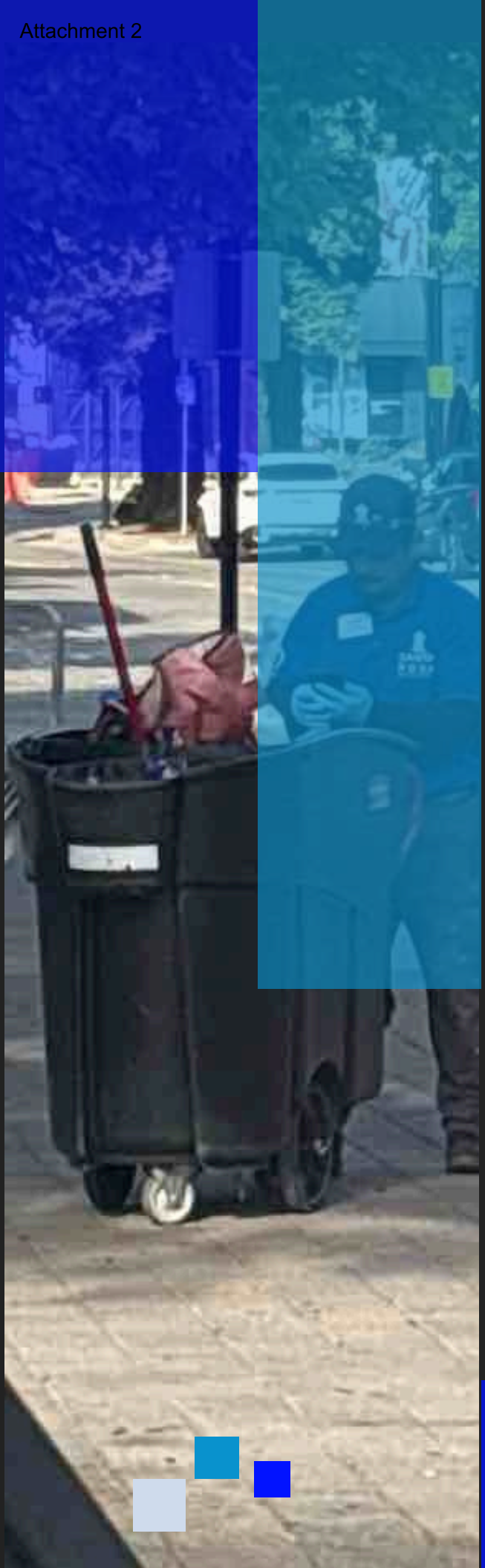
11.0 FUTURE AGENDA ITEMS

There were no future agenda items discussed.

12.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 9:55am.

Attachment 2



DTSR

DOWNTOWN SANTA ROSA

JUNE 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!

