

**Yerba Buena Community Benefit District
Marketing Committee Meeting
April 1, 2009
4:00-5:30pm**

Catharine Clark Gallery (150 Minna Street)

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
4:05-4:10pm	Introduction Mailer	Information	MacFadyen
4:10-4:30pm	Strategic Plan <ul style="list-style-type: none"> • FY '09-'10 	Approval	MacFadyen/DeCarlo
4:30-4:45pm	Form Letters	Discussion	MacFadyen
4:45-5:05pm	Corporate Brand <ul style="list-style-type: none"> ▪ Collateral 	Approval	MacFadyen
5:05-5:25pm	RFP for Neighborhood Brand	Discussion	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 31, 2009