

**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**

**A G E N D A**

**1.0 CALL TO ORDER**

**2.0 OBJECTIVES OF COMMITTEE**

Formalize regular Downtown programming, discuss a street closure communication strategy and procedure, identify funding sources, business communication plan, social media and online community engagement, etc.

**3.0 SPRING PROGRAM DISCUSSIONS**

Discuss ways to promote the Easter Egg Hunt, Poetry Month and other spring activities

**4.0 FUTURE DOWNTOWN PROGRAMMING**

Share ideas around programming with potential to be regular/ongoing activities

4.1 Summer – “Open & Out” style event

4.2 Winter – Ice Rink, seasonal market, etc.

**5.0 CONCLUDING DISCUSSION**

Set regular meeting date, discuss next steps and follow up items