

**DOWNTOWN ACTION ORGANIZATION (DAO)  
Design & Improvement Committee Meeting  
January 12, 2023, 1pm**

**Santa Rosa Metro Chamber, 50 Old Courthouse Square, Suite 110, Santa Rosa**

**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 December 8, 2022 Committee Meeting Minutes (*Attachment 1*)**
- 4.0 ACTION: WAYFINDING DESIGN FINALIZATION**  
Committee to select final design for wayfinding signs based on sample located on pole outside of Metro Chamber offices.
- 5.0 DISCUSSION: WAYFINDING MAP REVIEW**  
Committee to review Wayfinding Map and provide feedback for designer.
- 5.0 ADJOURNMENT**

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**DOWNTOWN ACTION ORGANIZATION (DAO)  
Design & Improvement Committee Meeting  
December 8, 2022, 1pm**

**Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404  
Zoom Meeting ID: 806 654 7370, Password: Downtown**

**Phone: 669-900-9128**

**MINUTES**

Present: Don Tomasi, Charles Evans, Ken LaFranchi, Kristin Kiefer, Curt Nichols, Stevan Stankovich

Staff: Cadance Hinkle Allinson

**1.0 CALL TO ORDER**

The meeting was called to order at 1:02pm.

**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** November 10 Committee meeting minutes were unanimously approved.

**4.0 ACTION: WAYFINDING DESIGN FINALIZATION**

A review of the final wayfinding options and brief discussion occurred. The committee determined they wanted to see another round of edits that would include larger lettering for Downtown District, options for a non-gendered bathroom sign and the vertical floral motif.

The committee would like to see a mockup of the sign prior to signing off on the final design.

**5.0 ADJOURNMENT**

The meeting was adjourned at 1:16pm.