

Historic Railroad Square Association

Board Minutes

February 20, 2025 - 8:30 AM - Courtyard Marriott Hotel

Attending via Zoom: Mike Montague, aboard the Baja Fog, Mexico; Noelle Hermann, Ross, CA; Danielle Nelson, Santa Rosa Plaza.

Present: Rafael Rivera, Pauline Block, Theresa Tommasi, Tom Buckley, Curt Nichols, Gunnar Vera, AJ Trombetta, Ann Galantine, Dee Richardson, Paul Quattrocchi .

Guests: Molly and Sally, representing the Welfare League

Absent: Jim McCalligan

AGENDA

1. **CALL TO ORDER, INTRODUCTIONS:** Amanda Janik, Executive Director, opened the meeting in the absence of President Mike Montague. Self introductions followed.
2. **PUBLIC COMMENTS ON NON-AGENDA ITEMS :** NO COMMENTS
3. **CONCENT ITEMS:** No consent items reported due no Board meeting in January and no treasurer's report since Ann is just going through all the paperwork.
4. **PRESIDENTS REPORT: MIKE MONTAGUE**
 - a. Mike and Amanda met with Pauline as President of the DAO. They talked about the DAO experience of raising the assessment fees. The assessments were raised 5% and were apparently accepted without pushback. Continued maintenance of specific completed projects was one reason given for the increase. Board discussion will be on the agenda for March meeting.
 - b. Mike will be corresponding with all the property owners and merchants within the district to bring them up to speed on the latest projects - tree removal and replacement with crepe myrtle, plus new street lighting on 4th. Both projects will cause temporary disruptions and require patience, but the end results will be worth it.
5. **ED REPORT: AMANDA JANIK**
 - a. March Board meeting change: Meeting will be held on the second Thursday of March, on March 13th at 8:30 AM. Executive Committee meeting will be held on Thursday, March 6 , location TBD.
 - b. New Board member Orientation: with 3 new Board members this year, we will be putting together an orientation packet to bring them up to speed.
 - c. Please review the attached Committee List and sign up for committees or events that interest you. Let Amanda know any special requests. One committee member will assume Chair of the committee.
 - d. February Mixer was a huge success with @ 50 attendees, the Mayor, Chief of Police and other City department heads, many new businesses in attendance, plus a special Dance Class! A suggested location for the Summer Mixer (date TBD) was the Hotel La Rose Event Space lot again.
6. **TEASURER'S REPORT: ANN GALANTINE**
 - a. Ann is navigating the books, double checking the entries and introducing herself to how things are funded. In a couple instances she has found duplicate entries. Once everything is in order she will hand over to the Auditor and close out 2024. She is learning Quick Books which will switch to an accrual basis for 2025. She will create a special account for Festivities on 4th and requests any outstanding invoices.

- b. AJ has been reviewing the budget and feels the few duplicates are related to TIV and street services entries.

7. COMMITTEE REPORTS:

- a. Tree Removals: Curt reviewed progress...it is happening soon! Permits have been approved and the plan is to remove designated street trees on 3rd, 4th and 5th Streets . followed by installation of Crepe Myrtles which have proven to be good street trees. 25 trees will be removed and 28 will be planted due to several empty tree wells. Several Ginkos will be planted on 3rd Street to complement existing street trees.
- b. Street Lighting on 4th- project should start @ March 4 for a week. Around 13 parking meters will be bagged, generally around the light poles but not limited to. This project has been in the works for years and is finally happening.
- c. No report on utility boxes/ window displays
- d. Security: Tom reported that the security car has been replaced and has added approximately \$320 to the monthly security bill. The existing contract will be reviewed and discussed next month to see what options we have....
- e. Dirty Garbage Cans: The Graffiti Team will be asked to clean the garbage cans 2x/month. This is apparently something that is the City's responsibility and will be researched. In the meantime, the Graffiti Team will be asked to clean them 2x/month.
- f. Marketing: Amanda reported that the Merchant of the Month Program has been successful in driving people to Instagram with 135 new Instagram followers last week. Cast Away is Merchant of the Month for February. Other businesses are welcome to apply.
- g. Festivities on Fourth budget to be reviewed
- h. TIV- newspaper page to be revamped
- i. A committee is needed to scour and update the website....
- j. Report from TIV that traffic to the website has doubled from last year.

8. EVENTS- Amanda

- a. Antique Fair – Sunday May 18th is dealing with the City for all the necessary permits, etc. Mike from Bat Cave (organizer) is hoping for up to 250 vendors and is working with Bryce from the City to make sure he is following all the rules and regs. Amanda brought up Mike's idea of using the Hotel La Rose's parking lot to set up a Beer & Wine Garden as a fundraiser for the Association which means getting donations for the beer and wine, etc and volunteers for staffingABC license is \$50.
- b. Thursday, May 15 from 6:30-9:30- Bike to Work Day sponsored by the Bicycle Commission. Because this happens to be on our Board Meeting Day, we will be looking for volunteers to help out. Please let Amanda know if you might be interested, or even in the early 6:30 time slot before the meeting! SMART is one of the sponsors.
- c. April 27th, Sunday 11-3 . The 4th Annual Vintage Car Show. Free popcorn and music. In the Depot parking lot.
- d. RRSQ Music Festival will be held in September, date and time TBD.
- e. Street maintenance: Marianne's death has left open a volunteer oversight position for the planters, making sure they are watered and checking on the plants for replacements as needed. There is a red wagon and tools available. Gunnar volunteered to help on weekends. Please sign up to help out.
- f. Wayfinding signs: Amanda reported that the permit fees have risen exorbitantly, and she will talk with Gabe Osborn and/or write a letter asking that this fee be explained/redone. As an example, in addition to the \$250 cost of a new sign for the existing sign rack, the City fees would include approximately \$500 of other permitting fees making this totally out of reach for small business owners.

9. OTHER DISCUSSION ITEMS:

- a. 2025 major goals- complete our large projects (trees and lights), budget to draw more visitors to RRSQ and focus on creating strong attractions to RRSQ.

10. OTHER

- a. Pauline announced that the DAO will be hosting training sessions and invited RRSQ to participate with the shared goal of bringing more community engagement. EX: In April they will be offering a free Marketing Workshop
- b. Rafael offered Dave Avila's phone #. He is with Transit and Public Works in the street maintenance dept.: 707-543-3734 or cell: 707-695-5214.
- c. Question about participating in this year's EXPO -TBD. Don't know date yet. There was a suggestion to invite Chief Creagan to our next Board Meeting.

- 11. Meeting Adjourned at 9:50 AM. Next Board Meeting: NEW DATE - March 13, 2025 at 8:30 at Courtyard Marriott.

DR/2/25