



**HISTORIC RAILROAD SQUARE ASSOCIATION**  
**Minutes - October 15, 2020**

**MINUTES**

Present: Mike Montague, Hugh Futrell, Dee Richardson, Marianne Neufeld, Curt Nichols, Jim McCalligan, Florine Ellingson, Theresa Tommasi, Paul Quattrochi, Noelle Hermann, Rafael Rivero

Absent: Larry Silver, Hardeep Gil

RRSQA Staff: Kris Wilson

**1. CALL TO ORDER**

Mike called the meeting to order at 9 am

**2. PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to 2 minutes each)**

Member from the public Brad Calkins, Visit Santa Rosa was present

**3. CONFLICTS OF INTEREST OR ABSTENTIONS**

There were no conflicts of interest or abstentions

**4. CONSENT ITEMS**

Motion to accept consent items, minutes from October were unanimously passed with one correction by Jim McCalligan -Lois Fisher was not present at Depot Meeting.

**5. PRESIDENT'S REPORT: Mike Montague**

- Mike reminded Board intention to keep meetings to an hour
- Security Update: Larry Silver will be over seeing management of the security program. There has been slight increase in homeless campers. Daytime security might be considered in the future.
- Halloween Event update: The City is not issuing permits street events due to COVID guidelines, so event plans were withdrawn. There was discussion of plans for 2021.

- Farmers Market Update: Mike, Kris, Marianne and Dee ZOOMED with Gwen and Sallie about their plans for a farmers' market on 5<sup>th</sup> Street and desire for RRSQ to cover liability insurance costs as well as \$10,000 in sponsorship fees. The idea of a market was well received, but there were unanswered concerns that the committee and the Board raised: in general, there needs to be more groundwork done spelling out concerns related to timing, management/oversite, location (prefer Depot Park) concerns about access for condo tenants from their garage parking on 5<sup>th</sup>, explanation of budget and other sources of revenue and possible competition from new Roseland Market that has been established . Rafael mentioned Kelly Smith, who is a market manager/consultant, and he was going to give them her contact info and suggest meeting with her. Positive feeling about the Market and Gwen and Sallie's enthusiasm and professionalism but need a clearer understanding before we can move forward.
- TIV Branding proposal was received by Mike, but too late for the Board to take action at this meeting. TIV has been very generous with their advice and assistance. This contract would formalize specific tasks in a 6-month contract at \$425/month (\$2500 total) This would include web site updates, set up for executive director's position, social media links, etc. This item could be approved by the Executive Committee in order for it to get started. Hugh will confirm.

#### **6. FINANCIAL REPORT:**

Hugh announced that November's meeting will review a draft 2021 budget for the Board to review and for approval at the December meeting. Board needs to think of priorities as we start a new year. Closing balance is \$\_\_\_\_\_. Questions were raised about assessments and were they included in the County's property tax bills and assurance that there was D&O insurance. Kris needs to be included on policy.

#### **7. EXECUTIVE DIRECTORS REPORT: Kris Wilson**

Reported on her first two weeks meeting with Board members, visiting shop owners, compiling contact information. Scheduled meetings with City staff and Cadance/DAO to discuss coordination efforts, City staff re banners, TIV Branding to establish a coordinated look between website, FB and other social media. Attended several ZOOM meetings....

#### **8. AD HOC COMMITTEE REPORTS (for discussion and possible action)**

- Project Review Committee - Curt Nichols reported on Depot Park meeting to review Lois Fisher's plan for the area surrounding the Depot. Decision to meet again with some alternate sketches and a focus on parking.

Cornerstone project review compiled by committee will be sent to the City and Cornerstone. Generally favorable response to project, but concern about parking capacity and a suggestion to consider using parts of the non-developed site to add alternative parking.

- Wayfinding signage - Noelle Hermann reported that due to fires, the meetings with Napa and Healdsburg will be rescheduled.
- Tree Report - Next steps for committee will be to set up individual meetings with selected arborists to get their thoughts on what needs to be done. An RFP will follow. Paul and Dean Hamlin (City) discussed the tree situation in Depot Park. Dean said the City would take care of Depot Park trees, but that individual property owners were responsible for trees in front of their properties.
- Banners – Rafael reported on permitting process. The banner installer needs insurance and must provide a traffic plan (ie work early in the morning). Fee is \$128. Goal to get this done soon.
- Trash Receptacles- Paul and Rafael walked through with City staff Dean Hamlin whose staff will provide repair, maintenance, pressure washing, and relocation as needed. All good news. Locks are still an issue and not resolved but could be purchased for \$12 each if Recology would agree.
- Volunteer Clean-up Day Schedule – Monday's clean-up will focus on the core RRSQ area. City will provide bags and will pick up tree trimmings. Kris printed up flyers to be distributed and emailed.

**9. NEW BUSINESS:** (Discussion and possible action)

- -Parklet Proposal/Survey- Rafael reported that the survey and prospect of 4<sup>th</sup> Street would not be pursued by the City at this time due to changes in staffing as well as RRSQ seems to be coping quite well with no need to change something that is working. The issue with 4<sup>th</sup> Street Cellars seems to be resolved. Issue of employee parking on 4<sup>th</sup> Street still an issue.
- Nominating Committee – Mike, Paul and Dee serve on the committee and will be calling Board members and will present a slate at the November board meeting.

**10. FUTURE AGENDA ITEMS:**

- TIV Branding proposal (possible)
- Extended meeting for 2021 discussion on priorities

**11. ADJOURN:** Mike adjourned the meeting at 10 am.