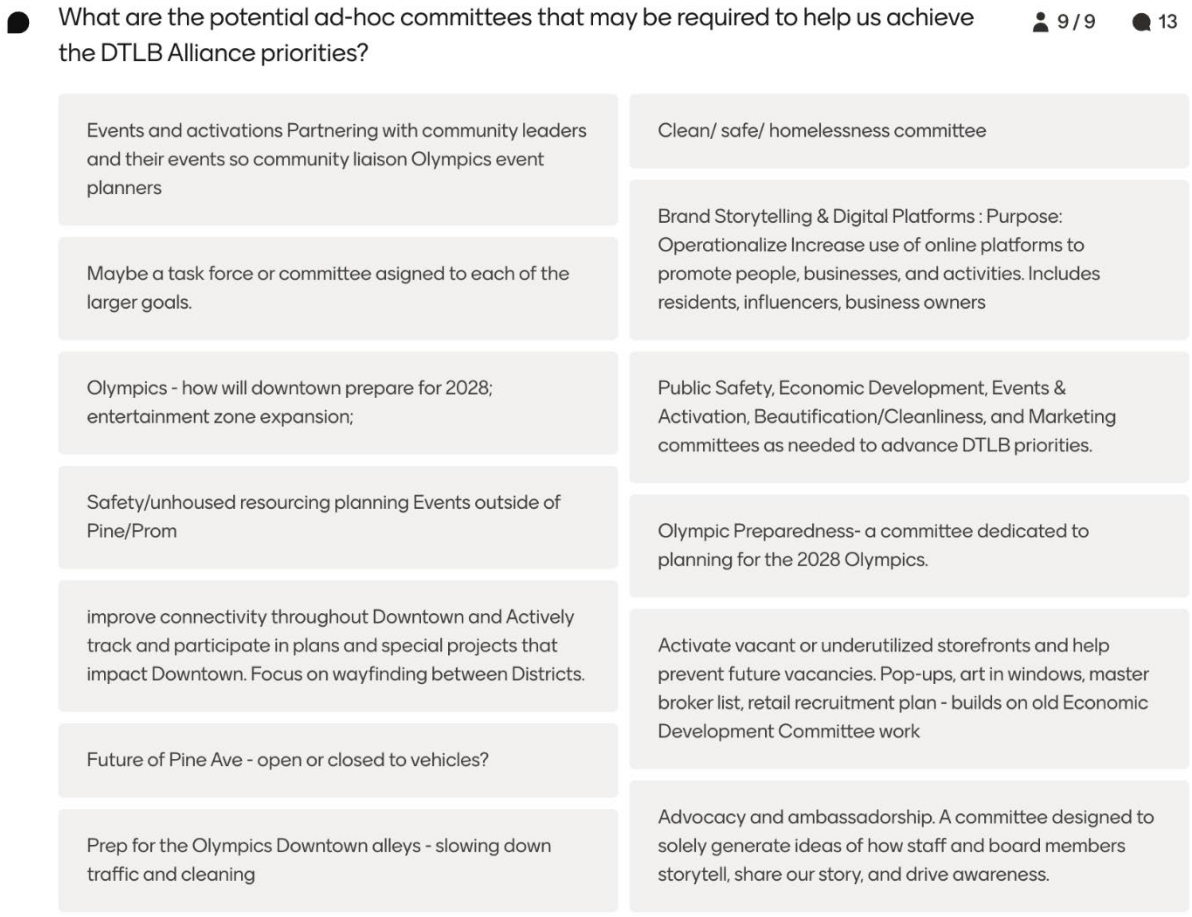



**Proposed Ad Hoc Committees & Task Forces based on Orientation Feedback**

**Priority 1: Safe & Clean Downtown**

1. Downtown Safety & Homelessness Task Force

   Explore coordinated approaches to public safety, homelessness response, and resource allocation in partnership with public agencies and community stakeholders.

2. Downtown Cleanliness & Alley Improvement Task Force

   Identify opportunities to improve alley conditions, cleanliness, and coordination of maintenance and beautification efforts, particularly ahead of major events.

**Priority 2: Awareness & Visibility**

3. Downtown Storytelling & Brand Ambassadors Task Force

Develop recommendations to strengthen Downtown's storytelling, digital presence, and community advocacy through businesses, residents, influencers, and Board members.

4. Community Events & Partnerships Task Force

Identify opportunities to collaborate with community organizations, expand event participation, and support activations across Downtown beyond Pine Avenue and the Promenade.

**Priority 3: Foot Traffic & Vitality**

5. LA28 Olympic Readiness & Activation Task Force

Explore Downtown's readiness for the 2028 Olympics, including visitor experiences, business opportunities, community partnerships, and event activations.

6. Storefront Activation & Retail Recruitment Task Force

Develop strategies to activate vacant storefronts through pop-ups, art installations, and business recruitment, while exploring approaches to reduce future vacancies.

7. Downtown Connectivity & Public Realm Task Force

Examine opportunities to improve pedestrian connectivity, district wayfinding, and public-space activation, including the future use of Pine Avenue

| TOP 3 Task Force for Consideration | Strategic Alignment |
|---|---|
| Clean & Safe Services Review and RFP Preparation | Safe & Clean Downtown |
| LA28 Olympic Readiness & Activation | Foot Traffic & Vitality |
| Storefront Activation & Retail Recruitment | Foot Traffic & Vitality |