

**Yerba Buena Community Benefit District
Marketing Committee Meeting
November 5, 2008
2-3:30pm**

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

All YBCBD Board meetings are open to the public.

--AGENDA--

TIME	ITEM	ACTION	SPEAKER
2:00pm	Call to Order <ul style="list-style-type: none"> • Public Comment Guidelines 		MacFadyen
2:00-2:10pm	Introductions	Discussion	MacFadyen
2:10-2:30pm	Marketing/Branding Overview <ul style="list-style-type: none"> • Management Plan • Conceptual Budget 	Discussion	MacFadyen/Hoell
2:30-3:10pm	Activities <ul style="list-style-type: none"> • CBD Identity (logo, letterhead, etc) • Uniforms • Strategic Plan • Neighborhood Identity • RFP 	Discussion	MacFadyen
3:10-3:20pm	Future Meetings	Discussion	MacFadyen
3:20-3:30pm	Public Comment (items not on agenda)	Information	
3:30pm	Adjourn		MacFadyen

Please RSVP to Heather Hoell (heather@yerbabuena.org or 415/541-0312) by
Thursday, October 30.