



HISTORIC RAILROAD SQUARE ASSOCIATION /Community Benefit District

**RRSQ Association Board Meeting
Thursday, October 15th, 2026 9:00 AM
Courtyard Marriott Hotel Conference Room: 175 Railroad St.**

AGENDA

- 1. CALL TO ORDER, INTRODUCTIONS**
- 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS** (limited to 2 minutes each)
- 3. ACTION ITEM:**
- 4. CONSENT ITEMS**
 - 4.1 September Minutes
- 5. GUEST:** N/A
- 6. CITY UPDATE** - Rachel Beer and PED - Entertainment Zones
- 7. Business Highlight** - (5 minutes): Jeffrey Lemus - AC Hotel
- 7. PRESIDENT'S REPORT-** Mike Montague - not in attendance
 - 7.1 District updates
- 8. ED REPORT** - Bryce Dow-Williamson
 - 8.1 ED update
- 9. FINANCIAL REPORT** - Ann Galantine
- 10. 2026 COMMITTEES & PROJECTS:**

COMMITTEE UPDATES (updates *only as needed*; limit 3 minutes)

10.1 Marketing	Danielle
10.2 Events	Bryce

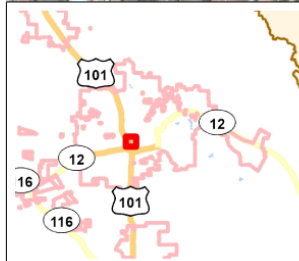
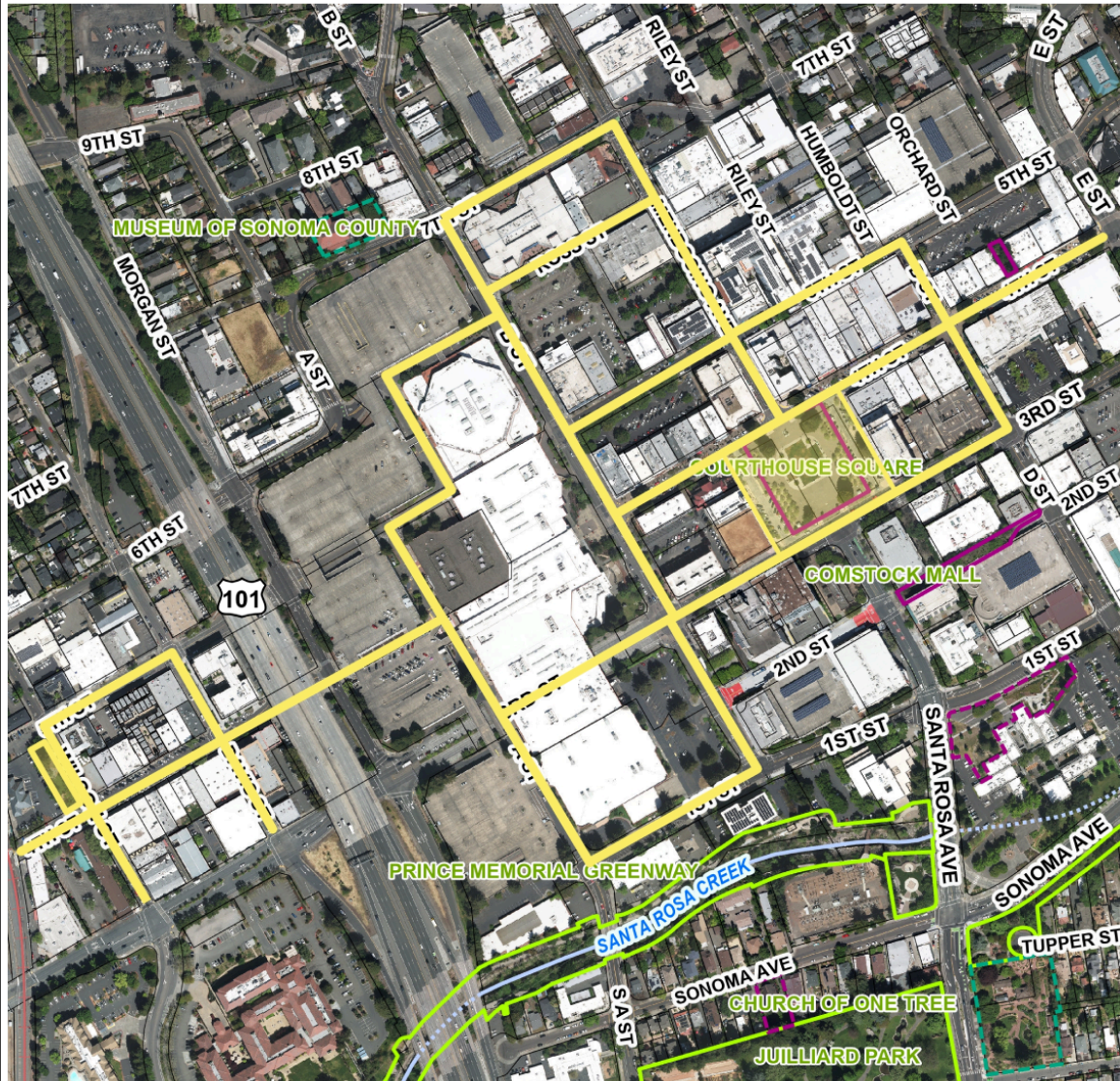
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| 10.3 | Business Development | AJ |
| 10.4 | Security | Tom |
| 10.5 | Infrastructure | Curt |
| 10.6 | Design & Improvement | Noelle |
11. **Additional Action Items:** Vote on adding to board, Vote on new website
12. **Other Discussion/Updates:**
13. **ADJOURNMENT:**

