AGENDA

Welcome and Introductions

I. Public Comments

II. Approval of Minutes:
   • December 8, 2022 meeting of the board of directors

III. Items about finance and administrative matters:
   • Approval of interim financial statements and ratification of expenditures and check registers for December 31, 2022
   • Fourth Quarter Investment Report
   • Fourth Quarter DBE Report

IV. Collaborative Committee Assignments

V. Project Spotlight: Downtown Resident Survey Findings

VI. Program Authorizations:

   Operations
   • Authorize agreements and expenditures for programming and hosting downtown events
   • Authorize agreements and expenditures for irrigation monitoring and landscaping inventory systems
   • Reauthorize expenditures for Allen Parkway maintenance
   • Reauthorize expenditures for security officers for outreach teams
   • Reauthorize expenditures for maintenance and repairs of fountains

   Planning, Design & Capital Projects
   • Reauthorize expenditures for Trebly Park Miscellaneous Furnishings
   • Reauthorize expenditures for Southeast Sidewalks Design-Engineering Consultant
   • Reauthorize expenditures for Southeast Sidewalks Advance Funding Agreement with TxDOT
   • Reauthorize expenditures for Wayfinding Capital Improvements

   Marketing and Communications
   • Authorize the execution of agreements and expenditures for general creative services and associated production costs
   • Authorize the execution of agreements and expenditures for public relations and content development services
   • Authorize the execution of agreements and expenditures for marketing/photography
   • Authorize the execution of agreements and expenditures for an updated Above & Below Map
   • Authorize expenditures for marketing/theater district personnel
VII. Goal-Based Updates:
   • Goal 1: Champion Downtown
   • Goal 2: Enhance Downtown
   • Goal 3: Connect Downtown
   • Goal 4: Thrive Downtown
   • Goal 5: Stakeholder Engagement

VIII. Directors’ questions on other initiatives

IX. Other business

X. Adjourn meeting