

A G E N D A

Yerba Buena Community Benefit District
Marketing Committee Meeting
October 1, 2009
10:00-11:30 am

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 10:00 a.m. to allow time for those interested to attend the monthly Yerba Buena Alliance meeting. That meeting will be held at the Educated Palate, 88 Fourth Street @ Mission, from 8:45 a.m. to 10:00 a.m.

OPEN SESSION 10:00 am

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (10:00am)
- B. APPROVAL OF MINUTES (10:02am)
- C. CHAIR REPORT (10:05am)
 - C-1 DISCUSS/APPROVE moving to monthly meetings. (MacFadyen)
 - C-2 DISCUSS status and next steps for Fall News Bulletin. (MacFadyen)
 - C-3 DISCUSS/APPROVE new committee member. (MacFadyen)
 - C-4 RECEIVE UPDATE from September 24th Executive Committee meeting. (MacFadyen)
 - C-5 DISCUSS YBCBD involvement in YBA October 24th Gallery Walk. (MacFadyen)
- D. WORKING GROUPS UPDATE (10:30am)
 - D-1 RECEIVE UPDATE from working groups not present at meeting. (MacFadyen)
 - D-2 REVIEW/DISCUSS/APPROVE neighborhood branding RFP. (Yamamoto)
 - D-3 RECEIVE UPDATE from website working group. (MacFadyen/Cosulich-Schwartz)
 - D-4 RECEIVE UPDATE from event plan working group. (Phelan/Maupin)
 - D-5 RECEIVE UPDATE from district map working group. **Please bring map samples!** (Lamb/Heanue)
- E. UNIFORMS (11:00am)
 - E-1 RECEIVE UPDATE on uniforms for YBCBD Clean Team and Community Guides. (McMillin)
 - E-2 DISCUSS/APPROVE forming a working group for Uniforms. (MacFadyen/McMillin)
- F. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (11:15am)
- G. ADJOURN (11:30am)

Please RSVP to Paolo Cosulich-Schwartz (pcosulich@ybcbd.org or 415/541-0312) by 5:00 p.m. Wednesday, September 30, 2009.

Next Marketing Committee Meeting
TBD