Next Board meeting NOVEMBER 19TH, 2026 9:00am

COURTYARD MARRIOTT, 175 RAILROAD ST. SANTA ROSA, CA

Our Mission is to enhance the district through economic and neighborhood well-being, safety, beautification, and promotion.

Entertainment Zone Corridors



10/8/2026

Scale 1:4,800

0 Miles 0.08

SECTION I: SANTA ROSA ENTERTAINMENT ZONE PROGRAM OVERVIEW

1. About Santa Rosa Entertainment Zones

Entertainment Zones are designated areas in Santa Rosa where people can buy open container drinks (alcoholic drinks “to-go”) from local bars, restaurants, wineries, and breweries and enjoy them outside in common spaces like plazas, sidewalks, and streets during certain hours.

2. Program Objectives

Guiding objectives for Santa Rosa’s Entertainment Zone program include:

- a. Activate commercial corridors downtown and citywide
- b. Increase revenue for Santa Rosa restaurants and bars
- c. Catalyze broader economic stimulus
- d. Ensure equitable distribution of program benefits
- e. Amplify the perception of Santa Rosa as a vibrant cultural hub

SECTION II: SANTA ROSA ENTERTAINMENT ZONE ORDINANCE

3. Santa Rosa City Code

Santa Rosa City Code Chapter XX specifies the location, hours, and permit requirements for the Entertainment Zone.

- a. **Permissible Area** – See attached map.
- b. **Permissible Hours** – Outdoor consumption of alcoholic beverages within this Entertainment Zone is authorized Friday through Sunday between the hours of 12:00 PM and 10:00 PM, subject to any additional limitations imposed by any ABC permit or license and by this Management Plan for the Entertainment Zone.

SECTION III: ENTERTAINMENT ZONE VISION

4. Overview

The Entertainment Zone aims to create a dynamic and engaging destination that drives economic growth and reshapes how people experience Santa Rosa. Its vision is to transform the core downtown and Railroad Square area into a vibrant hub that enhances the experience for residents and visitors alike.

- Establish a weekly attraction by allowing open containers of alcohol in the Entertainment Zone to draw people to the area and increase economic activity.
- Boost revenue for local businesses, including restaurants and bars, through activation that extends visitor stays.
- Create a “third place” that supports impromptu and planned gatherings and entertainment, establishing the downtown area as a premier cultural destination and elevating Santa Rosa’s status as a dynamic and diverse city.

5. Entertainment Zone Operators

a. The City

During weekly activation of the Entertainment Zone, the City shall maintain the management plan and ordinance.

