



Agenda

Playhouse District Association

Board of Directors Meeting

Wednesday, October 23, 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 September 25, 2019 Minutes**
 4. **Approval of September 2019 Financial Reports**
 5. **Committee Reports**
- 8:40 am
- a. Branding Advisory Committee
 - i. **ACTION ITEM:** Playhouse Village Brand Identity Package
- 9:05 am
- b. Economic Development & Transportation Committee
 - i. **ACTION ITEM:** Planning Commission Letter Re: North Lake Avenue
- 9:10 am
- c. Executive Committee
 - i. Internal Financial Control Review Report and Recommendations
 - ii. Draft 2020 PDA Budget Review
- 9:30 am
- d. Streetscapes & Placemaking Committee
 - i. Streetscapes Design Process Update
 - ii. Union/El Molino Park+Parking Process Update
- 9:40 am
- e. Parking Management Committee
 - i. Rideshare Zone Update
 - ii. Restaurant Code Required Parking Update
 - iii. Other Parking Management Implementation Initiatives
- 9:45 am
- f. Promotions & Marketing Committee
 - i. Craft Beer Crawl Post-Event Report
 - ii. ARTWalk Recap
 - iii. Holiday Promotions and Events
- 9:55 am
6. **PDA Chair's Report**
- 10:00 am
7. **Adjournment**