



Agenda

Playhouse District Association

Board of Directors Meeting

Wednesday, February 27, 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 January 30, 2019 Minutes**
 4. **Approval of January 2019 Financial Reports**
 5. **Committee Reports**
- 8:45 am
- a. Branding Advisory Committee
 - i. **ACTION ITEM:** Branding Firm Contract Approval
- 9:00 am
- b. Parking Management Committee
 - i. **ACTION ITEM:** Parking Implementation Consultant Contract Approval
- 9:15 am
- c. Promotions & Marketing Committee
 - i. **ACTION ITEM:** Cultural Grant Program Guidelines Adoption
 - ii. January Media Report
 - iii. Wine Walk: April 27
- 9:25 am
- d. Vision Implementation Advisory Committee
 - i. Implementation Matrix
 - ii. Outreach and Advocacy Update
- 9:35 am
- e. Streetscapes & Placemaking Committee
 - i. Colorado and Lake/Mentor Design Process Update
 - ii. Union/El Molino Park+Parking Design Process Update
- 9:40 am
6. **PDA Chair's Report**
- 9:45 am
7. **Adjournment**