

DOWNTOWN ACTION ORGANIZATION (DAO) Board Member Meeting
Santa Rosa Metro Chamber Board Room
December 5, 2018

Present: Natalie Balfour, Zach Berkowitz, Sonu Chandi, Charles Evans, Hugh Futrell, Michael Hyman, Rick Mossi, Rolf Nelson, Tom Robertson, Bernie, Schwartz, Doug Van Dyke

Absent:

Santa Rosa Metro Chamber Staff: Janet Rogers, Peter Rumble

1. Call to Order

Rolf Nelson called the meeting to order at 9:05 am. Self-introductions were made.

2. Public Comments

There was no public comment.

3. Conflicts of Interest or Abstentions

There were no conflicts of interest or abstentions.

4. Additions to the Agenda

No additions were made to the agenda.

5. Approve Minutes

On a motion duly made and seconded, the Minutes of November 17, 2018 were unanimously approved.

6. DAO Committee Updates

RFP Service and Safety Officers- Peter Rumble reported that the RFP for the Service & Safety Officers contract was distributed prior to the Thanksgiving Holiday. The RFP included request for public safety services, homeless engagement, removal of human waste, and minor maintenance. RFP's are due back to Janet Rogers by December 21, 2018.

Website/Logo- Peter gave out samples of what the Chamber's designer had created for the Board to review. Once the Marketing Committee convenes all options will be reviewed and a recommendation will be brought back to the Board.

7.0 Board Officer Transition/Board Selection

Rolf Nelson shared with the Board that since he has retired from Exchange Bank, he will also be stepping down from all outside obligations, which includes the DAO Board. He has enjoyed his time on the board and appreciates all the support everyone has given him.

With this change Tom Robertson recommended we only vote on officers at today's meeting and do additional outreach for the balance of the Board positions since many weren't notified of the selection process. Tom recommended that the nomination process be reviewed by the Nominating Committee and they bring back a recommended list of names along with terms to the Executive

Committee. The Board supported Tom's recommendation. The final vote will take place at the January meeting

Nominations for Officers are as follows:

- Hugh Futrell nominated Natalie Balfour as Chair, seconded by Tom Robertson. No other nominations for Chair were made. On a motion duly made and seconded, Natalie Balfour was confirmed as Chair.
- Natalie Balfour nominated Hugh Futrell as Vice-Chair, seconded by Tom Robertson. No other nominations were made. On a motion duly made and seconded, Hugh Futrell was confirmed as Vice- Chair.
- Natalie Balfour nominated Sonu Chandi as Secretary, seconded by Bernie Schwartz. No other nominations were made. On a motion duly made and seconded, Sonu Chandi was confirmed as Secretary.
- Natalie Balfour nominated Tom Robertson for Treasurer, seconded by Sonu Chandi. No other nominations were made. On a motion duly made and seconded, Tom Robertson was confirmed as Treasurer.

Natalie Balfour stepped into the Chair role immediately and began to reside over the balance of the meeting.

8. Holiday Parking Update

Peter Rumble confirmed that the parking garage signage along with window clings for the downtown businesses to display in their windows were completed yesterday. Peter is working with the city parking department to arrange the installation of the signage. Window clings will be delivered to the downtown merchants or can be picked up at the Chamber office. The Chamber also purchased print ads that will run in the Press Democrat through-out the campaign. Social Media has been scheduled through the Chamber's outlets as well as online on the Press Democrat's website.

9. Approval of Bylaw Changes

After a lengthy discussion on what is the "right" number of board members Bernie Schwartz moved to change the bylaws to total number of Board of Directors and Officers to a maximum of 21. Glen Smith offered to review the bylaws for any additional changes. Bill Hillendahl offered to assist Glen. Hugh Futrell suggested the DAO staff work with Bill and Glen on these changes. On a motion duly made and seconded, the number of Board and Officers were approved at a maximum of 21 and unanimously passed.

10. Committee Selection

On a motion duly made and seconded an Executive Committee was established which will consist of Board Officers, Natalie Balfour, Hugh Futrell, Sonu Chandi and Tom Robertson. This was unanimously approved.

Natalie suggested a Marketing/Communications Committee also be created. Natalie appointed Sonu Chandi as the chair of the committee. He accepted the appointment.

11. City Services Update

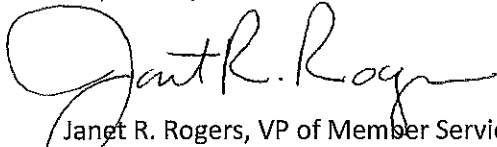
Peter Rumble told the Board that the Chamber has reached out to the city to request a current list of city vendors used for landscaping and power washing. These vendors will be contacted to request pricing. Peter reminded the Board that the service the DAO will be contracting for will be in addition to what the city is already providing.

12. Set Regular Monthly Meetings

The Board agreed to hold monthly Board meetings the third Wednesday of each month with the next one to take place on Wednesday, January 16, 2019. All meetings will take place at the Santa Rosa Metro Chamber.

The meeting was adjourned at 10:20 am.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Janet R. Rogers". The signature is fluid and cursive, with the first name "Janet" being more prominent than the last name "Rogers".

Janet R. Rogers, VP of Member Services
Santa Rosa Metro Chamber

