

HISTORIC RAILROAD SQUARE ASSOCIATION/COMMUNITY BENEFIT DISTRICT

RRSQ Association Board Meeting

Thursday, April 16, 2026 9:00 AM

ZOOM only

MINUTES

Those present: Paul Quattrochi, Danielle Nelson, AJ Trombeta, Curt Nichols, Noelle Hermann, Tom Buckley, Ann Galentine, Theresa Tommasi, Dee Richardson, Mike Montague

Guests: Pauline Block (DAO), Josh Windmiller, Angel (RRSQ Music Festival)

Call to Order : Amanda called the Zoom meeting to order at 9:30 AM

Consent item: Minutes from the March 2026 meeting were moved by Dee/seconded by Paul/accepted by all.

Executive Director's Report: Amanda reported on the following:

1. Scott Adair, City of SR, at the Exec. Committee meeting, brought up the concept of a possible trial program "Parking Buyout", that would offer free parking as a way to entice new/old customers to RRSQ. This program would be underwritten by the merchants at a rate to be divided among RRSQ businesses. This concept is in the planning stage, with various options being considered. EX: Free parking on 4th St. Wednesdays or free parking under the freeway on 4th etc.....
Next steps will include contacting local businesses to gauge their interest. Danielle expressed major concerns about the new free parking on Morgan which currently allows for all-day cost-free parking. The goal of free parking should be to drive customers to our local businesses...also to keep employees off the streets.
2. Amanda attended the EDC (Economic Development Committee) meeting for a discussion about the future role of the Ca. Welcome Center. Others included AJ, Tom, Dee and Ann. The City owns the Depot building and the surrounding parking lot and Depot Park , along with a contract with the Santa Rosa Chamber of Commerce to oversee the Welcome Center/Visit Santa Rosa programs. Last week the Manager of the Center moved back to the Chamber offices and the questions now are what to do next. The Council and EDC and Chamber are looking for a new concrete plan to justify their involvement. For the last 2 years, the Visitors Center has seen a decrease in visitors, a loss of volunteers, and an

increase in the use of the bathroom by apparently unhoused persons. As a result, the bathroom is now closed to all. The funding is from TOT funds. RRSQ has over 570 hotel rooms, 25% of the Santa Rosa hotel rooms that contribute to the funding, The City will continue to consider options and wants a plan/suggestions from us to move forward.

3. Grant Applications: Amanda reported that she is waiting to hear from Kaiser and several City grants.
4. Intersection of 4th and Davis continues to be a safety issue, but needs documentation. Scott suggested that a camera could be installed since the City says there are not many data-driven complaints about the intersection ie: nobody reports that ‘they almost got hit by a car running the stop sign’. TBD.

President’s Report: Mike reported that the trees recently removed will be re-planted following stump grinding next week

Treasurer’s Report: Ann. – Because of tax time, the accountant has not been able to finish our report. Ann will forward the info to us in the next few weeks.

Marketing: Danielle reported that all the banners are installed and the RFP for the new website development is pending.

Events: The 4th Antique Car Show is scheduled for Sunday, May 3, in the Depot Parking lot. Noelle spoke about a proposed new event **Sip ‘n Stroll** which is tentatively scheduled for the 3rd Thursdays, starting in June-September from 4- 7 PM. All businesses will be invited to participate providing offerings of wine/beer/NA and optional food nibbles. Merchants should let Amanda know their interest **by May 1st**. Tickets will be \$25, including a wristband, a branded cup, and music on the street. This should be a fun opportunity for in-house activities, sales, entertainment, etc. with the overall goal of bringing customers to RRSQ for a fun experience.

Business Development: AJ has consolidated info on RRSQ business development and will send the link to all. The Committee will meet Tuesday, April 21 via Zoom.

Security: no report

Infrastructure: Curt reported on the Depot Park refresh project which will require funds to complete. New funds should be available from the completed Cannery project. Current activities include removing the pear trees bordering the park, planting roses or similar hardy plants, benches, power coating the lamp poles, to mention a few. Long term thoughts include: revisiting the Lois Fisher plan, adding an attraction for kids, consider use of old RR tracks...

Design & Improvement: Noelle - new committee

Other: By-laws have been reviewed by an attorney, and all is good, but we are waiting for an official letter from him. Also, we need to add another Board member to keep an odd number. Suggestions are welcome.

Adjournment: Meeting was adjourned at 10:16 am.

Dee Richardson, secretary