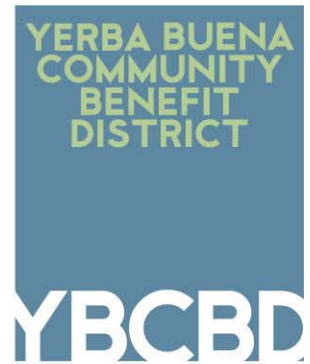


A G E N D A

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

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



All YBCBD Board meetings are open to the public. Attendees may address the committee on items appearing on the agenda and may also address the committee on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the committee's authority. Each speaker shall have no more than 2 minutes to address the committee.

OPEN SESSION 4:00 pm

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (4:00pm)
- B. APPROVAL OF MINUTES
- C. JUNE NEWS BULLETIN
 - C-1 RECEIVE UPDATE on progress of June YBCBD News Bulletin mailer. (MacFadyen)
 - C-2 APPROVE design of the June YBCBD News Bulletin mailer. (MacFadyen)
- D. WEBSITE
 - D-1 RECEIVE UPDATE on development of the website. (MacFadyen)
- E. COMMUNICATIONS PLAN
 - E-1 RECEIVE UPDATE on YBCBD FAQs and Board Talking Points. (MacFadyen)
 - E-2 DISCUSS Meet-And-Greet and neighborhood meeting calendar. (Phelan/Maupin)
 - E-3 RECEIVE UPDATE on Video and Other Presentations. (Brown/Heanue)
 - E-4 DISCUSS/APPROVE Marketing Committee Mission Statement. (MacFadyen)
- F. RFP FOR NEIGHBORHOOD BRAND
 - F-1 DISCUSS drafting the RFP for neighborhood brand. (MacFadyen/Maupin)
- G. UNIFORMS
 - G-1 RECEIVE UPDATE on status of first-run uniforms for YBCBD Clean Team and Community Guides. (McMillin)
- H. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (5:25pm)
- I. ADJOURN (5:30pm)

Please RSVP to Cathy Maupin (cmaupin@ybcbd.org or 415/541-0312) by
5:00 p.m. Wednesday, July 14, 2009.

Next Marketing Committee Meeting
Thursday, July 15 – 4:00 to 5:30 p.m.
Yerba Buena Alliance (55 New Montgomery Street, Suite 510)