

## A G E N D A

Yerba Buena Community Benefit District  
Marketing Committee Meeting  
Thursday, January 14, 2010  
9:00am-10:30am

YBCBD Conference Room  
5 Third Street, Suite 916.



All YBCBD Advisory 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.

**Please note that the meeting will begin at 9:00 a.m.**

### OPEN SESSION

9:00 am

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (9:00am)
- B. APPROVAL OF MINUTES (9:02am)
- C. CHAIR REPORT (9:05am)
  - C-1 RECEIVE UPDATE from the December 17<sup>th</sup> Executive Committee Meeting. (MacFadyen)
  - C-2 REVIEW/DISCUSS Marketing items on the implementation timeline. (MacFadyen)
  - C-3 DISCUSS/DETERMINE 2010 goals and deliverables. (MacFadyen)
- D. WORKING GROUPS UPDATE (9:15am)
  - D-1 RECEIVE UPDATE from event plan working group. (Diamond/Haber)
  - D-2 RECEIVE UPDATE/DEMO YBCBD website. (Website Working Group)
  - D-3 DISCUSS/REVIEW event/sponsorship funding guidelines. (Diamond/Yamamoto)
- E. NEIGHBORHOOD BRANDING RFP (10:00am)
  - E-1 RECEIVE UPDATE/DISCUSS contract negotiations with branding firm. (Branding Working Group)
- F. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (10:25am)
- G. ADJOURN (10:30am)

Please RSVP to Paolo Cosulich-Schwartz ([pcosulich@ybcbd.org](mailto:pcosulich@ybcbd.org) or 415/644-0728) by 5:00 p.m. Wednesday, January 13, 2010.

### Next Marketing Committee Meeting

Thursday, February 11

Time TBD

YBCBD Conference Room (5 Third Street, Suite 916)