



HISTORIC RAILROAD SQUARE ASSOCIATION/COMMUNITY BENEFIT DISTRICT

RRSQ Association Board Meeting

Thursday, July 17, 2025 8:30 AM

Courtyard Marriott Hotel Conference Room 175 Railroad St.

AGENDA

- 1. CALL TO ORDER, INTRODUCTIONS:** Mike Montague, President, called meeting to order at 8:40 am.
Those present: Paul Quattrocchi, Noelle Hermann, AJ Trombetta, Rafael Rivera, Jim McCalligan, Curt Nichols, Ann Galantine, Danielle Nelson, Dee Richardson, Mike Montague.
Absent: Tom Buckley, Pauline Block, Theresa Tommasi
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS: NONE**
- 3. CONSENT ITEMS:** June Minutes were moved by Jim McCalligan and seconded by Danielle Nelson and approved by Board.
- 4. GUESTS: Scott Adair, City of Santa Rosa**
Scott has been appointed by the City Manager's office to be the liaison between the City and RRSQ. Rafael has been assigned a new role as 'New Business Ombudsman' and will offer support to new as well as current businesses seeking assistance in working with the City, as Scott described...a Public Defender for the City. Rafael and the Board expressed mutual gratitude and thanks for Rafael's time as one of the original Board members. Scott will serve as a non-voting member of the Board, attend all Board meetings and others as needed and be the bridge between the City and RRSQ. It was suggested that Scott's reports be agendaized.
- 5. PRESIDENT'S REPORT:** Mike Montague spoke about the progress on the Prince Greenway and problems with trash that Danielle also noted. Overall, it feels safer

and clean-up is ongoing, with suspicions that most of the activity happening at night is by young adults partying....

6. EXECUTIVE DIRECTOR'S REPORT: Amanda Janik reported on several issues facing RRSQ:

- 6.1 RRSQ received a City grant for \$3500 to be used for holiday activities
- 6.2 Google accounts on RRSQ website- There appear to be several and our rating is 4.4, We should aim for 5.0. The discrepancy will be rectified and Board members were encouraged to review RRSQ
- 6.3 Wayfinding signs – Scott mentioned that the City is exploring digital display signs, solar powered “Giant smartphone”
- 6.4 RRSQ’s historic window clings need attention and replacement
- 6.5 City exploring ‘Blue Light Security poles’ throughout both Districts.
- 6.6 Letters to the City- Discussion on value of the downtown districts sending either joint or individual or both on issues that are important. It was decided that individual letters would have more impact.
- 6.7 Cost of Wayfinding signs: cost is prohibitive with the new pricing requirements and discussions will continue on how to keep the price affordable, including a blanket approval.

7. FINANCIAL REPORT: Ann Galantine, Treasurer: Ann has been working to simplify the budgeting format and researching project funding over the last several years. Curt complimented her on the new and easier-to-understand format.

8. COMMITTEE UPDATES

8.1 Marketing -Danielle Nelson

- 8.1.1 Banners – working on new design and gathering bids for new installer. Locations also being finalized.
- 8.1.2 Festivities on 4th- there is a desire to expand activities year round
- 8.1.3 Questions about TIV’s performance and fees. More internet marketing is needed.
- 8.1.4 Proposed Marketing committee budget will be present for Exec. Committee for comments.
- 8.1.5 Plaza is working on interior and exterior wayfinding signage to improve connectivity
- 8.1.6 Plaza plans to extend open hours to encourage a better connection between CHSQ and RRSQ
- 8.1.7 RRSQ wayfinding sign on 3rd and Morgan needs improvement

- 8.1.8 Clean-up on 3rd street underpass and addition of more lighting in progress by Plaza
- 8.1.9 Plaza has purchased the old Sears building with plans to provide housing and possible grocery store. TBD
- 8.1.10 Dave & Busters and PJ Chang businesses in the works.
- 8.1.11 Parking at the Plaza – an ongoing issue, but Plaza does allow parking for train riders and local RRSQ businesses to park on 2nd level only
- 8.1.12 Marketing Committee wants to highlight RRSQ's pluses and strong attractions.

8.2 Events-Amanda Janik

- 8.2.1 RRSQ Summer Mixer this evening. Many thanks to the AC Marriott for hosting the event and providing hors d'oeuvres, plus a no-host bar. Board members were reminded to bring a bottle of wine for the occasion.
- 8.2.2 Light Up a Life Holiday Hospice event scheduled for December with hope that our local shops might sell Hospice Tree lighting ornaments in their shops TBD.
- 8.2.3 Fall Fun Fest/Halloween Trick or Treat with Festivities on 4th event, date October 24
- 8.2.4 Researching idea of having RRSQ Open House, 3rd Thursday evenings until 7 (?) with thoughts of expanding next year as an Entertainment District, with take-out food, music and entertainment. Rosie the Trolley also would operate on the 2nd Thursday between RRSQ and CHSQ. The concept is being presented to Council in September. Letters to the City are welcomed.
- 8.2.5 TBD- Jim McC thinking of utilizing his empty lot as a Farmers Market on 2nd Sundays when Rosie the Trolley operates between downtown and RRSQ

8.3 Business Development Committee- AJ Trombetta

- 8.3.1 Continuing to research other towns' work on business development (Napa, Petaluma, Roseville, Berkeley)
- 8.3.2 RRSQ website needs major re-vamping
- 8.3.3 Considering a budget for expenses as needed and for marketing RRSQ
- 8.3.4 Issue of illegal food vendors related to nightclub at 5th and Davis. They set up in front of Stone Mason. The nightclub

building has been sold and RRSQ will meet with the new owners.

8.4 Security Mike and Tom are exploring other security firms.

8.5 Infrastructure Old trees removed. New ones planted. Mike has been watering on his own, but a new system must be found. Gunnar is watering the planters....

8.6 By-Laws – Dee reported a meeting next week with an attorney who specializes in non-profit law and will review our revised bylaws.

9. ACTION ITEMS-

Items deferred: Security Company and maintenance of planters/trees

10. OTHER DISCUSSION ITEMS/CONCERNS

- a. St Vincent de Paul proposed soup kitchen in location of prior troublesome kitchen was brought forward and will be followed up by the Exec Committee
- b. Noelle raised some personal issues re financial impacts of replacing sidewalks v/v new tree plantings.

11. ADJOURNMENT at 11:10

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DRichardson secretary