

Regular Meeting Tuesday, March 17th 2026 Noon – 1:30pm

Zoom Meeting

<https://us06web.zoom.us/j/83147280816?pwd=U0RLSmRCNFJpWVIZWExYcC9tMy9QUT09>

Meeting ID: 831 4728 0816

Passcode: 081188

Agenda

1. Welcome and Call to Order

a. 12:00pm – 12:00pm

2. Public Input

a. 12:00pm – 12:05pm

3. Approval of Agenda & Minutes

a. 12:05pm – 12:05pm Acceptance of March 17, 2026 Meeting Agenda and Acceptance of Meeting Minutes from Tuesday, February 17, 2026

4. SSA Financials

a. 12:05pm – 12:10pm Tax Disbursements; 2025 Audit

5. Public Way Aesthetics, Safety Programs

a. 12:10pm – 12:20pm Streetscape Vision Plan Support Strategy

6. Customer Attraction

a. 12:20pm – 12:30pm Temporary Website; Tourism Marketing (Ateema Proposal)

b. 12:30pm- 1:15pm Luxury PR, Communications and Digital Marketing: Lyn Winter, Lyn Winter, Inc.; Yvonne Busch, Ally Communication & Marketing LLC (Rodeo Drive Committee)

7. New Business

a. 1:15pm – 1:30pm

8. Adjournment

a. 1:30pm Adjournment

Guidelines for Public Input:

- The goal of public input is to ensure that all voices of the community are heard on matters pertaining to the work of the Oak St SSA. The Oak St SSA Commission is not required to provide immediate response to questions or concerns presented.
- Public input will be available at the start of each Oak St SSA Commission meeting.
- The opportunity to speak during public input will be available for all those in attendance; however, speaking time may be limited depending on the number of attendees wishing to speak. The Commission will aim to limit this portion of the meeting to no more than 15 minutes.
- All those wishing to speak during the public input portion of the meeting must complete an Information Form (see attached) including name, street address, email address, phone number, and stake in the SSA and topic to be addressed and present the completed form to the SSA Commission Secretary or designee prior to the start of the meeting. This form can be done via Zoom in the chat box or via a paper form at in-person meetings.
- The public input portion of Oak St SSA Commission meetings, as with all portions of the meeting, will proceed according to Robert's Rules of Order, most importantly:
 - *No attendee may speak twice until everyone else wishing to speak has spoken once.*
 - *All remarks must be directed to the Oak St SSA Commission Chair.*
 - *Remarks must be courteous in language and deportment avoiding all personal remarks and never alluding to others by name or to motives.*
 - *One person may speak at a time. If not, the presiding officer can call them out of order.*

**Oak St. SSA
Commission Meeting Information Form**

INSTRUCTIONS:

In Person: Submit completed form to the SSA Commission Secretary or Designee

Virtual: Submit the following information in the Chat box

Date:

Name:

Street Address:

Email Address:

Phone Number:

Stake in the SSA and topic to be addressed: