

**DOWNTOWN BERKELEY ASSOCIATION (DBA)
BOARD OF DIRECTORS MEETING AGENDA
Thursday, February 23th, 2012, 8:30am – 10:00am
Berkeley Skydeck, 2150 Shattuck Avenue, Suite 1300**

- 1. Call to order**

- 2. Public comment:** Each person may speak up to three minutes

- 3. Review agenda, Chair comments**

- 4. Approval of minutes:** Board meeting of January 26, 2012

- 5. Clean Program Update**

- 6. Safe & Welcoming Update**

- 7. Strategic Marketing Update** Possible action for approval

- 8. April 3rd PBID Launch Event Update**

- 9. 2012 DBA Budget:** Possible action for approval

- 10. DBA 2012 Performance Metrics Update**

- 11. Berkeley Skydeck Briefing**

- 12. Berkeley Startup Cluster Briefing**

- 13. Adjournment**

The DBA Board meets the fourth Thursday of each month from 8:30 to 10am.
Locations vary in Downtown Berkeley and will be announced with agenda prior to meeting.