During an event the City will process any required event permit; receive all necessary applications, plans, and materials for review and issuance of permits for proposed structures, business licenses, etc.

b. Entertainment Zone Lead(s)

As Entertainment Zone Leads, the Downtown Action Organization and Railroad Square Association coordinate the Participating Businesses to manage the Entertainment Zone in alignment with the Management Plan and serve as the Point of Contact for inquiries as detailed in Section IV.

c. Participating Businesses

Participating Businesses who register with the City and ABC may serve open containers for consumption within the Entertainment Zone.

Participating in the Entertainment Zone may involve associated costs for materials and other shared operational needs, as determined and imposed by the Entertainment Zone Leads.

6. Activation

The Entertainment Zone Operators plan to offer various types of activations and events that cater to a range of interests:

a. Weekly Operation:

Weekly activation Friday through Sunday, typically without programming, allowing participating businesses to sell alcohol to patrons over 21 years of age for consumption within the Entertainment Zone.

b. Events:

During the Entertainment Zone's hours of operation, Entertainment Zone Operators may plan to offer one-off special one-day or weekend-long events, aimed at attracting locals as well as a regional audience such as celebrations for national or cultural holidays, musical performances, festivals, or televised sporting events; recurring themed activations programmed and advertised to occur weekly, monthly, or seasonally aimed at drawing a cross section of downtown workers, visitors and residents; and smaller temporary pop-up event experiences.

Any event proposed within the Entertainment Zone will be subject to the City's Special Event Permit requirements. Special Events serving alcohol within the Entertainment Zone shall comply with all requirements of this management plan, including the use of pre-approved cups and wristbands.

c. Design:

The City, in coordination with the Entertainment Zone Leads and Participating Businesses, aims to enhance the area with continued implementation of low-cost physical improvements that cultivate a sense

of place and pride. This might involve movable furniture for flexible use, additional lighting, and continued art installations.

d. Arts, Culture, and Entertainment:

The Entertainment Zone Operators will continue to offer artistic, cultural, and entertainment programming that draws on Santa Rosa's layered cultural history to create a welcoming and inclusive experience.

7. Economic Development and Community Benefit

a. Maximizing Economic Benefit for Participating Businesses

The Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars and restaurants selling open containers, including:

- **Placemaking as Economic Development:** The proposed activation and programming can draw new customers to the core downtown area. By creating a clean, safe, and sociable street atmosphere with frequent activation and engaging events, the Entertainment Zone will encourage people to socialize and linger, ultimately benefiting Participating Businesses and surrounding businesses in downtown.
- **Media Promotion:** The Entertainment Zone Leads and the City will leverage social media channels and website postings to generate positive media coverage about the success of Railroad Square and the core downtown area. This can attract more visitors to boost sales for downtown.

b. Collaboration for Broader Economic Stimulus

The Entertainment Zone Operators are committed to collaborating with diverse businesses to stimulate economic growth throughout the neighborhood. The Entertainment Zone Leads have a history of successful collaboration and cross-promotion with ground-floor businesses for event programming and activation.

SECTION IV: ENTERTAINMENT ZONE OPERATING REQUIREMENTS

8. Compliance, Modification, and Evaluation

The operating requirements established in this section shall be considered mandatory and binding conditions for the operation of the Entertainment Zone. Failure to comply with these conditions or the creation of any significant health or safety concerns resulting from the operation of the Entertainment Zone may result in the modification or suspension of the Entertainment Zone by the City.

The City of Santa Rosa reserves the right to publish an updated management plan with revised operating requirements at any time.

Additionally:

- Any Participating Business holding a liquor license that fails to comply with these operating requirements will be reported to the Santa Rosa Police Department and ABC. Failure to comply could result in the business's future ineligibility to participate in the Entertainment Zone.
- The City will evaluate the Entertainment Zone's compliance with the conditions of this Management Plan at least every 24 months. Both the Entertainment Zone Lead and Participating Businesses must promptly respond to requests for information during this evaluation process. Failure to meet these conditions may lead to modification or suspension of the Entertainment Zone.

9. Entertainment Zone Lead and Point of Contact

- a. The Entertainment Zone Leads must serve as the designated Points of Contact that should be contacted with inquiries about the operation of the Entertainment Zone. The designated Entertainment Zone Leads and Points of Contact are:

Downtown Action Organization

hello@downtownsantarosa.org

Railroad Square Association

info@railroadsquare.net

10. Participating Businesses

Only ABC licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Entertainment Zone. Participating Businesses must comply with ABC Entertainment Zone Requirements and Guidelines and sign a participation agreement with the City and Entertainment Zone Lead. A Participating Business will be permitted to sell any beverage consistent with their ABC license.

