

DOWNTOWN BERKELEY ASSOCIATION (DBA)
BOARD OF DIRECTORS MEETING AGENDA
Thursday, April 25, 2024, 9:00am – 10:30am **IN PERSON**
Room 231, Promenade Building
1936 University Ave / 1917 Addison St

1. Call to order
2. Public comment Each person may speak up to 3 min
3. Review agenda, Chair comments
4. Approval of Minutes Board meeting of March 28, 2024
5. D4 Candidate Forum Debrief
6. Operations Report
7. Rebranding Project possible action taken
8. Vitality Report
9. May 1 Annual Meeting
10. CEO Report
11. 2025 Assessment Rate Increase possible action taken
12. Downtown Berkeley PBID Renewal
 - a. Strategic Plan Discussion with Urban Place Consulting
guests: Steve Gibson, Rena Leddy