

A G E N D A

Yerba Buena Community Benefit District
Board Meeting – Annual Meeting
January 12, 2010
4:00 – 6:00pm

California Historical Society
678 Mission Street



All YBCBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

OPEN SESSION

4:00 p.m.

- A. **CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES** (4:00pm)
- B. **APPROVAL OF MINUTES** (4:10pm)
- C. **SFPD PRESENTATION – NEIGHBORHOOD SECURITY & 10B PROGRAM** (4:15pm)
- D. **CHAIR/EXECUTIVE COMMITTEE REPORT** (4:45pm)
 - D-1 REPORT of conflicts of interest. (Almond)
 - D-2 WELCOME new board member Benjamin Yu of Forest City Development. (Almond)
 - D-3 REPORT on actions taken by the Executive Committee at the December 17, 2009 meeting. (Almond)
 - D-4 UPDATE on Executive Search Working Group activities. (Almond)
 - D-5 OVERVIEW of 2009 Accomplishments. (Almond)
- E. **NOMINATING COMMITTEE REPORT** (5:00pm)
 - E-1 PRESENT/APPROVE 2010 slate of board officers, committee chairs, and directors. (Goldes)
- F. **MARKETING COMMITTEE REPORT** (5:10pm)
 - F-1 APPROVE branding firm recommendation to enter into contract negotiations for up to \$120,000 to develop a neighborhood brand/identity. (MacFadyen)
 - F-2 REVIEW YBCBD website demonstration. (Flanagan/Cosulich-Schwartz)
 - F-3 RECEIVE UPDATE/CALL TO ACTION on neighborhood block parties. (MacFadyen)

- G. FINANCE COMMITTEE REPORT** (5:30pm)
 - G-1 REVIEW/APPROVE FY09 financial review. (Goldes)
- H. SERVICES OVERVIEW AND UPDATE** (5:35pm)
 - H-1 RECEIVE UPDATE on cleaning and safety services. (Brennan)
 - H-2 RECEIVE UPDATE on other committee activities. (Brennan)
- I. EXECUTIVE DIRECTOR REPORT** (5:45pm)
 - I-1 RECEIVE UPDATE on outreach efforts. (Maupin)
- J. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA** (5:50pm)
- K. ADJOURN** (6:00pm)

Please RSVP to Paolo Cosulich-Schwartz (pcosulich@ybcbd.org or 415.644.0728) by
5:00 p.m. Monday, January 11, 2010

Next Board Meeting

Tuesday, February 9th – 4:00 to 6:00 p.m.
Location TBD