

HISTORIC RAILROAD SQUARE ASSOCIATION -COMMUNITY BENEFIT DISTRICT

RRSQ Association Board Meeting

Thursday December 18, 2025

Courtyard Marriott Hotel Conference Room: 175 Railroad St.

AGENDA

- 1. Call to Order:** Mike Montague, President, called the meeting to order at 8:40 AM. Those present: AJ Trombetta, Curt Nichols, Paul Quattrocchi, Ann Galantine, Pauline Block, Tom Buckley, Dee Richardson, Amanda Janik. Absent: Jim McCalligan, Gunnar Vega, Danielle Nelson, Theresa Tommasi, Noelle Hermann
- 2. Public Comments on non-agenda items - None**
- 3. Guest Speakers:**
 - a.** Tania Cordova, City of Santa Rosa Parking Department, reviewed changes to parking rates to be effective January 1, 2026. A new “text-to-pay” option will also be available at parking meters in addition to coins, credit cards, and the Passport app.
 - b.** Rachel Beer, City of Santa Rosa Planning & Economic Development Department, reviewed the proposal to establish Entertainment Zones in the Courthouse Square and Railroad Square areas.
A joint letter from the Downtown Action Organization and the Historic Railroad Square Association to the City Council supporting further exploration of Entertainment Zones was discussed. Approval of the letter was moved by Pauline Block, seconded by Ann Galantine, and approved by unanimous vote.
- 4. Consent Item:** Minutes for November 20, 2025 were accepted.
- 5. City update – Scott Adair – City Liaison made comments on the following:**
 - Pilot program with Lyft rideshare to provide shuttle service to parking garages will take a parking space in the Depot Park lot starting in first quarter of 2026.
 - Marketing map for parking is underway
 - In response to comments regarding lack of parking in new residential projects, Scott indicated that State law prohibits parking minimums for qualifying residential projects
 - New Interim City Manager, Lori Farrell, starts on January 2, 2026

- Rob Eyler, Economist and Professor at SSU, will be assisting City with economic analysis
- New Event Specialist is being hired to bring more event coordination “in house”
- New updates and revisions to Use Permit process intended to simplify and streamline are being planned
- New interior wayfinding signage is being planned for the Santa Rosa Plaza mall which will identify nearby points of interest
- Scott has been accepted into the Leadership Santa Rosa program and monthly program days conflict with our Board meetings. Options to address this include changing Board meeting schedule or Scott providing monthly updates to Executive Officers

6. Board Update: Dee reviewed the Board of Directors currently serving including those with one year remaining in their term of office and those nominated for a new 2-year term beginning in 2026. Those Directors with one year remaining in their term are: Mike Montague, AJ Trombetta, Paul Quattrocchi, and Theresa Tommasi. Gunnar is moving out of the area and will be vacating his seat. Current Directors nominated for a new 2-year term are: Curt Nichols, Dee Richardson, Ann Galantine, Danielle Nelson, Noelle Hermann, and Tom Buckley. Executive Officers nominated for a new 1-year term include: President Mike Montague, Vice President Paul Quattrocchi, Treasurer Ann Galantine, and Secretary Dee Richardson. Approval of the Directors nominated for new 2-year terms and Executive Officers nominated for a new 1-year term was moved by Dee Richardson, seconded by Curt Nichols, and approved by unanimous vote.

7. Presidents Report: No report.

8. ED Report: Amanda reported on the following:

- Daytime drive through by security is not being paid for by Railroad Square. It is something they are doing on their own.
- A security camera is being considered for the intersection of 4th and Davis to address the safety issue with folks running the stop sign. The City traffic engineer is not inclined to install pedestrian flashers at this intersection. Scott indicated that he will follow up with the traffic engineer on this.
- We did not get the Sonoma County Tourism grant
- Kaiser and TeeVax/Viking sponsored the carriage rides this year

- In lieu of a Board Retreat this year, the January Board meeting will focus on planning for 2026. All committees should meet prior to the January Board meeting to review their plans for 2026 and prepare for discussion at the Board meeting.

9. Financial Report:

9.1 Budget Review: Ann Galantine provided an overview of the proposed budget for 2026. She indicated that our District receives all its assessment revenue (approx. \$243,000) between March and May of each year. The new Cannery apartments are anticipated to contribute an additional \$25,000 in 2027 when their new assessment is added to the tax roll. A new initiative to provide lighting on buildings was discussed but is not included in the proposed budget. Under Street Services, cleaning and landscaping was discussed and Pauline Block indicated that the Downtown District uses the vendor “Block by Block” to provide these services. Following questions by the Board, the following revisions to the budget were discussed:

- Delete income line item 57 Refreshment stands at events in amount of \$5,000
- Revise line item 104.3 Graffiti Removal from \$500 to \$1,000
- Revise line item 110.21 Website reconstruction from \$25,000 to \$15,000

9.2 Action Item: Budget Vote – Approval of the proposed 2026 budget with the 3 revisions noted above was moved by Pauline Block, seconded by Curt Nichols, and approved by unanimous vote of the 7 Directors present. (Dee Richardson had to leave the meeting before the vote)

10. Committee Updates:

10.1 Marketing – Mike Montague reported that new banners are to be installed in January.

10.2 Events – Amanda reported that weather may cancel remaining carriage rides this year. Also, more volunteer support would be appreciated. It was suggested that Board members should volunteer for at least one shift.

10.3 Business Development – AJ Trombetta reported the following:

- SMART is planning to add Saturday evening service starting in April according to Interim Planning Manager, Zoe Unruh
- 2025 Committee Recap
 - Committee Top Goal – Develop a business or tenant outreach strategy
 - Compare regional CBD and BID websites and metrics
 - Develop webpage recommendations based on May & August meetings and comparison of other websites
 - Research top metrics for RRSQ webpage – draft for short term
 - TIV/Synergy update to be voted on at next committee meeting in January. Normally TIV charges \$175 per hour but will waive for Bus Dev webpage update.
 - Utilize City Econ Dev data and Placer AI to develop a Gap Analysis (started – pending 2025 Placer AI EOY results)
 - Utilize SMART data for 2025 (started – pending SMART 25/26 year data)
- Develop budget priorities for 2026 – webpage and advertising (quote obtained from SMART but could be other)

10.4 Security – No update

10.5 Infrastructure – No update

10.6 Wayfinding – Amanda reported that she has submitted new signs to the City for approval.

Mike Montague adjourned the meeting at 10:30.

Dee Richardson, Secretary