



## **HISTORIC RAILROAD SQUARE ASSOCIATION**

**Community Benefit District**

**Board Meeting ZOOM**

**Thursday, July 16, 2020 12 noon**

California Welcome Center /Visitors Center (closed now)  
9 Fourth Street Historic Railroad Square Santa Rosa, Ca. 95401

## **MINUTES**

1. Meeting called to order by Mike Montague, President
2. All Board members in attendance. Hugh Futrell arrived later
3. No comments from members of the public. Jim McCalligan requested that a discussion of Depot Park be on next month's agenda. Rafael Rivero announced date change to August 12, 2020 for Brown Act Board training
4. Consent item: Minutes from June 18, 2020 were moved by Noelle Hermann and seconded by Paul Quatrocchi and approved by all present.
5. President's Report:
  - 5.1. Exploring options for daytime maintenance crew to clean-up RRSQ. Paul suggested that the City sweep under the freeway again since glass and debris still in evidence. Rafael will request service.
  - 5.2. Daytime security bid will be evaluated by Executive Committee for subsequent Board approval
  - 5.3. Request for approval of banner replacement for 30 new banners @\$59 each plus tax = \$1864.99. Electric Crayon Signs, who did them 5 years ago, is able to produce them in a week. Rafael will check on encroachment permit requirements and inquire about an outside vendor to install (est, \$8/banner). It

was moved by Paul/seconded by Rafael to approve funds for production and installation/permits not to exceed \$3200.00. Approved by all.

6. Committee Reports on team projects:

6.1. TRASH CANS: Paul reported on the condition of the 26 cans with 7 needing major attention including replacing doors and all needing cleaning and repainting plus rethinking locations. Paul suggested replacing broken locks with master key for Recology. Jim suggested getting replacement doors with coils that spring shut. Replacement costs might be approximately \$1500-\$2000/can. Rafael will set up a meeting with Public Works and an estimate for costs and options. Mike will donate a newish can that he purchased years ago and is in storage.

6.2. TREES: Committee of Jim, Flo and Curt produced a detailed condition map and will report back with priorities for work schedule based on funds available. Sidewalk repair, by law, is the responsibility of the property owners. Rafael will give Jim names of cost-effective vendors to interview.

6.3. MARKETING/MERCHANT SURVEY: Noelle reported on her conversations with 4 merchants pre-COVID. The reoccurring themes were to focus on how to bring in more foot traffic and create an experience v/v events like a Farmers Market or Art Walk as example or special events like the SCARE or The Taste of Railroad Square. Beautification, planters, lighting, sidewalks, increased marketing were mentioned by all as important ways to entice visitors to RRSQ. Mike reported that funds that were transferred over from HRRSQA were earmarked for marketing. Committee would need a clear budget to work with and clearly articulate a program.

6.4. Chairs of all the subcommittees would be appointed by President and committees would be comprised of business owners and merchants. All Ad Hoc Committee members were asked to meet with City staff and Rafael for next steps and cost estimates and report back next month.

7. Financial Report: Hugh reviewed current income and expenses

8. Review and approval of 2020 budget for remainder of the year

8.1. Hugh presented budget of \$203,395 in general categories of Civil Sidewalks, District Identity, Program Management, Reserve and Contingency. It was moved Curt/ seconded Noelle to accept the budget as presented.

9. Discussions:

9.1. Management Plan for hiring part time staff and confirming office space-

Background: pre-COVID we were reaching an agreement with the Visitors Center for free space plus fees for using copier. We have not pursued hiring for the position until the Visitors Center re-opens. Hugh also offered temporary space in a small empty office in his building at 200 4<sup>th</sup> gratis. (Thankyou) Dee has been collecting names of prospects suggested by word of mouth, but no official job description has been circulated and Dee will forward on the draft job description to board members to be aware of the skill sets needed for the part time position and to solicit interest. Salary to be negotiated. The EC would do initial screening and then bring to the Board for final interviews and decision.

- 9.2. Historic Railroad Square self-guided Walking Tour installation:  
Background – last year Dee and Mike worked with TIV Branding on historic photos and copy for poster-sized window displays for a walking tour that would be linked to the web site. 8 displays have been completed and will be installed. More will be added as historic photos and history materialize.
- 9.3. 4<sup>th</sup> Street closures/Parklets- Board members expressed
- 9.4. concerns re: the numbers of parking spaces being reserved for restaurants but sitting empty when restaurants are not open, depriving retail shops of valuable parking. Not in favor of street closure at this time given the more negative impact on retailers. Restaurants are apparently taking more spaces than their store frontage. Gabe Osborne from the City is the encroachment permit person.
- 9.5. Put the Square in RRSQ plan for a temporary reconfiguring of the Depot area.  
Background: At the June meeting during public comments, Lois Fisher presented a brief review of her plan to set up a temporary version of a reconfigured Depot Parking lot as a way to support local businesses and give visitors a place to gather. Several of the restaurants have already taken advantage of the Park-let option to spill into the parking spaces in front of their business which is providing some additional support for them. Because the Board has not had a chance to study what the plans are, the feeling was that at the moment it is premature to be making changes to that area given the lack not only of funding but also of Board and District involvement in the decision making. Lois will be invited back to make a formal presentation.
- 9.6. Concerns expressed about AC Marriott and employee parking under freeway.  
Hugh will follow-up.
10. Meeting adjourned at 1:45 pm.
11. **Next Meeting: August 20,2020**