



**HISTORIC RAILROAD SQUARE ASSOCIATION  
Community Benefit District**

**RRSQ Association Board Meeting**

**Thursday, January 20, 2022**

**8:30 AM – PER ZOOM DUE TO COVID**

**Attendees:** Mike Montague, Dee Richardson, Rafael Rivero, Theresa Tommasi, Marianne Neufeld, Florine Ellingson, Hardeep Gil, Noelle Hermann, Hugh Futrell, Curt Nichols, Kris Wilson

**Absent:** Paul Quattrocchi, Dayna Irving

**Guests:** Jill Moyer, Brauley Kinkead McNulty

**AGENDA/MINUTES**

- 1. CALL TO ORDER: President Mike Montague called the meeting to order at 8:35am**
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS** (limited to 2 minutes each) Guest Brauley Kinkead McNulty introduced herself and expressed interest in RRSQ Ambassador team. Kris to send description of ambassador expectations.
- 3. CONSENT ITEMS:** Marianne Neufeld made the motion to approve the December 16, 2021, minutes which was seconded by Dee Richardson and approved.
- 4. PRESIDENT’S REPORT-** Mike Montague
  - 4.1 District updates: Mike commented that the AC Hotel is doing a good job of keeping their parking lot cleaned. He also made note that we currently have only 1 vacancy in RRSQ with 2 new businesses coming into the district. Martin Hamilton, owner of the Arlene Francis Center has requested a meeting to discuss his property’s assessment fees.
- 5. FINANCIAL REPORT:** Marianne Neufeld, treasurer
  - 5.1 2022 Final Budget: Marianne reported we are starting our year with \$200K in the budget and we have received the first installment of assessment fees. \$4200 is yet to be collected from previous billings.
- 6. EXECUTIVE DIRECTOR’S REPORT-** Kris Wilson
  - 6.1 ED Activity update: Kris reported that the 2021 CBD Annual Report has been submitted to the City as required. The final report was submitted to the CAB grant for matching fund reimbursement for the Holiday Carriage Rides. Kris is working with a consultant to update and design a plan for the RRSQ website. Other projects include looking at future events such as a music festival in June, meeting with ArtStart to discuss their student mural program and meeting with Cornerstone and Pullman developers to keep the Association informed of their progress and possible impacts to our district. A call out for volunteers interested in joining a “RRSQ Ambassador Team” to assist with events, marketing efforts and social media postings was made in our latest newsletter and Kris will follow up

with specific needs to our merchants. A committee is being formed to start putting plans in place for this year's holiday activities & events. Kris has met with the ED, Visit Santa Rosa to discuss timing of opening of the visitor's center and needed office space for her there.

## **7. AD HOC COMMITTEE REPORTS/GOALS**

7.1 Security – Mike reported that our evening security is doing well in keeping transients off the streets and reporting any signs of encampments. Mike has painted recurring graffiti on the #2 West Third Street building.

7.2 Wayfinding signs – Noelle Hermann: Locations have been identified with City staff and final artwork will be confirmed for the signs. Dee Richardson suggested we include signage to be placed to welcome visitors to RRSQ as well. Placement map and artwork with sign design will be submitted to the City for approval. A meeting with SMART is pending to discuss signage for the train and possible collaborative marketing efforts. Next steps include Kris and Noelle working on a marketing plan to approach our merchants to purchase individual business signage.

7.3 Tree Report- Jim McCalligan: Agreements with Bright Landscaping to be signed now to move forward with the remaining tree trimming throughout the district. Encroachment permits have been completed and Kris will communicate the work schedule to business/property owners once that is confirmed. The sidewalk repair ad hoc committee meeting is pending, and Rafael is working on providing a map and the underground service agreement with the City.

7.4 Street Cleaning / Trash receptacles - Paul Quattrocchi (absent). Mike reported there are doors on some trash receptacles that need replacing.

7.5 Project Review Committee - Curt Nichols: Phase 2 of the Pullman housing project was discussed. There were concerns about the inadequacy of the proposed parking and the impact that would have on RRSQ businesses. Kris will arrange a meeting with Phoenix Development to discuss the project, possible parking solutions and the Association's level of support.

### **7.6 Lighting- Hardeep Gill/Rafael Rivero**

a. Depot Park lighting update: Hardeep will follow up with the electrical contractor for status of lights for the Palm tree which have been ordered and discuss the style of the bulbs that were installed on the trees along Wilson Street as the type used isn't ideal. We'll be looking at costs to continue tree lighting on 4<sup>th</sup> Street as well as 3<sup>rd</sup> & 5<sup>th</sup> and want a consistent look in the lighting.

7.7 Nominating committee: Dee Richardson presented the 2022 Slate of Officers/Board Members. Dayna Irvine will be taking Larry Silver's vacated seat on the board.

a. Dee shared the 2022 slate of officers: President: Mike Montague

Vice President: Hugh Futrell

Treasurer: Marianne Neufeld

Secretary: Dee Richardson

## **8. ADJOURNMENT: Meeting was adjourned at 9:30 am.**

**Next Meeting: Thursday, February 17, 2022 - 8:30 AM – PER ZOOM due to COVID.**