



September 29, 2022

Historic Railroad Square Association

Downtown Subcommittee Report for September 2022:

District Challenges:

1. We (along with Visitors Center staff) have met with City staff to come up with a plan to address the ongoing issues of debris, litter, and human waste around the Depot. There is a need for daily maintenance and responsibilities are being clarified. Increased graffiti and transient activity throughout our district remain on the list of challenges.
2. We hear complaints from locals and visitors about parking fees in the area and the high cost of parking tickets. I would encourage the City to consider a “holiday parking pass” that extends the parking time from 3 hours at a reduced rate for shoppers who are supporting our merchants.
3. We’re continuing to work with Jen Santos, James Castro & Scott Wilkenson on the Depot Park signage project and looking forward to seeing the new sign design.
4. Thank you to City staff for replacing the old trash receptacles with the new ones. It’s one more thing that helps improve the look and feel of RRSQ.

Parklets:

1. It’s great to have the tents down on 4th Street. As of now, we have only 2 restaurants who have applied for a permanent parklet although LoCoco’s plans to apply in the Spring.

RRSQ District Projects:

1. Our Ad-Hoc committee is working on mapping the area to identify old and damaged sidewalks and tree wells that need to be replaced or repaired. We’re working on assessing costs and what level of repair can be done.
2. The first phase of the Wayfinding Pedestrian Signs should be completed in October. We’re still on track to complete the project within the next few months. The project has been a great opportunity to engage more with our merchants.

3. Coop radio ads and advertising with the Sonoma County Tourism Program are some of the marketing efforts being made for the rest of this year. We are also partnering with SMART to create advertising for RRSQ at the San Rafael platform.

4. The last “**Summer Music Stroll**” is happening on October 9th with local street music along 4th street and music & activities in Depot Park. We’re partnering with the City’s Drought/water saving program on October 9th, and excited to have the Hydration Station parked at Depot Park.

5. We are planning a Fall Merchant Mixer on November 8th at 6th Street Playhouse and will be launching our holiday theme “Sparkle and Shine in Railroad Square” to engage our merchants in a coordinated effort throughout the district. We’re creating a “Shoppers passport” to encourage shoppers to visit our merchants to receive a RRSQ Tote bag.

6. We’re making plans for the holidays with additional Holiday advertising, free horse & carriage rides and continue planning for a free outdoor Holiday Concert in the new event space at the Hotel la Rose. (Corner of 4th Street & Wilson Street). More to follow on this new event.

7. The Association is focusing on projects to complete this year and setting priorities for 2023. This includes replacing the old wine barrel planters throughout the district with a more uniform style and we also continue to explore lighting possibilities for 4th Street.

New Businesses:

1. Papillon Floral has opened at 109 4th street.
2. The Princess Boutique has opened their children’s shop
2. Zin Restaurant in the old Jack & Tony’s site - opening date has not been announced.

Our board meets on the **3rd Thursday of the month at 8:30am** at the Courtyard Marriott. Agendas can be found on our website postings.

Don’t hesitate to reach out to me if you have questions or need additional information.

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