



HISTORIC RAILROAD SQUARE ASSOCIATION – BOARD MEETING MINUTES

THURSDAY, JULY 16, 2026

Time: 9:00 AM

Place: Courtyard Marriott Hotel 175 Railroad Street, Santa Rosa, Ca

1. **Call to Order and Introductions:** The meeting was called to order by President Mike Montague at 9:05 AM. Attendees included: Tom Buckley, Rachel Beer-City of Santa Rosa, Paul Quatrocchi, Dee Richardson, Curt Nichols, AJ Trombetta, Theresa Tommasi. Staff: Amanda Janik, current ED. Bryce Dow-Williamson – incoming ED. Guests: Josh Windmiller and Angel – SR Music Festival, Sharon Halton - Welfare League
2. **Business Highlight:** TJ Elam, Stone Mason Cellars
3. **Action Item:** NA
4. **Consent Item:** Approval of June, 2026 minutes – passed by all present
5. **Special Guests:** Chad Hedge and Tanya Cordova- City of Santa Rosa Parking updates
 - a. Chad explained the trial parking permits to be activated under the freeway on 5th and 6th Streets with 2 goals: to provide more parking (?14 new?) and also to activate the underpass, create more activity and discourage loitering. There has been a very positive response re sign-ups. The project will be re-evaluated at the end of the year. Under discussion are items such as more patrols, increased lighting, add more art and working more closely with Caltrans. Chad encouraged attendance at the City Council July 28th meeting for more parking details and to gain an understanding of the City's constraints. EX: Parking is a major issue for The Cannery which is totally underparked and forces tenants to rent spaces at the Marriott and under the freeway. Apparently, the increase in the price of parking on the streets has not resulted in lower revenue...

- b. Mike thanked Chad and Tanya for their willingness to work with RRSQ and their accessibility.

6.City Update- Rachel Beer

- a. “One Stop Shop” Economic Development website is being revamped and will launch late August.
- b. Quarterly report will be released shortly
- c. A home-based business survey will be taken to encourage more downtown tenants.
- d. Rafael is working on a Commercial Rental Program to help new and small businesses find locations in both districts.

7. Business Highlight: a new addition to the Board meetings going forward: presentations by RRSQ businesses to introduce themselves and their businesses and to share ‘the good and the bad’ of doing business in RRSQ and to educate the Board plus help them find solutions as needed. This month’s business is Stone Mason Cellars.

a. TJ Elam introduced himself and his business, located on the corner of 5th and Davis St in the AC Marriott Hotel building and across from the Americana Restaurant. He has been in business in RRSQ for 3 years. TJ grew up in Sonoma County, and he and his family with 2 kids live on the Westside of town. They currently make 1300 cases of wine with 15 varietals. Growth has slowed this year and prices have gone up and TJ is exploring creative ways to encourage more wine lovers to his shop. He is considering using the patio area in front for tables and chairs since they are off 4th Street and not as visible as they would wish. He is forming alliances with other RRSQ businesses for joint promotions to increase traffic, (ex. Pouring wine Thursday evening from 5-7 at Old Town Furniture), offering travel vouchers for Wine Club members, looking into Passport programs and doing more corporate events at the AC.

Several negatives: lack of parking is always an issue, the 1% business tax is an issue. The hot dog vendors who are there late into the night parking illegally in front of his door have now moved to 5th Street across from Goose and Fern... still a negative impact for all concerned.

Mike thanked TJ for all he has done since opening in RRSQ and for being the first business to report.

8. President's Report: n/a

9. Executive Director's Report: Amanda Janik

- a. An early Board member reminder that elections for ½ the Board whose terms expire this year will be held in December. Contact Dee if you have any questions or suggestions for new Board members
- b. Welcome Center: Chamber working on their Tourism Strategic Plan and in the process of amending the contract with the City to allow for more flexibility in what's offered at the Depot. City needs to understand the importance of the Depot location and services provided, especially to RRSQ, and through-out the City.
- c. Discussion re the Brown Act and need for refresher course for the Board. Amanda will contact the City Attorney's office for advice on next steps, Rachel will also follow up.
- d. RRSQ By-Laws have been reviewed and accepted by local attorney. Copies will be sent to the City and the State where appropriate. Will be sent to all Board members.
- e. The Security Grant from the City still in the works. Concerns about the Flock cameras. Bryce will meet with the City next week and with parking as well. We are still waiting for the City to sign off on the Grant.
- f. Bryce reported continuing conversations with Vanessa and Eric re what TIV is offering vs. the expense involved. He is also researching options for a new Website design. Questions related to night time security and looking into reports. Apparently they are on duty from @ 11pm-6AM....

10. Financial Report: N/A

11. Committee Reports:

Events

Josh Windmiller and Angel from the RRSQ Music Festival reported in. They are exploring extending the event up & down the Prince Greenway to encourage parking around City Hall and to add another fun experience. They want to continue to support our merchants and are open to comments/suggestions.

Angel has new contact info for questions:

angel@railroadsquaremusicfestival.com.

- a. The RRSQ Summer Mixer is proposed to take place Tuesday, August 11th. Details to follow.
- b. RRSQ (possibly) the Mall will be collaborating on the Halloween Festivities on 4th event. Jazz Band suggested. Merchants to make Scarecrows? Contest?
- c. Unfortunately, the City did not grant us \$5000 for the Carriage Rides this winter. Other funding will be explored.

Festivities on 4th/Halloween event

- a. Bryce, Amanda and Chris from the Chamber will discuss collaboration with the Mall on the Halloween Event. Scarecrows? Jazz Band? – all to be explored.

Business Development:

- a. AJ Trombetta and Amanda were interviewed for an article in the North Bay Business Journal (need link)
- b. To be included in the Journal, we must send notice for each activity
- c. Encourage Visitors Center to promote RRSQ

Infrastructure:

- a. Curt Nichols reported on Depot Park concepts presented by Carlile Macy for improvements/enhancements (seating, kids attractions, etc) to the park. The City has \$128,000 in funds which should be available and have been earmarked as park fees.

Way-finding signs: Bryce is getting an orientation to wayfinding sign procedures.

Mike adjourned the Meeting at 11:03.

