

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Community Engagement Committee Meeting  
August 5, 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** May 6 Committee Meeting Minutes
- 4.0 UPCOMING DISCOVER DOWNTOWN**  
Committee will review participants and select date/theme
- 5.0 OPEN & OUT REPORT**  
Committee will review and discuss Open & Out and the impacts to their businesses
- 6.0 SUMMER BLOCK PARTY**  
Committee will discuss plans for potential end of summer block party on September 18
- 7.0 HALLOWEEN PLANS**  
Cadance will share update on Halloween Event on Friday, August 29
- 8.0 ADJOURNMENT**

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May 6, 2021, 3pm**

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**MINUTES**

Present: Sonu Chandi, Matt Vella, Leeanna Ausiello, David Harvey, Caitlin Kurasek, Julie Montgomery, Ame Van Dyke

Absent: Henry Huang, Gray Rollin, Stevan Stankovich

Santa Rosa Metro Chamber Staff Present: Cadance Hinkle Allinson

**1.0 CALL TO ORDER**

Sonu Chandi called the meeting to order at 3:02pm.

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

There were no public comments at this time.

**3.0 CONSENT ITEMS**

**3.1** April 22 Committee Meeting Minutes were unanimously approved.

**4.0 MAY DISCOVER DOWNTOWN**

Matt Vella shared that there was good engagement on the last post and that the May post, which would be focused on Memorial Day, would have contributions from La Rosa, Mark Allen and Miso Good. The promotion will run on May 21 so that the winner can pick up the following Monday.

The June promotion will feature Beer Baron, California Luggage and CoLAB.

**5.0 UPDATES ON ICE RINK**

Cadance shared that it continues to be a slow process, but that the City is working with the ice rink company to determine all the electrical needs.

**6.0 UPDATES ON SUMMER PROGRAMMING**

Cadance updated the committee on the BINGO concept, which will start in July. There will be four weeks of contests, each where a winner will be randomly drawn. All those who enter over the four weeks will be entered to win the grand prize. There will also be a card just for kids and locations where the kids who participate can pick up candy.

Cadance also shared with the group that the 500 Block is remaining closed this summer and Gray is working on securing additional funds to replace the barricades and make it a more lively atmosphere. The block will reopen to traffic once the permanent parklet program goes into effect.

The committee supported the idea of the SOCO Market taking place on June 18, rather than June 27.

Cadance provided other general updates about summer plans and the committee discussed the website and printed materials.

It was suggested to include a hashtag and parking details on all materials.

Sonu suggested that businesses should include their events on the Open & Out website as well.

#### **7.0 BUDGET AND FUNDRAISING FOR SUMMER PROGRAMMING**

Cadance thanks Sonu again for Chandi Hospitality's sponsorship and for securing support from Keysight.

She shared that Ausiello's and California Luggage both came on board as sponsors. Fundraising is going well and will cover the finite hard costs, but more funds are needed to round out the promotional aspects of the program and provide flexibility with other activities like performances. She encouraged others to share any contacts or ideas they had for raising funds.

#### **8.0 MEETING ON MAY 11**

Cadance shared that the meeting next week was to update all business owners on the decisions that had been made regarding Open & Out, and to answer any questions they might have.

The committee determine to host monthly Happy Hours to bring the business owners together and will share more details via email.

#### **9.0 ADJOURNMENT**

The meeting adjourned at 3:50.