HISTORIC RAILROAD SQUARE ASSOCIATION MINUTES BOARD MEETING

AUGUST 21,2025

1.CALL TO ORDER-INTRODUCTIONS:

Present: Tom Buckley, Curt Nichols, Pauline Block, Theresa Tomassi, AJ Trombetta, Gunnar Vera, Dee Richardson, Mike Montague, Scott Adair (City rep, non-voting)

Absent: Noelle Hermann, Jim McCalligan, Danielle Nelson, Ann Galentine

2.PUBLIC COMMENTS/Guests: Chad Hedge Parking Director, reported a metropolitan transportation commission grant for $200 thousand, for a comprehensive parking study to identify TOC (transit oriented community) issues and how to support the elimination of parking minimums with multi-unit housing. The City will begin offering parking options for all levels in January 2026 after approval by the City Council. Metered street parking throughout the district will be a flat fee of $2.50/hour and also downtown. Other parking options are the lots under the freeway which will remain the same and be unlimited $1.00/hour parking, also 9am -6pm. Along Morgan Street, all meters will be removed and free, monitored 3 hour parking will be introduced. Along with the rate changes will be Parking Permits at a reduced rate of $25/month (now $50/month). Parking spaces for residential use will be permitted along the 3rd Street end of the parking lot for the Cannery tenants and also Pullman Lofts as needed. Space will be adjacent to 3rd Street only. Chad emphasized that all the parking fees collected are referred back to the parking department for improvements and do not go into the General Fund.

New signage will be installed for the Economy Parking under the freeway.

3. GUESTS: 0

4. CONSENT ITEMS:

4.1 JULY MINUTES   MOVED by Pauline SECONDED by Paul PASSED by Board.

5. CITY UPDATE: SCOTT ADAIR- Economic Department- Report

5.1 Talks under way exploring with Lift for rideshare from station and lots

5.2 Parking maps will be revised and made more informative and attractive to educate users, QR code, etc.

5.3 Public art an option to create interest under freeways

5.4 Scott is working with RRSQ re tasks: ex- the need for improvements at the unsafe 4th and Davis intersection to slow down speeding traffic are in the works

5.5 Wayfinding: talking with Amanda to come up with solution for high costs of “Plaque Review Fee” and ways to simplify the procedure and reduce fees.

5.6 New Soup Kitchen on Wilson Street: RRSQ has expressed grave concerns about the facility which will open by the end of August and has sent a letter to the City. Scott is arranging a meeting and will send a copy of the permit to Amanda.

5.7 Question about City Park hours which are 6am-9PM in the summer and 6-6PM in the winter. Apparently, these rules are not being enforced, especially along the Prince Greenway

5.8 Scott urged the Board to support the ‘Blue Light” ordinance which provides solar security and emergency services and would be installed on poles in needed areas. This will be on the Council agenda in September for approval. Overall support for the concept was expressed and the board was encouraged to write letters of support..

5.9 Question about “Entertainment Zone” ordinance which would create certain areas in the downtown/RRSQ where off-site purchased food from restaurants and beer and wine could be taken outside to a common area (Hotel empty lot on corner of 4th and Wilson was suggested …) Could be considered a pilot project.

5.10 AJ question about Façade Improvement funds which are still under discussion

5.11 Economic Development Dept working on SRTBIA – for economic development and a strategic plan to encourage more visitors within the SR Tourism Business Improvement Area, including working with the Chamber and Visit Santa Rosa to offer support to emerging and existing businesses.

6. PRESIDENTS REPORT: Mike Montague

6.1 Mike attended a ZOOM meeting with Catholic Charities, West End Neighborhood, RRSQ. Mike pointed out that with the new soup kitchen, the Mission, Arlene Frances Center and Catholic Charities, all providing homeless services, just blocks from each other in the RRSQ district, it might be helpful to convene a meeting to bring everyone together…the concentrated density is very concerning…

6.2 Questions about what exactly In-Response does and some problems that local merchants have when they call for assistance, since many times In Response just refers the caller to the PD. Mike suggests getting them together in a public meeting.

6.3 Pauline will forward info from the DAO and how they handle situations requiring assistance from both sources.... Amanda will be asked to set up a meeting.

7. EXECUTIVE DIRECTORS REPORT: Amanda

7.1 In her absence, Amanda's report is attached. Please read

7.2 Scott said the City is looking into new garbage cans since the current ones are not satisfactory.

8. FINANCIAL REPORT -Ann Galentine absent

8.1 Financial statements are attached.

8.2 Ann reported that she would be looking at a potential budget for 2026.

8.3 Mike reported the discovery that the Tree Company had inadvertently double charged RRSQ @ $16,000 which the company will either refund or put toward the continuation of the tree project. Three large trees on 3rd Street across from the Courtyard by Marriott were left out of this year's project because of cost, but could now be taken care of. There was general agreement to proceed with tree removal which was part of the original bid.

9. 2025 COMMITTEES & PROJECTS

9.1 MARKETING- Draft banner designs attached to agenda and the Committee will be working on plans for the joint Fall Fun Fest, a Trick or Trunk collaborative with the Mall and CHSQ.

9.2 EVENTS-included in Amanda's packet

9.3 BUSINESS DEVELOPMENT - AJ TROMBETTA- committee suggests a revamp/refresh of the RRSQ website with more information about why Santa Rosa is a good place to visit and to run a business , plus a more energetic and enticing vibe.... Committee members have been reviewing other towns websites (ex; Petaluma, Napa as good examples) Jaime Garcia, realtor with Sothebys,attended the meeting.A program called Place AI is able to track cellphones and therefore traffic patterns. Interested fact gleaned from the Children's Museum was that most visitors went to Target afterwards....! Mobile Analytics monitors traffic patterns. Visit the committee minutes on line.

9.4 SECURITY - TOM BUCKLEY – discussed performance and cost of current provider. Tom will talk with Allied to reduce the length of contract to end of December. Discussion followed about reducing night time coverage to 5 days/week. Pauline suggests Next Street as an option. Table discussion until end of year budget time.

A. FEE INCREASES/COMPARISONS

VOTE: vote to table

B. ENVIRONMENTAL DYNAMICS

VOTE: suggest to sign Allied contract to end Dec 31. Moved, Mike/seconded Curt. Carried.

9.5 INFRASTRUCTURE - CURT

A. TREES- reported earlier under financial report Mike will be gone for 1.5months and he has been watering the new trees. Mike will personally arrange for someone to take over the watering while he is gone.

B. 3RD ST MEDIUM strip is neglected. After talks with Public Works, RRSQA will map out which plants need to be removed and where /what new ones will be placed. This information/schematic drawing will be given to City to carry out. MIKE

C. BRIGHTVIEW - nothing to report- PAUL

D. PLANTERS - Gunnar reported that several of the planters need refurbishing

9.6 BYLAWS Dee reported that initial bid to review the bylaws was @ $1500. Ann suggested another attorney who has worked in the non-profit field and is willing to do the review pro-bono. When she gets back, she will deliver the bylaws packet. Gunnar will be on call for any questions since both Dee and Curt will be gone next month….

10. ACTION ITEMS: none

11. OTHER DISCUSSIONS/UPDATES-

The restoration of the Water Tower was mentioned and Dick Carlile will be meeting with the City to work out the next steps….

12. ADJOURNMENT- Mike adjourned the meeting at 10:20 AM.

NEXT BOARD MEETING: SEPT. 18TH 2025 - 8:30AM   COURTYARD MARRIOTT 175 RAILROAD

D.Richardson