



HISTORIC RAILROAD SQUARE ASSOCIATION

Board of Directors Meeting Minutes

Date: Thursday, September 17, 2026

Time: 9:00 AM

Location: Courtyard Marriott Hotel Conference Room, 175 Railroad St., Santa Rosa, CA

1. Call to Order & Introductions

The meeting was called to order at **9:05 AM**.

- **Directors Present:** Danielle Nelson, Curt Nichols, Theresa Tommasi, Ann Galantine, Paul Quattrocchi, AJ Trombetta, and Bryce Dow-Williamson (Executive Director).
- **Guests & Community Partners Present:** Rachel Beer (City of Santa Rosa), Karlie Marotz (Lux Aeterna Aesthetics), and Sharon Halton (Welfare League).

2. Public Comments on Non-Agenda Items

- **Railroad Square Music Festival (RSMF):** Angel and Josh Windmiller provided updates on the upcoming festival on Sunday, September 20. Web traffic has increased. "No Parking" signs will be deployed for Sunday. Angel will lead the community ambassador team, and the festival is partnering with Yelp this year, featuring a passport program for open local businesses.
- **Parking Division Request:** Paul Quattrocchi requested that future parking division notifications feature the word "Sunday" in bold text.
- **Community Events:** Attention was drawn to the Friday evening Wolf Pack rooftop event hosted at the AC Hotel Santa Rosa and Sunday after party at AC Hotel

3. Action & Consent Items

- **Approval of Minutes:** Upon a motion duly made by Paul Quattrocchi and seconded by Danielle Nelson, the August meeting minutes approved.

4. City Update

Rachel Beer provided updates from the City of Santa Rosa:

- **Brown Act Training:** Scheduled to take place in November immediately following the regular board meeting.
- **Jackson's Davis St Street Crosswalk:** A short-term plan is in place to install "Stop" delineators. Danielle Nelson suggested exploring a public art crosswalk, citing similar successful installations in the City of Napa and on Sonoma Avenue in Montgomery Village. Rachel mentioned special treatments to prolong paint.
- **3rd & Wilson Streets:** Pricing is being gathered for the installation of Hot Couture bollards and planters.

5. Business Highlight

Karlie Marotz introduced her business, **Lux Aeterna Aesthetics**:

- The practice is operated by a Registered Nurse (RN) and is accessible by appointment only, focusing on skincare and device-based treatments.
- Expressed strong interest in hosting a future business mixer and exploring sponsorship opportunities.
- Requested expanded wayfinding signage for the district, noting that clients find parking challenging.
- Raised neighborhood safety and sanitation concerns regarding trash and biohazards/feces associated with local homelessness.

6. President's & Executive Director's Reports

- **President's Report:** President Mike Montague was absent; updates were deferred.
- **Executive Director Report:** Bryce Dow-Williamson presented the following operational updates:
 - **California Welcome Center:** Met with the Santa Rosa Metro Chamber regarding the facility's Return on Investment (ROI). The Chamber will meet

with local hotels before presenting options to the Association. It was noted that the original 2024 agreement was mistakenly executed with the Chamber rather than directly with the City. Under the current framework, the Association must provide proof of liability insurance and schedule the Executive Director to support staffing and Welcome Center tasks. AJ Trombetta requested End-of-Year (EOY) Income and Expense financials. Tourism Strategic Plan contract negotiations are ongoing as Visit Santa Rosa evaluates the Association's exact benefits and expectations.

