

AGENDA

Yerba Buena Community Benefit District
Marketing Committee Meeting
August 20, 2009
9:30-11:00 am

YBCBD Conference Room
(5 Third Street, Suite 916)



All YBCBD Advisory Committee 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 9:30 am

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (9:30am)
- B. APPROVAL OF MINUTES (9:32am)
- C. CHAIR REPORT (9:35am)
 - C-1 DISCUSS moving to monthly meetings. (MacFadyen)
- D. WEBSITE (9:45am)
 - D-1 RECEIVE UPDATE on development of the website. (MacFadyen/Maupin/Cosulich-Schwartz)
- E. COMMUNICATIONS PLAN (9:55am)
 - E-1 RECEIVE final copy of 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 RECEIVE UPDATE from district map working group. (Lamb/Heanue)
- F. UNIFORMS (10:30am)
 - F-1 RECEIVE UPDATE on uniforms for YBCBD Clean Team and Community Guides. (McMillin)
- G. EVENT PLAN (10:40am)
 - G-1 ESTABLISH event plan working group. (MacFadyen/Maupin)
- H. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (10:45am)
- I. ADJOURN (10:50am)

Please RSVP to Paolo Cosulich-Schwartz (pcosulich@ybcbd.org or 415/541-0312) by 5:00 p.m. Wednesday, August 19, 2009.

Next Marketing Committee Meeting
Thursday, August 20 – 9:30 to 11:00 p.m.
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