

AGENDA

Yerba Buena Community Benefit District
Executive Committee Meeting
December 17, 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. CHAIR/EXECUTIVE COMMITTEE REPORT (1:34pm)
 - C-1 RECEIVE UPDATE regarding conversations with YBA. (Almond)
 - C-2 DISCUSS annual meeting format and notice. (Almond)
- D. MARKETING COMMITTEE CHAIR REPORT (1:50pm)
 - D-1 RECEIVE/APPROVE RECOMMENDATION for neighborhood identity/branding firm. (MacFadyen)
 - D-2 DISCUSS/APPROVE website static content. (MacFadyen)
- E. FINANCE COMMITTEE CHAIR REPORT (2:10pm)
 - E-1 RECEIVE UPDATE on committee activities. (Goldes)
- F. SERVICES COMMITTEE CHAIR REPORT (2:20pm)
 - F-1 RECEIVE UPDATE on committee activities. (Brennan)
- G. GREENING COMMITTEE REPORT (2:30pm)
 - G-1 RECEIVE UPDATE on activities. (Hartman)

H. EXECUTIVE DIRECTOR REPORT (2:30pm)

H-1 RECEIVE UPDATE/DISCUSS the implementation timeline. (Maupin)

I. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (2:45pm)

J. ADJOURN (3:00pm)

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

Next Executive Committee Meeting

Thursday, January 28 – 1:30 to 3:00 p.m.

Westfield Management Offices (865 Market Street, Level N5)