

**Yerba Buena Community Benefit District  
Marketing Committee Meeting  
January 7, 2009  
2:30-4:00pm**

Yerba Buena Alliance (55 New Montgomery Street, Suite 510)

All YBCBD Board meetings are open to the public.

--AGENDA--

| <b>TIME</b> | <b>ITEM</b>  | <b>ACTION</b> | <b>SPEAKER</b>   |
|-------------|--|---------------|------------------|
| 2:30pm      | <b>Call to Order</b> <ul style="list-style-type: none"> <li>• Public Comment Guidelines</li> </ul>             |               | <b>MacFadyen</b> |
| 2:30-2:40pm | Introductions  | Discussion    | MacFadyen        |
| 2:40-3:10pm | Corporate Brand Creative Brief   | Approval      | MacFadyen/Hoell  |
| 3:10-3:30pm | Communication/PR Plan <ul style="list-style-type: none"> <li>• Schedule</li> <li>• Goals/Objectives</li> </ul> | Approval      | MacFadyen/Hoell  |
| 3:30-3:50pm | Neighborhood Identity/Brand <ul style="list-style-type: none"> <li>• Timeline</li> <li>• RFP</li> </ul>        | Discussion    | MacFadyen/Hoell  |
| 3:50-4:00pm | Public Comment (items not on agenda)   | Information   |                  |
| 4:00pm      | <b>Adjourn</b>   |               | <b>MacFadyen</b> |

Please RSVP to Heather Hoell ([heather@yerbabuena.org](mailto:heather@yerbabuena.org) or 415/541-0312) by **Tuesday, January 6.**