

**DOWNTOWN ACTION ORGANIZATION (DAO)
Community Engagement Committee Meeting
April 6, 2021, 3pm**

**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 March 16 Committee Meeting Minutes

4.0 UPDATES ON DOWNTOWN DISCOVERY CONTEST

Matt will update on status of signups and committee will discuss opportunities for improvement.

5.0 UPDATES ON ICE RINK

Cadance will share updates on information gathered and status of Ice Rink

6.0 DISCUSSION ON SUMMER PROGRAMMING

Committee will review feedback from Community meeting and survey and finalize plans for summer programming

7.0 UPDATES ON FUNDRAISING

Sonu will provide updates on fundraising

8.0 FUTURE MEETING DATES

9.0 ADJOURNMENT

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**DOWNTOWN ACTION ORGANIZATION (DAO)
Community Engagement Committee Meeting
March 16, 2021, 3:30pm**

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

Committee Present: Matt Vella, Sonu Chandi, Nate Auerbach, Leeanna Ausiello, David Harvey, Caitlin Kurasek, Stevan Stankovich,

Absent: Julie Montgomery, Ame Van Dyke

Staff: Cadance Hinkle Allinson

A G E N D A

2.0 CALL TO ORDER

Matt Vella called it to order at March 16 at 3:30.

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 February 24 Committee Meeting Minutes

4.0 UPDATES AND DISCUSSION ON SOCIAL MEDIA GIVEAWAY

Matt Vella shared that he would collect March items and the contest will get started by the end of the month. The giveaway will have flexible timing so that it can coincide with holidays if appropriate. The committee discussed what type of baskets would make sense and agreed it could depend on the monthly items. The committee discussed ideas. They agreed something engaging like “explore” or “discover” would be appealing, as would an alliteration like “Downtown Digs” and it could be helpful to include something about following in the title to tie into the goal of the program. The chairs will meet to discuss and share the final decision with the committee.

5.0 UPDATES ON ICE RINK

Cadance provided a brief update to let everyone know she was working on figuring out if a smaller rink was an option and pursuing added power with PGE. There will hopefully be more information to discuss soon.

6.0 DISCUSSION ON SUMMER PROGRAMMING

Cadance shared that the goal of the meeting next week is to get feedback on ideas for summer programming, which the committee will determine today. She will also be soliciting feedback on summer garage parking to see what aspects of the garage parking program have been most effective and helpful for Downtown businesses.

She shared that summer programming will be dependent on the City and the current health orders in place. The committee should think about creating an atmosphere versus creating an event. Larger activities or events will need staffing and resources.

The committee discussed several ideas to propose to the business owners at next week's meeting. They will reassess at the end of the spring if a clearer picture is in place for the potential of larger events. The ideas they will present at the meeting are:

- Enhancing the atmosphere with art and music – understanding this might be limited to closed streets for safety purposes.
- Starting the summer with some sort of passport or BINGO card to encourage people to visit all the businesses Downtown
- Hosting a monthly movie night on the Square, if permissible

Cadance said if business owners want to solicit feedback from the public, that is an option. They will also be asked if they would like to see any sort of temporary closures, which could be at the start/end of the summer or regularly on weekends.

Matt shared an idea about giving a discount to diners who show a shopping receipt.

7.0 DISCUSSION ON PROMOTIONS OF UPCOMING EVENTS

Cadance asked for feedback on the best way to get businesses to post about events. Nate suggested she email out the content to business owners. She will look to build a list of interested businesses.