

**DOWNTOWN ACTION ORGANIZATION (DAO)
Community Engagement Committee Meeting
April 22, 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 April 6 Committee Meeting Minutes
- 4.0 APRIL DISCOVER DOWNTOWN**
Committee will finalize plans for April social media incentive.
- 5.0 UPDATES ON ICE RINK**
Cadance will share updates on information gathered and status of Ice Rink.
- 6.0 UPDATES ON SUMMER PROGRAMMING**
Cadance will share details around summer BINGO program and music.
- 7.0 BUDGET AND FUNDRAISING FOR SUMMER PROGRAMMING**
Cadance will walk through the budget and committee will discuss fundraising plans for summer programming.
- 8.0 ADJOURNMENT**

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

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MINUTES

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

Absent: David Harvey

Santa Rosa Metro Chamber Staff Present: Cadance Hinkle Allinson

2.0 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 March 16 Committee Meeting Minutes were unanimously approved.

4.0 UPDATES ON DOWNTOWN DISCOVERY CONTEST

Matt shared that the first Discover Downtown Contest went well with his business getting a number of new followers. He shared who is participating in April and requested that businesses only sign up for one or two spots so that other Downtown businesses can participate as well.

5.0 UPDATES ON ICE RINK

Cadance shared that the smaller ice rink requires the same amount of power as the larger one and she's still trying to figure out how to get the right type of power into Courthouse Square. The City will be dedicating a staff person to support the effort and she will let everyone know once she has more details.

6.0 DISCUSSION ON SUMMER PROGRAMMING

Cadance shared the feedback from business owners at the Community Meeting, feedback from the 500 Block and feedback from the public survey. Cadance shared that there was not a great deal of effort put into public outreach because in the past business owners were not interested in what the public had to say.

The committee talked through the concepts that they wanted to see happen this summer.

Bayside Church has offered to help with another activity and we will look for them to support the Summer Bingo concept. This could include a double sided card, a variety of different cards and a variety of purchase/not purchase items. Retailers shared that their goal was to get people to come Downtown and expose them to businesses, rather than make purchases.

It was suggested that there be different prizes for the different types of BINGO that the participants could receive. Participating businesses should put in some type of prize.

Cadance shared that it is about \$1,500 per movie night and she will start looking for sponsors knowing that plans can't quite be finalized until more details are available about how to put on public events.

One suggestion from the public survey was to have morning fitness classes. Cadance will work on a schedule for that.

Discussion ensued about art and music on the closed block of 4th Street. Julie suggested utilizing student musicians for some performances, which could include students from the Green Music Center or Santa Rosa Symphony. The committee agreed that musicians and artists should be paid for their time. Stevan asked if the area in front of Santa Rosa Plaza could be used. Gray, Julie and Sonu will meet with Cadance to finalize music details.

7.0 NEXT MEETINGS

Cadance will send a Doodle poll to set a regular meeting date and time.

8.0 ADJOURNMENT

Meeting adjourned at 4pm.