

A G E N D A

Yerba Buena Community Benefit District
Marketing Committee Meeting
Thursday, November 12, 2009
9:30am-10:30am

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 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.

OPEN SESSION 9:30 am

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (9:30am)
- B. APPROVAL OF MINUTES (9:32am)
- C. CHAIR REPORT (9:35am)
 - C-1 DISCUSS/APPROVE draft Fall News Bulletin. (MacFadyen)
 - C-2 DISCUSS/APPROVE up to \$2,000 for annual meeting notice. (MacFadyen)
 - C-3 DISCUSS calendar for the rest of the fiscal year. (MacFadyen)
- D. WORKING GROUPS UPDATE (9:50am)
 - D-1 RECEIVE UPDATE from event plan working group. (Phelan/Diamond/Haber)
 - D-2 DISCUSS/APPROVE recommendation of \$10,000 for meet-and-greets. (Maupin)
- E. NEIGHBORHOOD BRANDING RFP (10:00am)
 - E-1 RECEIVE UPDATE/DISCUSS interview process for branding firms. (MacFadyen/Maupin/Yamamoto)
- F. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (10:25am)
- G. ADJOURN (10:30am)

Please RSVP to Paolo Cosulich-Schwartz (pcosulich@ybcbd.org or 415/644-0728) by 5:00 p.m. Wednesday, November 11, 2009.

Next Marketing Committee Meeting
November 19, 2009
9:30-11:00am
YBCBD Conference Room (5 Third Street, Suite 916)