

**Yerba Buena Community Benefit District**  
**Marketing Committee Meeting**  
**December 17, 2008**  
**2:30-4:00pm**

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

All YBCBD Board meetings are open to the public.

--AGENDA--

TIME	ITEM	ACTION	SPEAKER
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
2:40-3:00pm	Timeline Review	Approval	MacFadyen/Hoell
3:00-3:20pm	Communication/PR Plan	Approval	MacFadyen/Hoell
3:20-3:40pm	Strategic Plan/Budget Review	Approval	MacFadyen/Hoell
3:40-3:50pm	Identity/Brand	Discussion	MacFadyen/Hoell
3:40-3:50pm	PR Plan	Discussion	MacFadyen
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, December 16.**