

**DOWNTOWN BERKELEY ASSOCIATION (DBA)**  
**BOARD OF DIRECTORS MEETING AGENDA**  
**Thursday, August 28, 2025, 9am-10:30am**  
**Medak Classroom (2nd Fl), Berkeley Rep Medak Center, 2009 Addison**

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 June 26, 2025
5. Operations Report
6. Vitality Report
7. CEO Report
8. Downtown Berkeley 2027 PBID Mgmt. Plan possible action taken
  - a. Safety Ambassadors guest: Steve Hillard, Streetplus
  - b. Economic Development & Placemaking guest: Claude Imbault, Downtown SF Partnership
  - c. Management Plan Options guest: Brad Segal, PUMA