

**DOWNTOWN BERKELEY ASSOCIATION (DBA)**  
**BOARD OF DIRECTORS MEETING AGENDA**  
Thursday, March 28, 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 February 1, 2024
5. DBA Nominating Committee Update Mark Rhoades, Chair
6. Operations Report
7. Vitality Report
  - a. Rebranding Project Update
8. CEO Report
9. Downtown Berkeley PBID Renewal
  - a. Strategic Plan Discussion with [MIG](#) guests: Chris Beynon & Kate Joncas
10. DBA Board Photo