HISTORIC RAILROAD SQUARE ASSOCIATION/Community Benefit District

Railroad Square Association Board Meeting
Thursday, October 15, 2026 9:00 AM
Courtyard Marriott Hotel Conference Room, 175 Railroad St. Santa Rosa,Ca

AGENDA

1. **CALL TO ORDER, INTRODUCTIONS** – Bryce called the meeting to order at 9am. Those present Board members: Danielle Nelson, Curt Nichols, Dee Richardson, Ann Galantine, AJ Trombetta, Theresa Tomassi, Paul Quatrocchi. Bryce Dow-Williamson ED, City representatives-Rachel Beer, Jessica Jones, Noor Bisla, Amy Nichols. Absent: Noelle Hermann, Tom Buckley, Mike Montague
2. **PUBLIC COMMENTS ON NON-AGENDA ITEMS**- Josh Windmiller and Angel Clendenen. Josh reported Railroad Square being a wonderful neighborhood for the 10th Annual Music Festival and the Event was a huge success with new performers and vendors. There were no real security issues and not much trash! They are looking forward to next year. They also included the Prince Greenway to allow people to park around City Hall and walk over. Angel commented on the Neighborhood Passport which encouraged visitors to visit all the shops, etc. and she talked about ways to encourage more business participation. Bryce will send out a questionnaire for feedback. Danielle mentioned surprise performers at the Mall which was not anticipated or approved by Festival leads.
3. **ACTION ITEMS**- NA
4. **CONSENT ITEMS**
   4.1 September minutes were accepted
5. **GUESTS**- NA
6. **CITY UPDATE**-Rachel Beer and team presented the Entertainment Zone Proposal. Rachel introduced the topic of Entertainment Zones that the City is proposing for parts of Downtown and RRSQ, which would allow for alcohol carry-out from restaurants within the area and could attract more foot traffic to RRSQ. The City would be promoting these events and

businesses would be responsible for in-house activities that would draw visitors to RRSQ. Expenses (in part) could include security, waste removal, bathrooms and entertainment on site, etc. Many questions remain and more discussions are needed, budget accounted for, footprint of area defined, etc. and other concerns. More to follow.

Rachel Beer announced the following:

1.Brown Act Presentation to the Board will take place after the Nov. 19th Board meeting. **This is an important presentation that we all need to attend** and will be presented by the City Attorney and Clerk.

2.November mtg will include the Parks Planning team to discuss impact fees

3.Cross Walks at 4th & Davis will most likely install 'speed tables' to improve pedestrian safety. City funds are available. Wilson St. & 3rd St intersection is also under study for safety improvements. To be continued.

7. **BUSINESS HIGHLIGHT** – The AC Marriott was unable to attend , but are still facing serious issues with the homeless population. They will be installing cameras around the property.

8.**PRESIDENT'S REPORT**- Mike Montague, NA Updates presented by Bryce, ED

a. Carriage Rides secured for the month of December 2026 weekends.

b. Halloween Trick or Treat for youngsters – Friday, Oct 23 from 3:30-5PM along 4th St. Second year.

c. Allied returned $3000 to RRSQ

d. Free parking spaces available along Morgan Street between 3rd and 6th St. Open to all. But there is discussion about the potential use of parking permits.

e. Received a quote from Defense Block for $1000 less / month, no fees

f. Wayfinding signs replaced and restored as needed

g. Banners that have fallen down will be replaced by Fastsigns

h. Trash cans are not adequate

i. Tom Buckley, Board member and Security liaison, retired due to his work load. Rebecca from Energize Yoga will sit on the Security Committee.

j. Danielle presented a FYI quote for 3 cameras of $23,000….

k. Planters have been OK'd around Hot Couture for protection

l. Bryce has secured access to our website's security

m. Bryce reminded all to review the savings on the security proposals he sent out earlier this week, which save the organization approximately $1,000 per month

n. Bryce reported that the ad hoc committee met with website design companies to review their proposals. West County presented progressive concepts, had limitations to services, and needed reminding on asked for elements. Vinca, in contrast, listened to and considered the ideas presented by the committee.

Curt Nichols made a motion to proceed with contracting Vinca for website design services. Danielle Nelson seconded the motion, and all were in favor.
Following the vote, the Board discussed the possibility of additional costs. We should look at the bi-laws with regard to establishing designated spending limits requiring approval before proceeding with any additional expenses.

9. **FINANCIAL REPORT:** Ann Galantine

Financial reports for September: monthly expenses with year to date costs, year to date cost versus budget and summary.

10. **COMMITTEE REPORTS:**

-Business Development

AJ Trombetta reported the Business Development Committee met on 10/13,and after discussion they favored using a portion of the Marketing/High Visibility Advertising towards obtaining photography content towards website and social media marketing.

-Security

Bryce reminded all to review the security proposals he sent out earlier this week.

Other Discussion/Updates- NA

11. ADJOURNMENT – Bryce adjourned the meeting at 11 AM.