



## BOARD OF DIRECTORS MEETING

DTLA Alliance Administrative Offices  
600 Wilshire Blvd, Suite 870  
Los Angeles, CA 90017

Wednesday, September 16, 2026  
8:30 a.m. – 10:00 a.m.

### AGENDA

- |      |                                                                            |          |           |
|------|----------------------------------------------------------------------------|----------|-----------|
| I.   | CALL TO ORDER                                                              |          | DANESHGAR |
| II.  | PROPERTY OWNER/PUBLIC COMMENT - <b><u>POSTED AGENDA ITEMS</u></b>          |          | DANESHGAR |
| III. | PRESENTATION: The Rose Group – Darren Gold<br>a. Public Relations Strategy |          | HOLLEY    |
| IV.  | APPROVAL OF MINUTES<br>a. June 10, 2026                                    | (ACTION) | DANESHGAR |
| V.   | CHANGE TO DTLA ALLIANCE BOARD SEATS                                        |          | HOLLEY    |
|      | a. Robert Cushman, CBRE                                                    |          |           |
|      | o Resignation                                                              |          |           |
|      | b. Robert Cushman, Capital Group                                           | (ACTION) |           |
|      | o New Board Member                                                         |          |           |
|      | o New Operations Committee Member                                          |          |           |
|      | c. Evan Grobecker, CommonWealth Partners                                   |          |           |
|      | o Resignation                                                              |          |           |
|      | d. Travis Addison, CommonWealth Partners                                   | (ACTION) |           |
|      | o Change from Alternate Board Member to Board Member                       |          |           |
|      | e. Austin Upton, CommonWealth Partners                                     | (ACTION) |           |
|      | o New Alternate Board Member for Travis Addison                            |          |           |
| VI.  | CHANGE TO COMMITTEE SEATS                                                  |          | HOLLEY    |
|      | a. Executive Committee                                                     |          |           |
|      | o Stacy Lieberman, Library Foundation of Los Angeles                       |          |           |
|      | a. Resignation                                                             |          |           |
|      | o Robert Cushman, Capital Group                                            | (ACTION) |           |
|      | a. New Executive Committee Member                                          |          |           |
|      | - Executive Vice Chair                                                     |          |           |

MEETING MATERIALS ARE AVAILABLE AT 600 WILSHIRE BLVD., SUITE 870. THANK YOU.

*Note: In compliance with the Americans with Disabilities Act and its implementing regulations, the DTLA Alliance will provide reasonable accommodations upon request, which must be received 24 hours in advance of the desired meeting date. To request such an accommodation, please contact Kevin Thomas at 213-416-7534 or [kthomas@downtownla.com](mailto:kthomas@downtownla.com).*

Posted Friday, September 11, 2026

|        |                                                                                                                                                                                                                                                                                    |          |                                     |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------------------------------|
|        | <ul style="list-style-type: none"> <li>○ Joe Suzuki, LBA Realty               <ul style="list-style-type: none"> <li>a. New Executive Committee Member                   <ul style="list-style-type: none"> <li>- Executive Vice Chair</li> </ul> </li> </ul> </li> </ul>          | (ACTION) |                                     |
|        | <ul style="list-style-type: none"> <li>b. Finance Committee               <ul style="list-style-type: none"> <li>○ Robert Cushman, Capital Group                   <ul style="list-style-type: none"> <li>a. New Finance Committee Member</li> </ul> </li> </ul> </li> </ul>       | (ACTION) |                                     |
|        | <ul style="list-style-type: none"> <li>c. Operations Committee               <ul style="list-style-type: none"> <li>○ Robert Cushman, Capital Group                   <ul style="list-style-type: none"> <li>a. New Operations Committee Member</li> </ul> </li> </ul> </li> </ul> | (ACTION) |                                     |
| VII.   | FINANCE COMMITTEE UPDATE                                                                                                                                                                                                                                                           |          | COTÉ                                |
| VIII.  | APPROVAL OF FINANCIALS <ul style="list-style-type: none"> <li>a. April – July 2026</li> </ul>                                                                                                                                                                                      | (ACTION) | ASHKENASI                           |
| IX.    | APPROVAL OF 2026 FINANCIAL REVIEW VS AUDIT                                                                                                                                                                                                                                         | (ACTION) | ASHKENASI                           |
| X.     | AD HOC MARKETING COMMITTEE UPDATE                                                                                                                                                                                                                                                  |          | KALLEND                             |
| XI.    | AD HOC BID RENEWAL STEERING COMMITTEE UPDATE <ul style="list-style-type: none"> <li>a. Review Renewal Marketing Materials</li> <li>b. Review Renewal Timeline and Talking Points</li> </ul>                                                                                        | (ACTION) | SUZUKI                              |
| XII.   | CEO'S REPORT                                                                                                                                                                                                                                                                       |          | HOLLEY                              |
| XIII.  | DEPARTMENT REPORTS <ul style="list-style-type: none"> <li>a. Operations</li> <li>b. Economic Development</li> <li>c. Marketing</li> <li>d. Placemaking</li> </ul>                                                                                                                  |          | CASTRO<br>SHORE<br>HUGHES<br>YEAGER |
| XIV.   | OLD BUSINESS                                                                                                                                                                                                                                                                       |          | DANESHGAR                           |
| XV.    | NEW BUSINESS                                                                                                                                                                                                                                                                       |          | DANESHGAR                           |
| XVI.   | PROPERTY OWNER/PUBLIC COMMENT - <b><u>NON-POSTED AGENDA ITEMS</u></b>                                                                                                                                                                                                              |          | DANESHGAR                           |
| XVII.  | NEXT MEETING <ul style="list-style-type: none"> <li>a. Wednesday, October 14, 2026</li> </ul>                                                                                                                                                                                      |          | DANESHGAR                           |
| XVIII. | ADJOURNMENT                                                                                                                                                                                                                                                                        |          | DANESHGAR                           |