Meeting Agenda

Downtown Action Organization
Executive Committee

Date:
September 9, 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	August 12, 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/ACTION: PROGRESS REVIEW AND FEEDBACK**
	Review progress made on strategic memo adopted by DAO Board in August, authorizing continued work of Chair and Vice Chair to bring deliverables forward for review and approval at September DAO Board 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.

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Downtown Action Organization
Executive Committee

Date:
Month Date, Year, Time

Location:
coLAB
427 Mendocino Avenue
Santa Rosa, CA 95401

9.0 DISCUSSION/ACTION: TITLE OF AGENDA ITEM

Attachment 4

Discuss conversations and outreach on Downtown issues taking place between business owners and City of Santa Rosa.

10.0 FUTURE AGENDA ITEMS

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

11.0 ADJOURNMENT

Chair to adjourn meeting.

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DAO Executive Committee Meeting - August 12, 2026, 9:30am
coLAB - Idea 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 9:32am

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 CONSENT ITEMS:
Beau Anderson made a motion to approve Consent Items, June 1 Meeting Minutes and August 5 Meeting Minutes. Chris Denny seconded the motion and it was unanimously approved.

5.0 REPORT: TREASURER
Amanda noted that financials weren't ready in time for the meeting.

6.0 REPORT:
Cadance Hinkle Allinson provided the following report:

The Ross Street Activation is launching on Friday and has been the bulk of the work she's been doing over the last month. She noted that unfortunately some street level services would be utilized to support the activation.

She noted that the City has requested a scheduled meeting for the Entertainment Zone.

A meeting took place with Gabe Osburn, Dan Hennessy and Scott Adair to talk about the items that are waiting to be addressed in the Downtown, including trash cans, light poles, Jeju Way, and the old fountain in front of La Rosa. She was told that they planned to spend $60,000 of park fees on a temporary installation of the Asawa Panels.

Cadance noted that all No Trespass letters need to be notarized now. Beau offered to look into whether the notary at Sonoma Clean Power could provide services to

Downtown businesses. Cadance will be following up with Lt. Mahurin to get the current letter out for signature.

The survey for the renewal committee has been completed and Cadance aims to get it out to the business community in the next week or two. The same link will be sent to property owners.

She has had some communication with Railroad Square and the committee determined the next step would be for the Railroad Square board to provide a scope of services.

7.0 REPORT: BOARD CHAIR

Pauline noted that all topics would be discussed in subsequent items.

8.0 DISCUSSION: EXECUTIVE DIRECTOR CONTRACT AND ORGANIZATIONAL STRUCTURE

Pauline shared appreciation for the memo Chris drafted outlining the organizational structure, assessment strategies, timeline and action plan.

There was support for what was included in the document and a discussion ensued about the possible outcomes and the importance of board feedback. The committee determined to bring the item to the board to: review, discuss and approve the organizational assessment and proposed action plan, and authorize execution of included deliverables. Pauline will follow up with the board after the agenda email is sent to ensure everyone reviews prior to the meeting.

9.0 DISCUSSION: BOARD TRANSITION

Cadance shared that nine people were scheduled to term off in December 2026, a consequence of the initial one year term, followed by a subsequent three year term. She will email them to ask if they are interested in submitting their name for serving an additional three year term, with an August 31 deadline to respond.

Beau will be serving as the chair of the Nominating Committee and Pauline will ask for volunteers to serve on the Nominating Committee at the next board meeting. The goal will be to conduct interviews in late October and early November.

10.0 DISCUSSION: 3rd Street Garage Development

Pauline shared that Development of the 3rd Street Garage was brought to the Executive Committee with the request that the DAO take action on the item.. A discussion occurred about whether the DAO had a mechanism for evaluating individual developments. The Executive Committee determined that until a scope has been developed to evaluate individual projects, this item, and any other requests for action on specific developments, won't be brought forward to the board.

The importance of collecting feedback from constituents, as part of a future scope, was noted. Pauline will update everyone on this, in her report.

