



**PLAYHOUSE VILLAGE ASSOCIATION  
Board of Directors Meeting Agenda  
Wednesday, December 15, 2021 8:30 a.m.**

**VIA VIDEOCONFERENCE**

<https://us02web.zoom.us/j/82320597376?pwd=Rk1UQWVqYzgvUGgwbGI2RU5aczQvUT09>

**Telephone Dial-in: (669) 900-6833 US**

**Meeting ID: 823 2059 7376**

**Passcode: 725780**

- 8:30 am
- 1. Call to Order & Roll Call**
  - 2. Public Comment on items on the Agenda and not on the Agenda**
  - 3. Chair's Report**
    - PVA Remote Meetings Status
    - Playhouse Village Foundation Update
  - 4. ACTION ITEM:** Approval of the October 27, 2021 Minutes
  - 5. ACTION ITEM:** Approval of October and November 2021 Financial Reports

**Committee Updates**

- 8:50 am
- 6. Executive Committee**
    - a. **ACTION ITEM:** 2022 Block By Block Contract Approval
    - b. **ACTION ITEM:** 2022 PVA Budget, Priority Initiatives Advocacy and Work Plan, and Committee Restructuring Approval
- 9:15 am
- 7. Streetscapes & Placemaking Committee**
    - a. **ACTION ITEM:** Colorado Boulevard Street Dining Module Prototype Contract and Grant Partnership Approval
    - b. Park Name and Management Framework Discussion
    - c. Lake and Mentor Streetscapes Updates
- 9:35 am
- 8. Economic Development & Transportation Committee**
    - a. Central District Specific Plan Process Update
    - b. AC by Marriott Hotel Project Update
    - c. Development Projects Tracking List
- 9:50 am
- 9. Promotions & Marketing Committee**
    - a. From Pasadena, With Love Holiday Campaign
    - b. Dia de los Muertos Event Report
    - c. Media Report
- 10:00 am
- 10. Adjournment**