

DOWNTOWN BERKELEY ASSOCIATION (DBA)

BOARD OF DIRECTORS MEETING AGENDA

Thursday, October 1, 2026, 9:00 am - 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 August Minutes Meeting from August 27, 2026
5. CEO Executive Summary brief report See board packet for detail
6. CEO Presentation and Board Discussion Possible action taken
 - a. Introductions, engagement exercise
 - b. Management plan vision and execution:
 - i. goals, priorities, initiatives, projects
 - c. Key policy issues
 - d. High level budget and finance update, billing, office lease
 - e. Tech modernization: website, email, accounting, PM, CRM
 - f. Communication, messaging and reporting
 - g. Board organization, committees, retreat
 - h. Potential new Board members
7. Announcements / Upcoming events
 - a. The Freight Annual Gala
 - b. Berkeley Chamber today and tomorrow
 - c. Halloween Hootenanny on BART Plaza
 - d. DBA Board Retreat – TBD

DBA Vision: Downtown Berkeley is the heart of the community, offering a dynamic mix of living, learning, working, shopping, dining, cultural, and entertainment experiences.

DBA Mission: The DBA provides leadership and enhanced services to create and sustain a clean, safe, welcoming, and prosperous Downtown.

“Action without vision is only passing time, vision without action is merely day dreaming, but vision with action can change the world.”

– Nelson Mandela