11.0 Discussion: DAO's Continued Role in Courthouse Square Stage Exploration

A brief update was provided on the work of the Courthouse Square Advisory Committee and Cadance shared she anticipated the committee would bring forward a proposal to the Executive Committee to review at the next meeting.

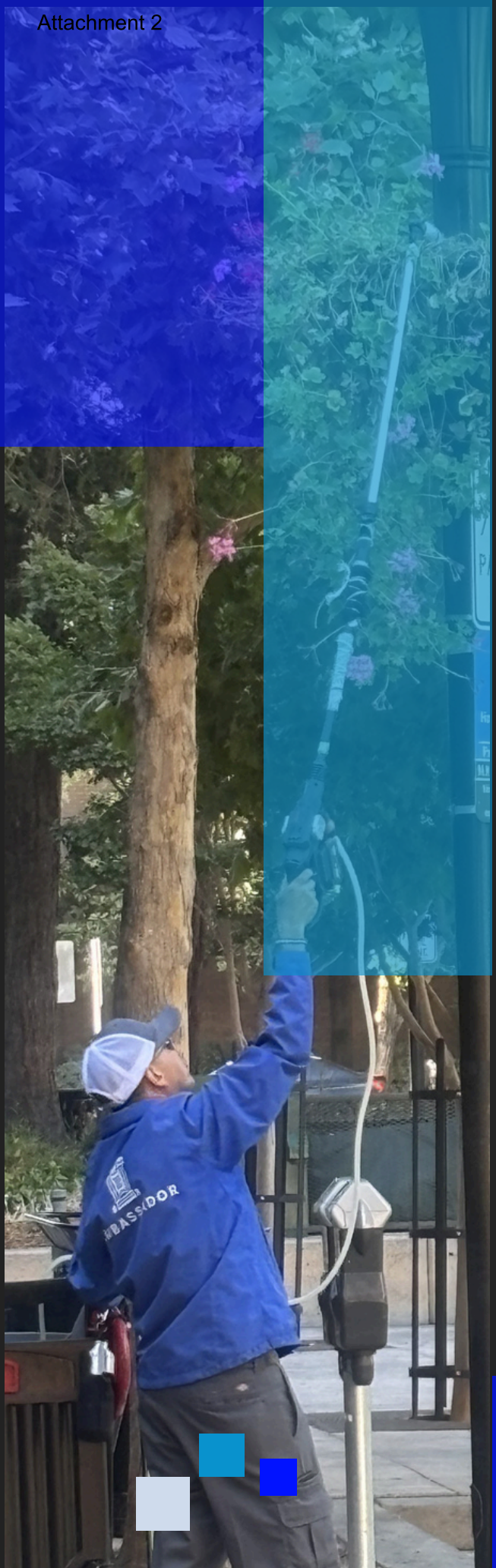
12.0 Future Agenda Items

No additional agenda items were discussed.

13.0 ADJOURNMENT

Chair Pauline Block adjourned the meeting at 10:38.

Attachment 2



DTSR

DOWNTOWN SANTA ROSA

AUGUST 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



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!

