

**Yerba Buena Community Benefit District  
Marketing Committee Meeting  
February 4, 2009  
4:00-5:30pm**

**supperclub san francisco (657 Harrison Street)**

**All YBCBD Board meetings are open to the public.**

--AGENDA--

<b>TIME</b>	<b>ITEM</b>	<b>ACTION</b>	<b>SPEAKER</b>
<b>4:00pm</b>	<b>Call to Order</b> <ul style="list-style-type: none"> <li>• Public Comment Guidelines</li> </ul>		<b>MacFadyen</b>
2:30-2:35pm	Introductions	Discussion	MacFadyen
2:35-3:05pm	Corporate Brand	Discussion/Approval	MacFadyen/Schellinger
3:05-3:25pm	Marketing Strategic Plan <ul style="list-style-type: none"> <li>• Estimated staffing needs</li> </ul>	Discussion	MacFadyen/DeCarlo
3:25-3:45pm	Communication/PR Plan <ul style="list-style-type: none"> <li>• Final Draft</li> <li>• Intro Postcard</li> </ul>	Discussion/Approval	MacFadyen/DeCarlo
3:55-4:00pm	Public Comment (items not on agenda)	Information	
<b>5:30pm</b>	<b>Adjourn</b>		<b>MacFadyen</b>

Please RSVP to Katie DeCarlo ([katie@verbabuena.org](mailto:katie@verbabuena.org)) or 415/541-0312) by  
**Tuesday, January 20.**