

**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**

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 February 24 Committee Meeting Minutes

4.0 UPDATES AND DISCUSSION ON SOCIAL MEDIA GIVEAWAY

Matt will update on status of signups and committee will discuss naming and roll out.

5.0 UPDATES ON ICE RINK

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

6.0 DISCUSSION ON SUMMER PROGRAMMING

Cadance will share updates on what the City is allowing as far as street closures and seek input from committee prior to Community Meeting on March 23

7.0 DISCUSSION ON PROMOTIONS OF UPCOMING EVENTS

Committee will discuss how businesses can promote the egg hunt and poetry display

**DOWNTOWN ACTION ORGANIZATION (DAO)
Community Engagement Committee Meeting
February 24, 2021, 3:30pm**

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

MINUTES

Present: Sonu Chandi, Matt Vella, Nate Auerbach, Leeanna Ausiello, Henry Huang, David Harvey, Caitlin Kurasek, Julie Montgomery, Gray Rollin, Stevan Stankovich, Ame Van Dyke,

Absent: Gray Rollin

Santa Rosa Metro Chamber Staff Present: Cadance Hinkle Allinson

2.0 CALL TO ORDER

Co-Chair Sonu Chandi calls the meeting to order at 3:32.

3.0 OBJECTIVES OF COMMITTEE

Committee members shared their opinions on what the objectives of the committee should be. There was agreement that bringing people Downtown and connecting with fellow business owners should be the primary focuses. The need for funding and improved social media was also discussed.

Sonu suggested finding ways to bring business owners together to better engage and get to know one another and ensure accurate information is being shared.

3.0 SPRING PROGRAM DISCUSSIONS

Cadance provided updates on the Easter Egg Hunt as well as Poet-Tree installation.

The need for low-impact events was discussed and Leanna suggested doing a social media giveaway campaign as well as promoting activities to the school districts.

Matt and Sonu will put together a formal concept for the social media giveaways and will present it to the committee.

4.0 FUTURE DOWNTOWN PROGRAMMING

4.1 The committee talked through the options for a Summer Open & Out style “event” that focused on outdoor dining. Given the uncertainty around the County’s health regulations, the committee should make plans for activities it know it can do, and start to think about activities that would be great, if permitted given the health orders.

Sonu suggested having musicians outside as often as possible.

Nate said that he talked to his neighbors and everyone wants the street to remain open.

Cadance shared there would be surveys and meetings to discuss street closures and summer programming options from the wider business community.

Nate suggested Friday Night Artwalks with artists in the Square. Cadance shared that having artists in businesses might be more beneficial, if there was an organization to take on the work behind it.

The committee was structured to have representatives from each area of Downtown so that committee members can communicate with their neighbors.

- 4.2 Cadance encouraged committee members to begin thinking about what they'd like to see in the winter. She is working on the possibility of getting an Ice Rink installed, whether real ice or fake ice.

5.0 CONCLUDING DISCUSSION

Cadance will send a doodle poll for a meeting in the middle of March, which will include a discussion on street closures, social media outreach and preparing for a community wide meeting.