

## AGENDA

Yerba Buena Community Benefit District  
Executive Committee Meeting  
November 19, 2009  
1:30-3:00 pm

Westfield Management Offices  
(865 Market Street, Level N5)



*Please use the elevators located on Market Street adjacent to L'Occitane and Swarovski. In case you get lost or need assistance, please contact the Management Office at 415.512.6776.*

All YBCBD committee meetings are open to the public. Attendees may address the committee on items appearing on the agenda and may also address the committee 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 committee's authority. Each speaker shall have no more than 2 minutes to address the committee.

### OPEN SESSION

1:30 pm

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (1:30pm)
- B. APPROVAL OF MINUTES (1:32pm)
- C. PUBLIC COMMENT ON CLOSED SESSION ITEM (1:34pm)
- D. ADJOURN TO CLOSED SESSION (1:36pm)
  - D-1 DISCUSS/APPROVE employment of Paolo Cosulich-Schwartz.
- E. REPORT OF ANY ACTIONS TAKEN DURING CLOSED SESSION (1:45pm)
- F. CHAIR/EXECUTIVE COMMITTEE REPORT (1:47pm)
  - F-1 UPDATE status of meeting with YBA regarding relationship. (Almond)
  - F-2 DISCUSS/APPROVE extension of Cathy Maupin's contract. (Almond)
  - F-3 RECEIVE UPDATE on creation of the Executive Director Search Working Group. (Almond/Maupin)
  - F-4 DISCUSSION with CompassPoint on their Executive Search program. (Almond/Yeager)
- G. SERVICES COMMITTEE CHAIR REPORT (2:30pm)
  - G-1 DISCUSS working with YBA on nightclub issues in the District. (Brennan)

- H. MARKETING COMMITTEE CHAIR REPORT (2:40pm)
- H-1 RECEIVE UPDATE on Branding RFP Process. (MacFadyen)
  - H-2 DISCUSS/REVIEW/APPROVE up to \$10,000 for neighborhood meet and greets. (MacFadyen)
  - H-3 DISCUSS/APPROVE up to \$2,000 for annual meeting notice to property owners in the district. (MacFadyen)
  - H-4 REVIEW and provide feedback to YBCBD website design. (MacFadyen/Flanagan)
- I. EXECUTIVE DIRECTOR REPORT (2:50pm)
- I-1 RECEIVE UPDATE/DISCUSS the implementation timeline. (Maupin)
- J. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (2:55pm)
- K. ADJOURN (3:00pm)

Please RSVP to Paolo Cosulich-Schwartz ([pcosulich@ybcbd.org](mailto:pcosulich@ybcbd.org) or 415.644.0728) by 5:00 p.m. Wednesday, December 16, 2009.

**Next Executive Committee Meeting**  
Thursday, December 17 – 1:30 to 3:00 p.m.  
*(Please note the date change because of Christmas!)*  
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