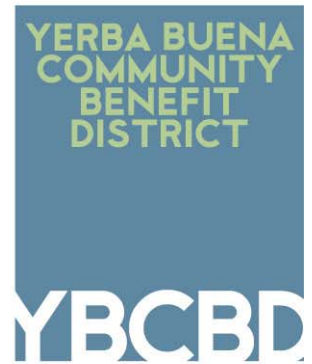


## A G E N D A

Yerba Buena Community Benefit District  
Executive Committee Meeting  
July 16, 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. PUBLIC COMMENT ON CLOSED SESSION ITEMS (1:30pm)
- C. ADJOURN TO CLOSED SESSION (1:32pm)
  - C-1 CONFERENCE with real property negotiator. (Government Code Section 54956.8)  
  
Property located at 5 Third Street, San Francisco, California  
YBCBD Negotiator: Cathy Maupin  
Property Owners: The Hearst Corporation
- D. ADJOURN FROM CLOSED SESSION (1:45pm)
- E. REPORT OF ANY FINAL ACTIONS TAKEN AND NON-CONFIDENTIAL DISCUSSIONS MADE DURING CLOSED SESSION (1:45pm)
- F. APPROVAL OF MINUTES (1:47pm)
- G. CHAIR/EXECUTIVE COMMITTEE REPORT (1:50pm)
  - G-1 DISCUSS/APPROVE the agenda for the August 11<sup>th</sup> Board Orientation. (Almond/Maupin/Flanagan)
  - G-2 RECEIVE/DISCUSS recommendations for draft resolutions concerning committee structure, membership, and requirements. (Almond/Flanagan)

- G-3 DISCUSS/APPROVE recommendations for creation of Grant, Greening, and Fundraising Committees. (Almond/Flanagan)
- G-4 RECEIVE UPDATE on the status of the organizational implementation timeline. (Flanagan/Maupin)
- H. **FINANCE COMMITTEE REPORT** (2:15pm)
  - H-1 RECEIVE UPDATE on status of assessments. (Goldes)
- I. **MARKETING COMMITTEE CHAIR REPORT** (2:20pm)
  - F-1 RECEIVE UPDATE on next steps for FAQs and Board Talking Points. (MacFadyen)
  - F-2 RECEIVE UPDATE on stakeholder forums, video development, and other presentations. (MacFayden)
  - F-3 RECEIVE UPDATE on the progress of creation and improvement of YBCBD website. (MacFadyen)
- J. **SERVICES COMMITTEE CHAIR REPORT** (2:40pm)
  - G-1 RECEIVE UPDATE on follow up with Museum Parc residents. (Brennan/Maupin)
  - G-2 RECEIVE UPDATE on 10B Officer Program. (Brennan)
- K. **EXECUTIVE DIRECTOR REPORT** (2:50pm)
  - K-1 UPDATE on development of an annual report. (Maupin)
- L. **GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA** (2:55pm)
- M. **ADJOURN** (3:00pm)

Please RSVP to Paolo Cosulich-Schwartz ([pcosulich@ybcbd.org](mailto:pcosulich@ybcbd.org) or 415/541-0312) by 5:00 p.m. Wednesday, July 15, 2009.

**Next Executive Committee Meeting**

Thursday, August 6 – 1:30 to 3:00 p.m.  
Westfield Management Offices (865 Market Street, Level N5)