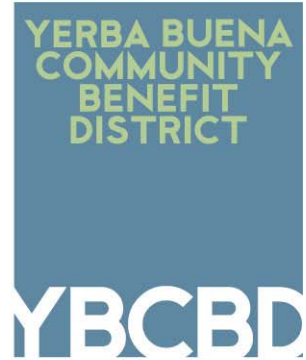


A G E N D A

Yerba Buena Community Benefit District
Marketing Committee Meeting
July 15, 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. JULY NEWS BULLETIN
 - C-1 RECEIVE UPDATE on YBCBD News Bulletin. (MacFadyen/Lamb)
- D. WEBSITE
 - D-1 RECEIVE UPDATE on development of the website. (MacFadyen/Cosulich-Schwartz)
- E. COMMUNICATIONS PLAN
 - E-1 DISCUSS/APPROVE next steps for 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)
- F. RFP FOR NEIGHBORHOOD BRAND
 - F-1 DISCUSS drafting the RFP for neighborhood brand. (MacFadyen/Maupin)
- G. UNIFORMS
 - G-1 RECEIVE UPDATE on uniforms for YBCBD Clean Team and Community Guides. (McMillin)
- H. MEETING SCHEDULE
 - H-1 DISCUSS/APPROVE new meeting time. (MacFadyen)
- I. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (5:25pm)
- J. ADJOURN (5:30pm)

Please RSVP to Paolo Cosulich-Schwartz (pcosulich@ybcbd.org or 415/541-0312) by 5:00 p.m. Wednesday, July 14, 2009.

Next Marketing Committee Meeting

Thursday, August 5 – 4:00 to 5:30 p.m.

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