



## Agenda

### Playhouse District Association

### Board of Directors Meeting

Wednesday, August 28, 2019

790 E Colorado Blvd., Ground Floor Conference Center, Pasadena

- 8:30 am
1. **Call to Order**
  2. **Public Comment on items not on the Agenda**
  3. **Approval of the July 31, 2019 Minutes**
  4. **Approval of July 2019 Financial Reports**
  5. **Committee Reports**
- 8:40 am
- a. Branding Advisory Committee
    - i. **ACTION ITEM:** Endorse Emerging Brand and Naming Direction
- 8:50 am
- b. Streetscapes & Placemaking Committee
    - i. **ACTION ITEM:** Beautify Earth Mural Sponsorship Agreement
    - ii. **ACTION ITEM:** Madison/Playhouse Lot Activation Support Letter
    - iii. Streetscapes Design Process Update
- 9:05 am
- c. Parking Management Committee
    - i. **ACTION ITEM:** Endorse Designation of Rideshare Locations, Exploration of PDA Valet Program Operations, Evaluation Process for District Parking Meters
    - ii. Other Parking Management Implementation Initiatives and Timeframe
- 9:25 am
- d. Promotions & Marketing Committee
    - i. Craft Beer Crawl: September 21
    - ii. ARTWalk: October 12
    - iii. Summer Jazz Concert Series Recap
- 9:35 am
- e. Vision Implementation Advisory Committee
    - i. Union/El Molino Park+Parking Process Update
    - ii. Upcoming Implementation Considerations and Opportunities
- 9:55 am
6. **PDA Chair's Report**
- 10:00 am
7. **Adjournment**