



Historic Railroad Square Association

Community Benefit District

Board Meeting ZOOM

Thursday, August 20, 2020 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 at 12:10 due to a non-responsive Zoom meeting. A new meeting invitation was sent to the Board.
2. Roll Call: Larry Silver, Theresa Tomassi, Paul Quatrocchi absent
3. No members from the public present
4. Consent item: Minutes from July 16, 2020 m/Noelle s/Jim. Approved by all present
5. President's Report - Mike Montague
 - 5.1. Security report: good reporting. Loitering, camping, water usage observed at Arlene Francis Center. Mike has spoken to owner. More daytime homeless have been observed in the district and City continues to monitor under the freeway. Importance to remain alert to any re-populating under the freeway.
 - 5.2. At the request of a board member, the monthly RRSQ Board meeting, starting with the September 17,2020 meeting, will be changed to 9AM. All present approved. Mark your calendars.
 - 5.3. Dee reported that both the John Stewart Company and Cornerstone would like to meet with the Board to present their proposed projects.
 - 5.4. Dee reported that Miracle Plum is pursuing the formation of a Farmer's Market on 5th between Wilson and Davis and will forward on their proposal and sponsorship interest.

Board feeling that RRSQA should be major sponsor and own the event with Miracle Plum being the managing partner. The event presents an excellent opportunity for marketing RRSQ.

- 5.5. RRSQ Self-Guided Historic Walking Tour: the first 8 stops are ready to be produced courtesy of TIV Branding. Stay tuned.
- 5.6. Banner replacement and installation report: bids for manufacture installation for the 30 banners, including costs for encroachment permit from the City comes to \$2592.99 (approved budget was \$3200). There maybe a few more City fees. Rafael will help facilitate the process. We will need permits and a request for 'delegation of banner program' which will basically give us control over our banner locations. City approves the final design which will remain the same.
- 5.7. Dee thanked Rafael for his quiet behind the scenes efforts and his persistence in removing graffiti from 2 buildings that had been heavily tagged. He worked with volunteer students from SRJC to make it happen.
- 5.8. AC Marriott scheduled to open @ August 26th. Work on grading the parking lot on 6th Street has started but will not be ready in time for the opening.
6. Financial Report: Hugh Futrell reported minimal activity with approximately \$174,000 in the bank and major expenses being security.
7. Review final job description and hiring process - Hugh Futrell
 - 7.1. Changes from draft document include part-time position of 24 hours and salary based on experience. At this point we are not sure if our future budget can support a full-time position for 2021, but there should be more assessment funds coming in from AC Marriott to augment the budget. Notices will be going out from the County to property owners in December. It was suggested additional wording that staff would be the liaison to property owners and merchants as well as to the City. So noted. At this point, through word of mouth, we have 4 prospects. The Executive Committee will interview in executive session and present the finalists to the Board at another Exec. Session meeting. It was determined that since we have 4 good candidates now we would not post the job notice unless needed.
8. Discussion items:
 - 8.1. Brown Act training was well received and helpful. City staff encouraged any questions as needed.
 - 8.2. Draft Downtown Station Area Plan revisions meeting: we will send the link to Board members to review and comment on the plan. Rafael noted that another presentation will be made at the Downtown Council Meeting on September 3 at 8:30 am. Dee will send on the ZOOM link once it is posted.
 - 8.3. Ad Hoc Committee reports:
 - 8.3.1. Tree Committee proceeding with the RFP process and asked Rafael for help in determining the correct protocols. The committee has identified 3 firms. The

subject of tree lights was brought v/v pruning and repair and will be included in the RFP.

8.3.2. Wayfinding signs- Geoffrey at Bike Peddler will start the research on signage

8.3.3. Paul was not present but will have a detailed report on trash cans. Rafael reported that installing locks on the trash cans might present a problem with Recology and that meetings that were to take place have been postponed due to David Guhin's departure. He also said that Kim from Parking has a sweeping service once/week under the freeway and that her crew cleans up litter everyday.

8.3.4. Paul suggested to Mike that we have a Volunteer Clean-up morning with business and property owners coming out to clean and refresh the district. These clean-up days have been successful in the past. Rafael volunteered to help with supplies as needed. More to follow.

8.3.5. Mike will appoint a new committee chair and members to replace the Project Review Committee which was in operation for years. This committee would focus on new projects review such as the Cannery, the SMART site and Depot Park and would report back to the Board.

8.3.6. Design Committee- discussion on whether this committee should be a standing committee or not. More discussion to follow.

8.4. Adjournment: the meeting was adjourned at 1:30PM.

Dee Richardson
Secretary