JUNE STATISTICS

2026

TOTAL GRAFFITI'S REMOVED: 180

TOTAL TRASH SWEEPS: 1397

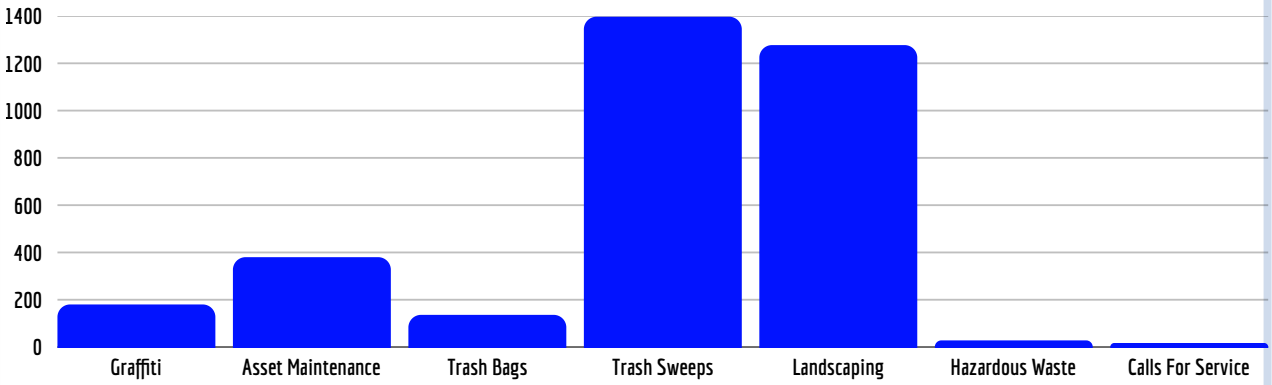
CALLS FOR SERVICE: 17

TRASH COLLECTED IN POUNDS: 3,400

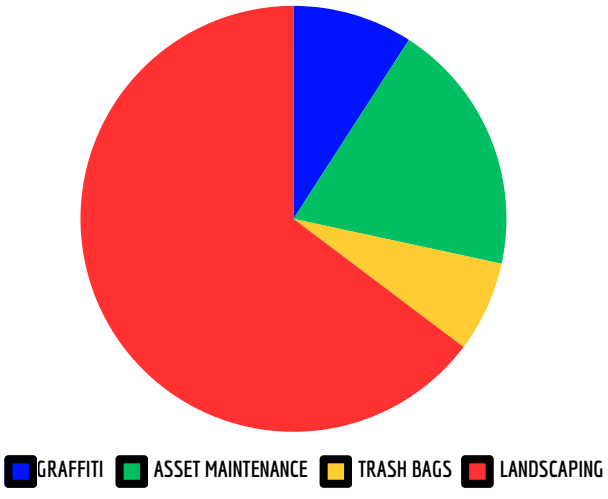
ASSET MAINTENANCE: 380

LANDSCAPING: 1,277

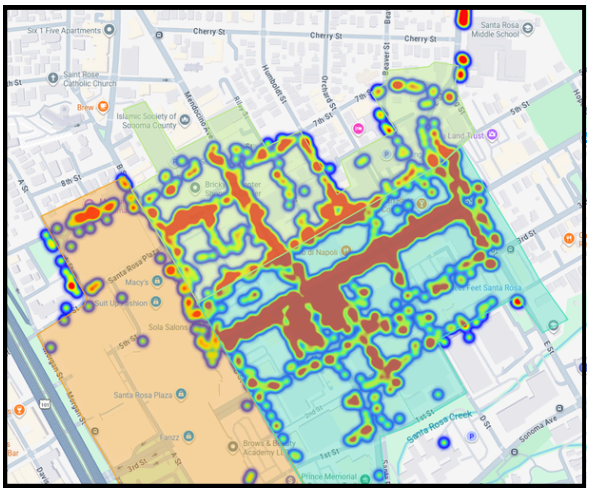
JUNE STATISTICS:



GRAFFITI, ASSET MAINTENANCE, TRASH BAGS & LANDSCAPING:



DISTRICT HOT SPOTS:

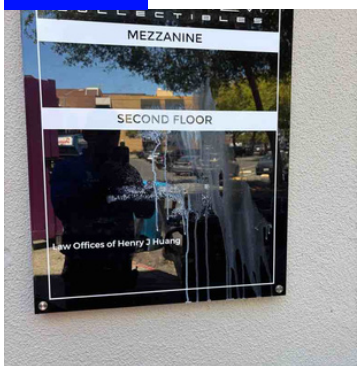


BEFORE & AFTER PHOTOS

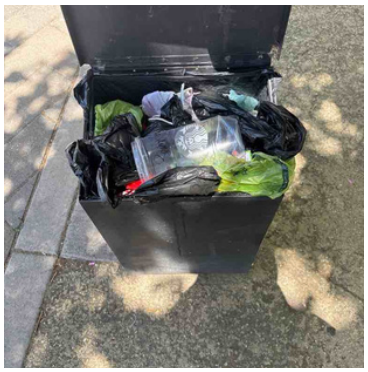
2026

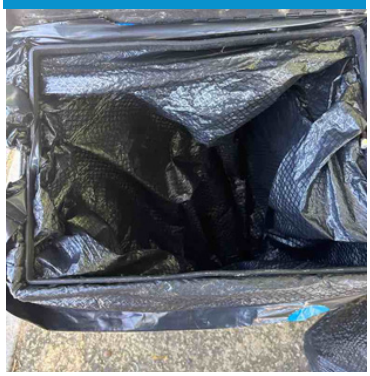
"The objective of cleaning is not just to clean but to feel happiness living within that environment."

- Marie Kondo

















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. Expecting meeting to revist later in the summer.
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	Contract signed with City. Purchasing and activation planning underway for August 7 launch.
2. Advisory Committee members to explore Courthouse Square enhancements and activations in coordination with City of Santa Rosa		in process	Memo presented to ED subcommittee. Request for 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	in process	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 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.