



HISTORIC RAILROAD SQUARE ASSOCIATION
Community Benefit District

RRSQ Association Board Meeting

Thursday, September 16, 2021

8:30 AM per ZOOM DUE TO COVID

Attendees: Mike Montague, Jim McCalligan, Noelle Hermann, Paul Quattrocci, Rafael Rivero, Marianne Neufeld, Theresa Tommasi, Curt Nichols, Hardeep Gil, Hugh Futrell, Kris Wilson

Absent: Florine Ellingson, Dee Richardson

Guests: Geoffrey Smith, Sgt. Tim Barrett, Mayor Chris Rogers

AGENDA/MINUTES

- 1. CALL TO ORDER AND ROLL CALL:** President Mike Montague called the meeting to order at 8:31am
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS** (limited to 2 minutes each) No public comments.
- 3. GUEST SPEAKER: Mayor Chris Rogers.** Prior to comments from Mayor Rogers, Noelle Hermann reported on status of the Wayfinding signage project, showed examples from other areas, and asked for his assistance to move through the approval and encroachment permit process. Other Items for discussion were:
 - 1. Relocation of Catholic Charities to St. Vincent's:** With respect to Catholic Charities and the services they provide, there was discussion of concerns of potential impact on the district with the temporary move until Caritas is completed next summer. Mayor Rogers will assist in addressing concerns with Catholic Charities ED, Jennilyn Holmes. The Downtown Enforcement Team may be able to offer additional assistance with security issues. Sgt. Barrett shared that there is now additional presence and focus on RRSQ & Downtown.
 - 2. Land use projects in RRSQ District:** Since the RRSQ Association businesses and property owners are adjacent to the proposed development and Cornerstone and SMART are included in our Community Benefit District assessments, Mike voiced need for assistance to include the Association in project communications. Mayor Rogers stated that a new SMART GM is being announced with a focus to build relationships and shared marketing opportunities with neighboring communities including RRSQ. He will assist in setting a joint meeting with Cornerstone Property Manager and the new GM. He also discussed the Shared Mobility Program; potential for concerns and the need to create policy for our community. Mike discussed the condition of the Cannery property with graffiti and the negative impact it has on our district. Hugh Futrell added that it's become an eyesore which

reflects on our community and suggested a letter to be sent from the Mayor to the property owners regarding their responsibility to maintain their property. Mayor Rogers will explore with City staff and Sgt. Barrett will follow up to explore possible avenues with Code Enforcement for a possible solution. Mayor Rogers reported on a new program in which the city can support volunteer efforts with debris removal, etc. on demand areas whereas council members partner with city groups to clean up parks and properties as a community event.

3. **Enhanced Infrastructure Finance District (EIFD):** We addressed the potential impact on RRSQ with tax revenues being moved to fund infrastructure projects such as removing/replacing trees and added lighting to the district with no impact on property owners. Jim McCalligan brought up the cost of needed sidewalk repair that has become a safety issue but is beyond the RRSQ Association budget to repair. Mayor Rogers offered to discuss with the EDD for other options and possible matching fund options. He suggested that Jason Nutt be included in discussions. He also reported that the EIFD funding is a priority for the council to push forward and a study/RFP is scheduled to come to the city in October which replaces the re-development plans from years ago. He will provide our board with update on timing.
4. **Welcome/Visitors Center:** The Depot has been closed for over 18 months, appears neglected and is a great loss to the district. It does not present well to visitors who come to the area in increasing numbers and are not able to rely on the resources that the Center offers to promote Santa Rosa. Mike asked for encouragement from the City to be made to the Chamber to open the Depot. Mayor Rogers let us know that city staff is aware of the situation.
5. A plan to move forward with the redesign for Depot Park, which is included in the general plan, was discussed with opportunities for possible grant funding for improvements through Measure M/parks funds to be explored.
6. Mayor Rogers concluded by encouraging the Association to continue to reach out to him and look ahead to a possible community "Day of Service" to bring positive event to our district.

4. CONSENT ITEMS

4.1 Approval of August 19, 2021, Board Minutes. Motion to approve was made by Paul Quattrocci which was seconded by Marianne Neufeld and approved.

4.2 Authorization of Executive Committee to establish policy to collect delinquent assessment fees: With no additional discussion, a motion was made to approve by Mike Montague which was seconded by Marianne Neufeld and approved. Rafael Rivero will follow up with updated report of any outstanding delinquent fees for the Executive Committee to pursue for collection.

5. PRESIDENT'S REPORT- Mike Montague

5.1 District updates: noted in discussion with Mayor and project reports.

6. FINANCIAL REPORT: Marianne Neufeld, treasurer

6.1 Assessment fee update: Update report from the City is pending. Rafael reported that collection efforts have been made with improvement in communication and delinquent property owners. Marianne will clarify latest deposit amounts.

7. EXECUTIVE DIRECTOR'S REPORT- Kris Wilson

7.1 Marketing & Events: The September/October Newsletter went out to property & business owners and RRSQ contacts. The Summer Music Stroll is being held on Sunday, September 26th from 1-4pm and a call out for volunteers for assistance with this and upcoming events was made. KZST cooperative ads are running through October and holiday ads are being planned. Carriage Rides are being planned for the holidays and application for the Community Advisory Board Grant has been submitted. Kris is looking in to purchasing a “Doggie Station” for Depot Park.

8. AD HOC COMMITTEE REPORTS/GOALS

8.1 Security – Mike reported break ins at Paradise Sushi and LaCoco’s restaurants. A meeting is pending with Allied Security and Catholic Charities.

8.2 Wayfinding signs – Noelle Hermann: reviewed bids received from Signarama and Healdsburg Signs for fabrication, installation, signs, and ADA compliancy. She reported that monies generated for signs would cover excess costs over budgeted amount. Phase 1 would include 6-8 poles with 18 signs on each. SMART and Downtown indicators would likely be provided at no cost. The logistics of signage sales and approach to businesses is to be discussed. Marianne Neufeld made the motion to approve to move forward including using the existing “train” artwork, which was seconded by Curt Nichols and the motion was passed.

8.3 Tree Report- Jim McCalligan reported we are waiting for final agreement and will schedule project to start. Hugh Futrell is assisting with an overall encroachment permit to cover tree work and wayfinding signage installation.

8.4 Street Cleaning / Trash receptacles-Paul Quattrocci: No new report.

- a. Light pole painting
- b. Trash receptacles

8.5 Project Review Committee - Curt Nichols: No new report.

8.6 Lighting- Hardeep Gill/Rafael Rivero

a. Depot Park lighting update: Rafael reported that the old lights have been removed from Depot Park trees. Completion of tree trimming in Depot Park is scheduled to be completed in October. Meeting with electrical contractor is pending to discuss installation of lighting on trees in Depot Park and 4th Street. The goal is to replace lighting before the upcoming holidays.

9. FUTURE AGENDA ITEMS

Review of street banners that need to be replaced or repaired.

Revisit Depot Park Art/bench project

10. **ADJOURNMENT:** President Mike adjourned the meeting at 10:25am

ACTION ITEMS:

Next Meeting: Thursday, October 21, 2021 - 8:30 AM - Per Zoom due to COVID Restrictions.