



## Agenda

### Playhouse District Association

### Board of Directors Meeting

Wednesday, January 30, 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 December 19, 2018 Minutes**
  4. **Approval of December 2018 Financial Reports**
  5. **Committee Reports**
- 8:45 am
- a. Vision Implementation Advisory Committee
    - i. **ACTION ITEM:** City Council Letter
    - ii. **ACTION ITEM:** Appointment of 2019 VIAC Members
- 9:00 am
- b. Branding Advisory Committee
    - i. Branding Firm Selection Process
- 9:05 am
- c. Parking Management Committee
    - i. Parking Implementation Consultant Process
- 9:15 am
- d. Promotions & Marketing Committee
    - i. Cultural Program Sponsorship Guidelines Update
    - ii. 2018 Holiday Events & Media Reports
    - iii. 2019 PDA Events & Meetings Calendar
- 9:25 am
- e. Streetscapes & Placemaking Committee
    - i. Colorado and Lake/Mentor Design Process
    - ii. 2019 Programming and Grant Program
- 9:35 am
- f. Safety & Maintenance Committee
    - i. First Meeting Recap and Updates
    - ii. 2018 Ambassador Guide Statistics Report
- 9:45 am
- g. Economic Development & Transportation Committee
    - i. Cannabis Regulations & Applications Update
- 9:50 am
6. **PDA Chair's Report**
- 10:00 am
7. **Adjournment**