



**HISTORIC RAILROAD SQUARE ASSOCIATION
Community Benefit District**

RRSQ Association Board Meeting

Thursday, November 18, 2021

8:30 AM – Carlile Macy, 15 3rd Street (in person meeting)

Hybrid meeting per ZOOM DUE TO COVID requirements

Attendees: In Person - Mike Montague, Marianne Neufeld, Curt Nichols, Noelle Hermann, Dee Richardson, Hugh Futrell, Florine Ellingson, Rafael Rivero.

Per Zoom: Theresa Thomassi, Hardeep Gill,

Absent: Paul Quattrocchi,

Guests: Jill Moyer, Nancy Adams, Bjorn Gripenburg,

MINUTES

1. CALL TO ORDER AND ROLL CALL: President Mike Montague called the meeting to order at 8:50 AM.

2. PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to 2 minutes each) None

3. GUEST SPEAKER: Nancy Adams, City of Santa Rosa, shared Mobility Device update. She reviewed process, Fleet requirements, 1 year pilot. Fleet size 50-100 adaptive scooters in JC area, Roseland, and downtown (can apply for fleet expansion). She responded to misplaced scooters. Requirements regarding speed limit, not allowed on sidewalks, regulations. Operator – safety and responsibilities. She addressed diversity of population, discounts, and locations. User survey developed by city. She will be giving updates to the December Downtown subcommittee 12/7/2021. Projected for February/March 2022 launch application process and permitting.

Mike expressed his experience in Texas: ease of use and inexpensive. His concern is safety – riding on sidewalks downtown. Noelle’s concerns included parking and blocking pedestrian path, misparked scooters. If scooter is left on the sidewalk, who will monitor it? Operator is to pick up – response time is 2 hours. Bjorn Grupenburg added that for the first few months no citations will be issued. Following that, operator is responsible for monitoring misparked scooters. Lessons have been learned from other cities. Mike will reach out to Nancy with additional questions.

4. CONSENT ITEMS

4.1 Approval of October 21, 2021, Board Minutes. Motion to approve was made by Curt Nichols which was seconded by Noelle Hermann and approved.

5. PRESIDENT'S REPORT- Mike Montague acknowledged Kris' one year anniversary as ED and expressed our appreciation and gratitude for all she has accomplished over the year.

6. FINANCIAL REPORT: Marianne Neufeld, treasurer: Marianne noted an error on the Accounts receivable report. Revised report will be sent out. Any unspent 2021 Funds will roll over into next year's budget.

6.1 Assessment fee update: There is an outstanding amount of \$18,000 on 6 properties. Past due notices have been sent out to property owners. There has been no response from property owners of the Yoga Studio or the Dance Studio. Mike discussed the Arlene Francis Center has made a request to waive their fees in lieu of artwork on their building. Hardeep pointed out the concern of setting a precedent and Hugh stated that we have a fiduciary responsibility to collect assessments. The Executive Committee will discuss and bring suggestions back to the Board. Mike asked for assistance in collecting these fees and we will continue to pursue with the possibility of taking formal action.

7. EXECUTIVE DIRECTOR'S REPORT- Kris Wilson

7.1 Holiday marketing and activities: Kris is finalizing holiday advertising campaigns with KZST Radio and Gift Guide and the Sonoma County Tourism Program. A new restaurant guide has been completed. Sponsors for the Holiday Carriage Rides and activities will be acknowledged on a banner to be hung at the Depot as well as on posters & postcards which will be distributed to merchants. Additional postings on the website and social media are ongoing.

8. AD HOC COMMITTEE REPORTS/GOALS

8.1 Security – Mike proposed a pilot program to add cameras (\$25 each) on sensors throughout the district. Currently there are security officers 5 days a week, 11:00 PM– 8:00 AM. He is getting a quote for 2 additional days, 12:00 PM – 8:00 AM. The officer would carry an ipad and could respond quickly to a situation.

8.2 Wayfinding signs – Noelle Hermann acknowledged Hugh for his assistance with the city process. Revised 8 locations – 2 locations to be determined. Curt will assist in creating a map to move forward and submit. Kris will reach out to SMART and follow up with Noelle.

8.3 Tree Report – Jim McCalligan reported that there are proposals for remaining work from Bright. Plan to phase work to complete.

8.4 Street Cleaning / Trash receptacles – Paul Quattrocci reported that encroachment permit allows painting of the light poles. Plan to wait until Spring to start.

8.5 Project Review Committee – Curt Nichols: Cornerstone project met with the Cultural Heritage Board with no significant changes.

8.6 Lighting – Hardeep Gill/Rafael Rivero:

a. Depot Park updates: Electrical work is being done to install lighting around trees along Wilson Street and on the Palm Tree. Mike has bulbs to replace lighting around the Depot building which Kris will provide to Brad Calkins, ED for the Visitors Center.

8.7 Nominating committee included Dee Richardson, Curt Nichols, Anthony Quattrocci and Mike Montague. Dee presented the Committee's choice for filling the vacancy

left by Larry Silver. Dayna Irvine, owner of A'Roma Roasters, was proposed and the Board accepted that recommendation. It was noted that all current Board members and Officers had indicated that they will continue on the Board, which maintains an 13-member Board. The full slate of directors and terms will be presented for a vote at the December board meeting.

9. **FUTURE AGENDA ITEMS**

Next meeting: Thursday, December 16, 2021, at 8:30 AM – Courtyard Marriott.
2022 Board of Directors slate.

Sidewalk committee – Curt will report allocating funds.

Banner update

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