AUGUST STATISTICS

2026

TOTAL GRAFFITI'S REMOVED: 176

TOTAL TRASH SWEEPS: 844

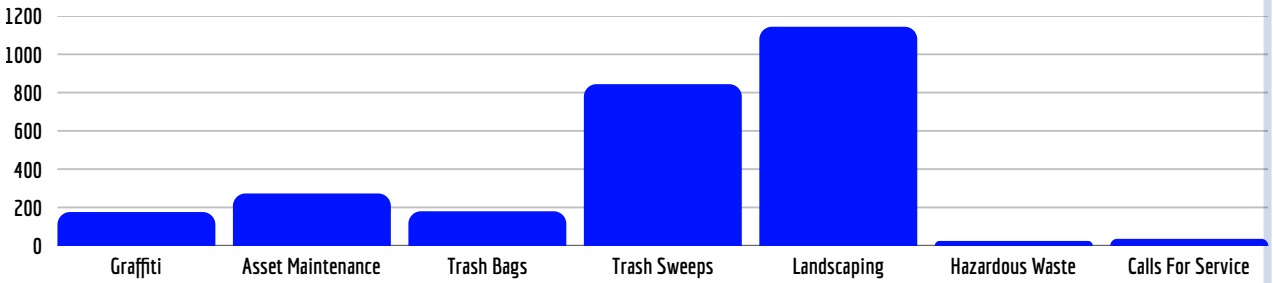
CALLS FOR SERVICE: 36

TRASH COLLECTED IN POUNDS: 4,500

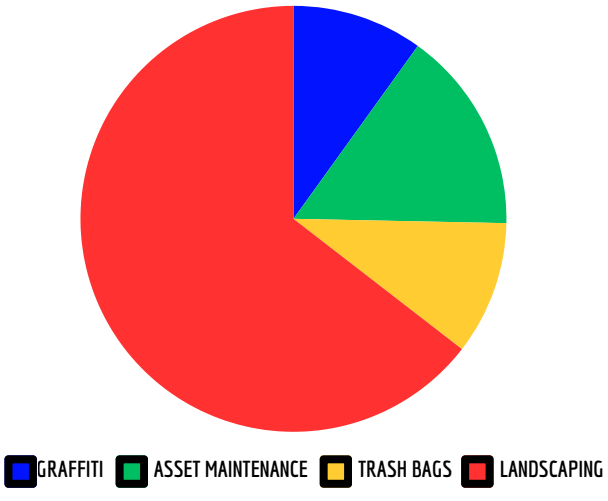
ASSET MAINTENANCE: 273

LANDSCAPING: 1,144

AUGUST STATISTICS:



GRAFFITI, ASSET MAINTENANCE, TRASH BAGS & LANDSCAPING:



DISTRICT HOT SPOTS:

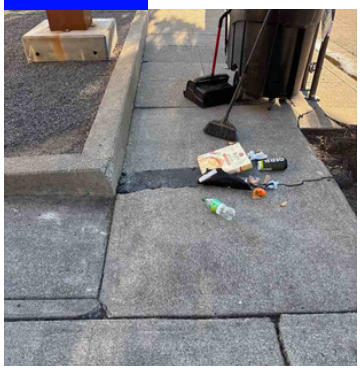


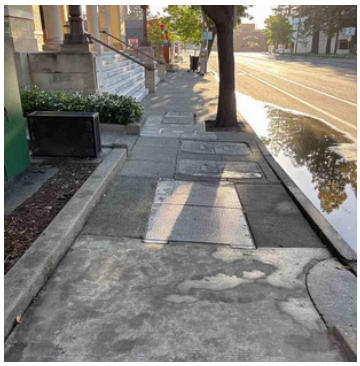
BEFORE & AFTER PHOTOS

2026

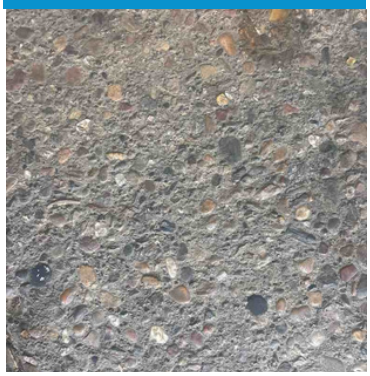
"The objective of cleaning is not just to clean but to feel happiness living within that environment."

