

## AGENDA

Yerba Buena Community Benefit District  
Marketing Committee Meeting  
Thursday, December 10, 2009  
9:30am-11:00am

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.

### 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 RECEIVE UPDATE from the Executive Committee Meeting. (MacFadyen)
  - C-2 RECEIVE UPDATE on distribution Fall News Bulletin. (MacFadyen)
  - C-3 DISCUSS/APPROVE design for annual meeting notice. (MacFadyen)
  - C-4 RECEIVE UPDATE/DISCUSS budget for the rest of the fiscal year. (MacFadyen)
  - C-5 DISCUSS/APPROVE future meeting schedule. (MacFadyen)
- D. WORKING GROUPS UPDATE (10:00)
  - D-1 RECEIVE UPDATE from event plan working group. (Diamond/Haber)
  - D-2 DISCUSS/APPROVE up to \$2,000 in additional costs for the website. (Website Working Group)
- E. NEIGHBORHOOD BRANDING RFP (10:15am)
  - E-1 RECEIVE UPDATE/DISCUSS interviews for branding RFP. (MacFadyen/Maupin/Yamamoto)
  - E-2 APPROVE RECOMMENDATION to the Board to enter into contract negotiations with selected firm (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](mailto:pcosulich@ybcbd.org) or 415/644-0728) by 5:00 p.m. Wednesday, December 9, 2009.

Next Marketing Committee Meeting  
TBD

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