



REGULAR MEETING AGENDA  
OF THE  
DOWNTOWN SANTA MONICA, INC.  
BOARD OF DIRECTORS

DOWNTOWN SANTA MONICA, INC.  
1351 THIRD STREET PROMENADE  
SECOND FLOOR, SUITE 201  
SANTA MONICA, CA 90401

THURSDAY, FEBRUARY 27, 2020  
5:00 PM

---

**Call to Order**  
**Roll Call**

(Please note that Agenda items may be reordered during the meeting at the discretion of the body.)

1. **Consent Calendar** - All items will be considered and approved in one motion unless removed by a member for discussion.
  - 1.1. **Approval of Minutes:** 12/5/2019
  - 1.2. **Information Item:** Board Attendance Report
  - 1.3. **Approval of Reviewed FY20 Q1 Financial Statements:** (July, August, September 2019)
  - 1.4. **1448 7th Street (#19ENT-0083):** Business and Community Development Committee recommends Board support the Development Review Permit (#19ENT-0083) for 1448 7th Street.
  - 1.5. **Parking Structure #3 Interim Site Activation:** Public Space and Placemaking Committee recommends Board authorize staff to negotiate and execute a license agreement for activations and interim uses on the site of Parking Structure #3.
  - 1.6. **Business & Community Development Committee Appointment**
2. **Report from Board Chair** - Chair Rader will highlight items of interest to the Board.

3. **Report from Staff** - CEO Kathleen Rawson will advise the Board on current matters of interest.
4. **Report from City Staff, Liaisons and Consultants**
  - 4.1. **Jason Harris, Economic Development Manager**, will update the Board on Downtown economic development.
  - 4.2. **Andrea Korb, Economic Development Manager, and Rob York, Retail Consultant**, will update the Board with Downtown leasing activity and marketplace.
5. **Action Items** - All items may result in Board action.
  - 5.1. **StreetSense Retail Real Estate Consultant**  
StreetSense to present on trends in retail and major shopping streets, including Third Street Promenade.
  - 5.2. **Marketing Initiatives**  
Staff to present semi-annual overview of marketing initiatives.
  - 5.3. **Promenade 3.0: Interim Zoning Ordinance**  
Staff to present overview of Promenade 3.0 interim zoning ordinance.
6. **Board Member Comments and Announcements**  
Board member announcements and agenda item suggestions.
7. **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).

## Adjournment

DOWNTOWN SANTA MONICA, INC. OFFICES ARE HANDICAPPED ACCESSIBLE.  
The agenda is available in alternative formats 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.

**The agenda is subject to change up to 72 hours prior to a regular meeting and 24 hours to a special. Please check the agenda prior to the meeting for changes.**

DOWNTOWN SANTA MONICA, INC.  
1351 Third Street Promenade, Suite 201  
Santa Monica, CA 90401  
DowntownSM.com  
[info@downtownsm.com](mailto:info@downtownsm.com)  
310.393.8355