11. Location, Hours and Information

a. Location of Operation

Subject to all other applicable requirements, the Entertainment Zone may operate within the entire area permitted by Santa Rosa City Code Chapter XX.

b. Hours of Operation

Subject to all requirements included in this management plan, the Entertainment Zone may operate Friday through Sunday between 12:00 PM and 10:00 PM. Participating Businesses may only sell open containers for consumption within the Entertainment Zone between the hours of 12:00 PM and 9:30 PM.

c. Event Notification

This management plan authorizes the Entertainment Zone to be active every Friday, Saturday, and Sunday between the hours of 12 PM and 10 PM. The City retains the right to update this management plan at any time with approval by the City Manager.

Anyone wishing to host an event involving the activation of the Entertainment Zone shall obtain a Special Event Permit.

d. Website

The City will provide the following accurate, up-to-date information on a public website dedicated to the Entertainment Zone:

- Basic information on the operation of the Entertainment Zone, including the location and ongoing approved days and hours

- Contact information for the Entertainment Zone Lead
- List of participating businesses

12. Health and Safety Measures

a. Age Verification

Patrons of all ages may be admitted into the Entertainment Zone. Alcohol-serving businesses may admit patrons under the age of 21 as consistent with their liquor license conditions or any other applicable licenses or permits.

During the operation of the Entertainment Zone, every patron purchasing an alcoholic beverage for consumption or drinking an alcoholic beverage within the Entertainment Zone must be wearing an approved wristband identifying them as 21 years of age or over. All Participating Businesses must use the same unique style of wristband, which will be established by the Entertainment Zone Leads and approved by the City prior to operation of the Entertainment Zone. Participating Businesses will be responsible for checking patrons' identification to verify age prior to providing the wristband.

b. Safety and Security

The Santa Rosa Police Department (SRPD) shall develop and implement a safety and security plan prior to the operation of the Entertainment Zone, which shall be in effect during all hours in which the Zone is in operation. SRPD will evaluate the implementation of the security plan every 6 months, and make changes as needed.

During the operation of the Entertainment Zone, each participating business must always have at least one staff member on site who is able to provide a copy of this management plan and the approved security plan, and is aware of all relevant conditions and requirements.

Additional security provided during special events within the Entertainment Zone shall be facilitated by the event organizer and subject to the conditions of the Special Event Permit.

c. Signage

The boundaries of the Entertainment Zone must be clearly marked by easily visible signage posted throughout the zone. This signage must identify the boundaries of the Entertainment Zone, operating hours, and instruct patrons not to carry alcoholic beverages outside the zone. Signs must be illuminated well enough to be sufficiently visible during nighttime hours.

13. Cup Requirements

a. Materials

Participating Businesses within the Entertainment Zone must serve any alcoholic beverage for consumption in the Entertainment Zone in a pre-approved non-glass and non-metal container. The cups shall be pre-approved by the Entertainment Zone Leads and the City. Participating Businesses are responsible for estimating demand and ordering materials in advance.

b. Disposal

The Entertainment Zone Operators will provide receptacles sufficient for patrons to dispose of their cups before exiting the Entertainment Zone.

Events taking place within the Entertainment Zone shall provide additional receptacles as needed for the anticipated amount of attendees.

c. Cleanliness/Waste Management

The Entertainment Zone Leads and Participating Businesses are responsible for waste diversion and reasonable mitigation of any Entertainment Zone-related material impacts on the cleanliness of the area.

14. Quarterly Review

The Planning and Economic Development Department, Santa Rosa Police Department, and Entertainment Zone Leads will meet on a quarterly basis to review outcomes of the Entertainment Zone, including any safety concerns, economic impacts, and community engagement.

15. Initial Year Review

Following the initial year of implementation of the Entertainment Zone, City staff will provide the Council with an update including SRPD input, business engagement outcomes, and community feedback. The Council may then direct staff to continue with the Entertainment Zone, make changes, or cease operation of the zone.