



THIRD  
STREET  
PROMENADE

AGENDA  
BOARD OF DIRECTORS  
Downtown Santa Monica, Inc.  
Regular Meeting  
Thursday, July 25, 2019  
5:00 P.M.

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Notice is hereby given that a Regular Meeting of the Downtown Santa Monica, Inc. Board of Directors will be held at 5:00 P.M. on Thursday, July 25, 2019 at the offices of DTSM, Inc., 1351 Third Street Promenade, Suite 201, for the purpose of conducting the following business:

- 1. Roll Call**
- 2. Public Input on Items on the Agenda**
- 3. Consent Calendar**
  - 3.1 Approval of Minutes:** June 27, 2019
  - 3.2 Information Item:** Board Attendance Report
- 4. Report from Board Chair** - Chair Julia Ladd will highlight items of interest to the Board.
- 5. Report from Staff** - CEO Kathleen Rawson will advise the Board on current matters of interest.
- 6. Reports from City Staff, Liaisons, and Consultants**
  - 6.1 Jason Harris, Economic Development Manager,** will update the Board on Downtown economic development.
  - 6.2 Andrea Korb** will update the Board on Downtown leasing activity and marketplace.
- 7. Public Input on Staff and Consultant Reports**

**8. Agenda Items** – All items may result in Board action.

**8.1 Marketing Initiatives**

Staff to present semi-annual overview of marketing initiatives.

**8.2 Block By Block Program**

Block By Block management team to present overview of existing ambassador program and preview upcoming changes.

**9. Board Member Comments and Announcements**

Board member announcements and agenda item suggestions.

**10. Public Input** (Public input is permitted only on items not on the agenda that are within the subject matter jurisdiction of Downtown Santa Monica, Inc. Please note that State law prohibits Downtown Santa Monica, Inc. from taking any action on items not listed on the agenda, including issues raised under this agenda item).

**11. Adjournment**

DOWNTOWN SANTA MONICA, INC. OFFICES ARE HANDICAPPED ACCESSIBLE.

The agenda is available in alternate format upon request by calling DTSM, Inc. offices. If you require any special disability related accommodations, please contact DTSM offices at least three days prior to the scheduled meeting.