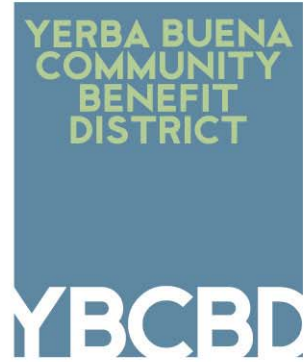


AGENDA

Yerba Buena Community Benefit District
Marketing Committee Meeting
August 6, 2009
10:00-11:00 am

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



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 10:00 am

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (10:00am)
- B. APPROVAL OF MINUTES (10:02am)
- C. CHAIR REPORT (10:05am)
 - C-1 RECEIVE UPDATE on distribution of postcards. (MacFadyen/Cosulich-Schwartz)
- D. WEBSITE (10:10am)
 - D-1 RECEIVE UPDATE on development of the website. (Maupin/Cosulich-Schwartz)
- E. COMMUNICATIONS PLAN (10:20am)
 - 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)
 - E-4 RECEIVE UPDATE from district map working group. (Lamb/Heanue)
- F. RFP FOR NEIGHBORHOOD BRAND (10:40am)
 - F-1 DISCUSS drafting the RFP for neighborhood brand. (MacFadyen/Maupin)
- G. UNIFORMS (10:55am)
 - G-1 RECEIVE UPDATE on uniforms for YBCBD Clean Team and Community Guides. (McMillin)
 - G-2 APPROVE up to \$5,000 in uniform branding costs. (MacFadyen/Maupin)
- H. EVENT PLAN (10:50am)
 - H-1 DISCUSS event plan and/or establishing event plan working group for FY 09-10. (MacFadyen/Maupin)
- I. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (11:00am)
- J. ADJOURN (11:05am)

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

Next Marketing Committee Meeting

Thursday, August 20 – 9:30 to 11:00 p.m.

YBCBD Conference Room (5 Third St., Suite 916) – Subject To Change