

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Community Engagement Committee Meeting  
October 7, 2021, 10am**

**Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

**A G E N D A**

- 1.0 CALL TO ORDER**
- 2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**  
Comments from the public will be allowed on all agenda items at the time each item is called.
- 3.0 CONSENT ITEMS**
  - 3.1** August 12 Committee Meeting Minutes
- 4.0 END OF SUMMER BLOCK PARTY DEBRIEF**  
Committee to debrief on End of Summer Block Party
- 5.0 FALL FUN FEST UPDATES**  
Cadance will share updates on plans for Fall Fun Fest on October 29
- 6.0 ICE RINK UPDATES**  
Cadance will share updates on Ice Rink
- 7.0 ADJOURNMENT**

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**ACTION ORGANIZATION (DAO)  
Community Engagement Committee Meeting  
August 12, 2021, 9am**

**Zoom Meeting ID: 806 654 7370, Password: Downtown  
Phone: 669-900-9128**

Present: Leeanna Ausiello, Sonu Chandi, Matt Vella, Henry Huang, David Harvey, Caitlin Kurasek, Julie Montgomery, Ame VanDyke,

Absent: Gray Rollin, Nate Auerbach, Stevan Stankovich

Staff Present: Cadance Hinkle Allinson

**MINUTES**

**1.0 CALL TO ORDER**

The meeting was called to order at 9:03am.

**2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**

Matt Vella shared that he has been talking with Amber & Tanner and they're going to sponsor the Costume Contest for kids, adults and pets at the Fall event. They'll be giving away concert tickets to the winners and hopefully driving traffic Downtown.

**3.0 CONSENT ITEMS**

**3.1** August 5 Committee Meeting Minutes were unanimously approved.

**4.0 END OF SUMMER BLOCK PARTY**

Cadance shared that the following are in the works for the Block party:

- Musicians and entertainment for two stages over four hours
- Magician, Balloon twister, glitter tattoos, stilt walker, kids art project, games for the whole family,
- Involvement from Sonoma County Library, Sonoma County Museum, etc.
- Makers Market will be on the Square from 11-5
- Portable restrooms
- VIP area for presenting sponsors Poppy Bank

She shared it was all dependent upon the layout and whether or not everyone wanted to close the 600 Block as well. The committee discussed. Sonu provided feedback from other business owners he spoke to and the committee unanimously decided to move forward with the block closure for one afternoon.

Cadance shared it would be too logistically challenging to manage ticket sales for a wine walk event in multiple locations as well as manage and run the entire Block Party. The DAO does not have the infrastructure to sell tickets or collect money, but could likely find an outside group to manage a Beer Garden.

There was general support for the concept of a Wine & Beer Garden over ticketed alcohol sales across multiple locations. Cadance will work on coordinating with Matt Vella.

**5.0 ADJOURNMENT**

The meeting was adjourned at 9:30am.