

DOWNTOWN BERKELEY ASSOCIATION (DBA)
BOARD OF DIRECTORS MEETING AGENDA
Thursday, May 30, 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 April 25, 2024
5. Welcome New DBA Board Members
6. 2024 DBA Board Officers possible action taken
7. Operations Report
8. Vitality Report
9. CEO Report
10. SafeCity Connect Pilot Program possible action taken
11. Downtown Berkeley PBID Renewal
 - a. Strategic Plan Discussion with [PUMA](#) guests: Brad Segal (in-person)
Yvette Freeman (remote)