- **Vendor & Vendor Oversight:** Identified an Allied security overcharge caused by improper vehicle maintenance fees. Security officer was on vacation and district was not notified in advance. Noted a gunshot incident outside El Infierno that was missing from the security log; Bryce is working with the AC Hotel to resolve reporting gaps.
- **Security Cameras:** Meeting scheduled with Lt. Mahurin regarding district security cameras. Danielle Nelson recommended utilizing an Axon connection, signing a Memorandum of Understanding (MOU) with the Police Department, and delivering data via thumb drive. She will forward her camera technical contact to the Executive Director.
- **Wayfinding Signage:** Successfully disputed and corrected a wayfinding signage overcharge issued by the City.
- **Entertainment Zone:** Met with the Downtown Action Organization (DAO), which requested a comprehensive proposal. Following initial feedback and concerns from Lt.. Mahurin, a pilot program is being developed focusing on Ross Street.
- **CBD Reporting:** The Community Benefit District (CBD) report included the Cannery area. The Board will conduct a deeper dive next year to audit and verify reporting accuracy.
- **Social Services Outreach:** Coordinated with Catholic Charities to streamline localized resources and support services.
- **District Infrastructure:** The City Parks department will address the 3rd Street median and evaluate a zero-cost drip irrigation system.
- **Operational Cost Savings:** Migrated the MailChimp account handling away from TIV, yielding an immediate savings of \$40 per month by removing redundant email addresses.
- **District Aesthetics:** Several new businesses have begun placing independent decorative planters on sidewalks. Paul Quattrocchi recommended sending a soft, informational letter to guide businesses on aesthetic alignment.

7. Financial Report

Ann Galantine presented the Treasurer's Report:

- The full financial balance sheet was submitted for review (see Financial Summary).
- Additional proposed budget revisions will be formally presented to the Executive Committee at their next meeting.

8. Committee & Project Updates

8.1 Marketing

- **Website & Digital Media Assets:** Cost savings achieved from ending the TIV contract will be reallocated toward capturing professional video and drone footage to upgrade the website. This initiative aims to modernize the platform and remain competitive with adjacent downtown associations.
- **Action Item / Vote:** A proposal from Mickale Jones Videography was introduced to capture the upcoming RSMF and build a fresh library of stock promotional footage.
 - *Proposal Cost:* \$1,500.
 - *Motion:* Curt Nichols moved to approve the expenditure for drone photography, videography, and photography assets. Paul Quattrochi seconded the motion. The motion carried.

8.2 Events

- **Trunk or Treat:** Scheduled for Friday, October 23, from 3:30 PM to 5:00 PM. The Parking Division will donate spaces, and the Santa Rosa Police Department (SRPD) has expressed participation interest. The event will run in conjunction with the Fall Fun Fest hosted by Bayview Church. - Board volunteers?
- **Community Outreach:** SRPD will host a table at the Sonoma County Fairgrounds on October 29 from 4:00 PM to 8:00 PM. - Board volunteers?
- **Seasonal Promotions:** Idea for Scarecrow window display.

8.3 Business Development

- **SEO Optimization:** AJ Trombetta reported that the Business Development webpage lacked critical backend SEO tags, hurting search rankings. Currently,

online queries default entirely to "historic" and "antique" keywords rather than highlighted commercial metrics added in January 2026 or listings locations.

- **Strategic Shift:** Recommended rebuilding and optimizing the website map on the backend to capture high-value business-to-business (B2B) queries (e.g., "Commercial Retail Space for Lease"). This ensures Railroad Square surfaces as a highly competitive real estate market compared to Windsor, Petaluma, etc..
- **Budget Realignment:** Recommended utilizing the business "High Visibility Advertising" line item within the Marketing budget toward B2B search engine optimization, page, and media content. Investing in long-term organic search infrastructure provides greater sustained value than short-run print or standard digital display ads.
- **Collaborative Strategy:** The Executive Director highlighted ongoing exploratory avenues for Google Ads and targeted Social Media Ads to run alongside Danielle Nelson's new video initiatives.

8.4 Infrastructure

- **Depot Park Design:** Curt Nichols provided updates on the Depot Park Conceptual Site Layout and ongoing discussions with Dan Hennessy. The current park design by Carlisle Macy exceeds the projected ~\$120,000 budget funded via park impact fees. See Depot Park Concept by Carlisle Macy
 - **Next Steps:** Danielle Nelson requested a phased development proposal. AJ Trombetta requested line-item rough cost estimates for modular elements like seating. Rachel Beer will look into the exact allocation of the city's park impact fees and report back.
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9. Announcements & Adjournment

- **District 5 Meeting:** Scheduled for October 1 at the Finley Community Center.
- **Adjournment:** The meeting was adjourned at **11:20 AM**.

Next Board Meeting:

Thursday, October 15, 2026, at 9:00 AM

Courtyard Marriott, 175 Railroad St., Santa Rosa, CA