

**Yerba Buena Community Benefit District
Marketing Committee Meeting
March 18, 2009
4:00-5:30pm**

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

All YBCBD Board meetings are open to the public.

--AGENDA--

TIME	ITEM	ACTION	SPEAKER
4:00pm	Call to Order <ul style="list-style-type: none"> • Public Comment Guidelines 		MacFadyen
4:00-4:05pm	Introductions	Discussion	MacFadyen
4:05-4:20pm	Corporate Brand	Approval	MacFadyen
4:20-4:30pm	Introduction Mailer	Information	MacFadyen
4:30-5:00pm	Strategic Plan <ul style="list-style-type: none"> • FY '09-'10 	Approval	MacFadyen/DeCarlo
5:00-5:25pm	RFP for Neighborhood Brand <ul style="list-style-type: none"> • Timeline 	Information	MacFadyen/DeCarlo
5:25-5:30pm	Public Comment (items not on agenda)	Information	
5:30pm	Adjourn		MacFadyen

Please RSVP to Katie DeCarlo (katie@yerbabuena.org or 415/541-0312) by
Tuesday, March 17, 2009