

**DOWNTOWN ACTION ORGANIZATION (DAO)
Community Engagement Committee Meeting
November 4, 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** October 7 Committee Meeting Minutes
- 4.0 FALL FUN FEST DEBRIEF**
Committee to debrief on End of Summer Block Party
- 5.0 ICE RINK UPDATES**
Cadance will share updates on Ice Rink
- 6.0 DISCOVER DOWNTOWN**
November/December Discover Downtown
- 7.0 ADJOURNMENT**

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

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

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

Absent: Caitlin Kurasek, Gray Rollin, Stevan Stankovich

Staff Present: Cadance Hinkle Allinson

A G E N D A

2.0 CALL TO ORDER

Matt Vella called the meeting to order at 10:04am.

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 unanimously approved.

4.0 END OF SUMMER BLOCK PARTY DEBRIEF

The committee discussed the End of Summer Block Party. Attendees enjoyed themselves, though everyone agreed the weather was unavoidable and unfortunate. A few restaurants commented that it was busy indoors because of the weather. There could have been more food options or a bigger push to get restaurants involved.

The committee was in agreement that they would like to see more marketing around events like this in the future, which will have to be built into the budget.

5.0 FALL FUN FEST UPDATES

Cadance shared details about the Fall Fun Fest event and let everyone know that she's working on getting more businesses signed up for Trick or Treating. There are currently 20. Businesses will need to provide their own candy, and the DAO will provide balloons. Bayside is providing carnival games for the sidewalks and inflatables for the Square.

Matt shared details about the costume contest, which will be hosted by Amber & Tanner, and take place at 6pm on the Square.

Cadance is working on a map that shows all the candy locations. This will be shown on the LED screen, as well as on cards distributed to participating businesses.

6.0 ICE RINK UPDATES

Cadance provided details about the Ice Rink, which will open around November 19 and go through January 9. She is partnering with nonprofit groups to run the rink. There will also be the annual tree lighting, as well as holiday markets. The Chamber and VSR are coordinating all the marketing.

Sponsorships are still be secured to fund the installation and she will send the packet out to the whole committee after the meeting.

7.0 ADJOURNMENT

Prior to adjourning the meeting, Matt Vella confirmed there would be an October Discover Downtown contest. Cadance will secure participants.

The meeting was adjourned at 10:35am.