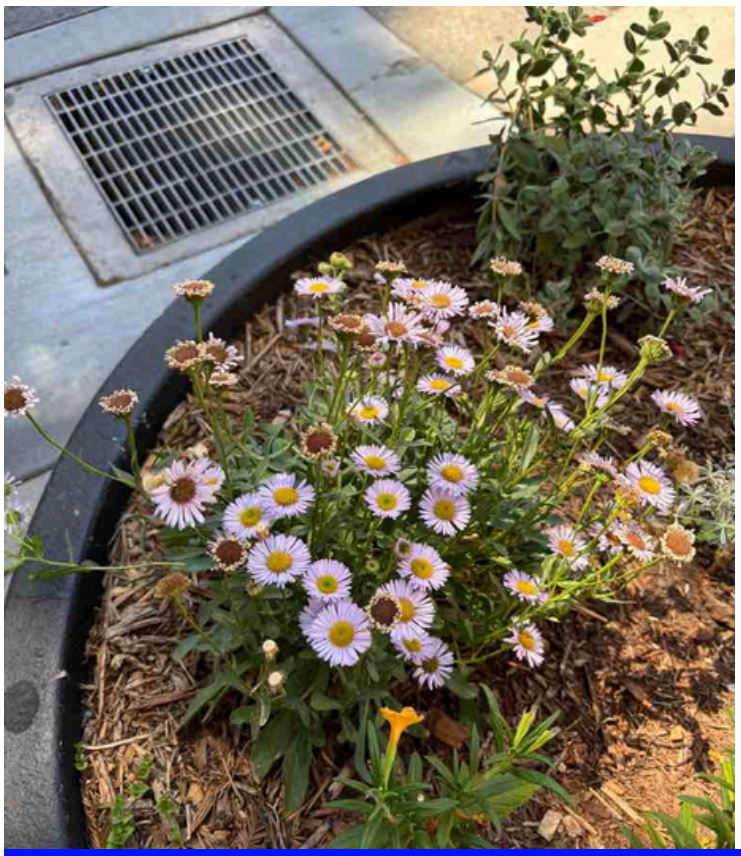
- Marie Kondo

















Attachment 3

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	Work underway for August 14 launch, with October 31 end.
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	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 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 4

Gmail

Cadance Hinkle Allinson <cadance@downtownsantarosa.org>

Our Downtown Needs More Assistance and Investment from the City

Sonu Chandi <sonu@chandihospitality.com> Wed, Sep 2, 2026 at 2:51 PM
To: citycouncil@srcity.org
Cc: jnutt@srcity.org, ldaugherty@srcity.org, Natalie Cilurzo <ncilurzo@russianriverbrewing.com>, Max Bretzke <max@landandwater.coffee>, Caitlin Kurasek <caitlin@larosasantarosa.com>, Grayson <mauichef@gmail.com>, Ananda Sweet <anandas@santarosametrochamber.com>, cadance@downtownsantarosa.org, Shane Valentine <beerbaronsr@chandihospitality.com>, Keven Brown <kbrown@corricks.com>, Mark Stark <mark@starkrestaurants.com>, Terri Stark <terri@starkrestaurants.com>, Ren Chandi <ren@chandihospitality.com>, Leeanna ausiello <ausilee08@gmail.com>, CHG ADMIN <admin@chandihospitality.com>

To the Mayor, Santa Rosa City Council, and City Leadership:

We write collectively as downtown Santa Rosa business owners, employers, and investors because we believe our downtown has reached a critical economic inflection point.

Businesses are struggling to survive, and we need the City to act now.

After a summer filled with Wednesday Night Markets, SoCo Markets, Monday night movies, concerts, food trucks, and other downtown programming, the difficult reality is that this activity has **not translated into sustained customer traffic, meaningful sales growth, or lasting downtown vibrancy for many permanent businesses.** When the events end, the crowds disappear. Too often, our streets are quiet again, restaurants and retailers remain underutilized, and the businesses here seven days a week continue to struggle. This is the key reason my family had to close three additional restaurants we operated downtown in the past, new concepts have come and gone or are struggling, as has been the case downtown for years.

The numbers are becoming impossible to ignore.

Among just a few downtown restaurants, year-over-year sales declines are significant: **Belly is down more than 40%, Augie's is down more than 30%, Beer Baron is down just under 10% and Russian River Brewing Company—a 23-year-old business downtown—is down 7% in year-over-year customer count, which is alarming as more businesses are reluctant to share publicly.** These are not abstract economic indicators. They represent fewer customers, fewer employee hours, reduced purchasing from local vendors, shrinking tax revenue, and businesses being forced to make increasingly difficult decisions simply to remain open.

And these are only a few examples. Across downtown, we hear the same stories: declining customer traffic, reduced sales, shortened hours, employee hour reductions, vacancies, and closures. Behind every dark storefront is lost private investment, lost jobs, lost tax revenue, and one less reason for people to come downtown.

This is not sustainable.

We recognize that no single issue created these conditions. However, City policy must be part of the solution. And today, some policies are making an already difficult business environment harder.

Parking is an immediate example. At the very moment downtown needs to compete aggressively for customers, increased parking rates and $50 citations create another barrier to visiting. Consumers have choices throughout Sonoma County, and downtown Santa Rosa cannot afford to make itself less convenient or more expensive. We have been in an economic downtrend for a couple of years now and city leadership should never have agreed to increase the prices of the meters or parking citations earlier this year.

A few downtown business owners and I asked the Santa Rosa Chamber of Commerce to help us get data from the Parking Department. It took weeks to get that data and the way it was presented wasn't clear. However, I could see that overall numbers are down from last year. If we dig deeper and break down the data for days without events, we will see that our numbers are much worse than the few-percent decline shown in the data presented to us.

This is no longer theoretical. **We hear directly from customers who say they are rushing through meals because they are afraid of receiving "another $50 ticket."**

I have personally seen downtown empty while multiple parking enforcers hand out tickets that deter those individuals from returning downtown.

We see Yelp reviews warning future customers about downtown parking enforcement and telling them to avoid downtown altogether because of the risk of an expensive citation.

Think about what that means for a restaurant, retailer, or service business trying to build customer loyalty and increase visitation.

Access is only part of the challenge.

Businesses investing significant capital in downtown properties continue to contend with trash, vandalism, human waste, discarded needles, inadequate lighting, and other conditions that undermine the customer and employee experience.

I acknowledge that Police presence downtown has definitely improved in the last year or so, which will minimize some incidents caused by individuals who are not in the best state of mind.

Events and programming have a role, but they cannot substitute for a healthy everyday business environment. A thriving downtown cannot exist only on event nights. It is built Monday through Sunday by permanent businesses employing people, paying rent and taxes, purchasing from local vendors, investing in their properties, and serving this community every day.

We are asking the City to treat the economic health of downtown with the urgency it deserves and immediately:

- Implement **90 minutes of free downtown parking** as an economic-relief measure for Parking Meters and Garages so we can send a message that the city is willing to listen and work with Business owners to bring back locals and welcome tourists downtown.
- Reevaluate current parking rates and **$50 citations**, including meaningful grace periods, warning-based enforcement, and policies designed to encourage—not discourage—downtown visitation
- Ticket enforcement personnel should be trained as ambassadors who support the city and business owners by appreciating visitors rather than only focusing on giving tickets. Even when we issue a warning or a ticket, the interaction should still present downtown as a welcoming place

Long-term solutions will require thoughtful planning. **Immediate relief does not.**

One of the long-term solutions is that I think it's time we work together to create a Downtown Business District that can really help support the businesses to not just survive but to thrive downtown. Our team, the Santa Rosa Chamber of Commerce, and the Downtown Action Organization are willing to be thought partners on how to bring this to Life.

We are not asking the City to guarantee the success of private businesses. We accept that responsibility every day. We compete for customers, manage our costs, invest in our employees, market our businesses, create promotions and events, and continually adapt our operations.

We are asking the City to protect the conditions necessary for businesses to compete, invest, employ people, and succeed.

Downtown businesses have invested millions of dollars collectively in Santa Rosa. We create jobs, generate tax revenue, support community organizations, activate storefronts, and give residents and visitors reasons to come downtown.

We are doing our part. We need our City to do its part immediately.

A vibrant downtown cannot be measured by how many people attend an occasional event. It must be measured by whether the businesses that are here every day can survive and thrive.

Right now, too many cannot.

Please act before more businesses, jobs, and investment are lost.

Respectfully,

--

CHANDI
HOSPITALITY GROUP

Bhupinder "Sonu" Singh Chandi
Owner & CEO
751 4th Street, Santa Rosa, CA 95404
Office: 707-247-5100
Direct: 707-412-9383

