

A G E N D A

Yerba Buena Community Benefit District
Marketing Committee Meeting
September 17, 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/APPROVE moving to monthly meetings. (MacFadyen)
 - C-2 DISCUSS/REVIEW marketing budget. (MacFadyen/Maupin)
 - C-3 DISCUSS/APPROVE funding request and next steps for Fall News Bulletin. (MacFadyen)
- D. WORKING GROUPS UPDATE (9:45am)
 - D-1 RECEIVE UPDATE from working groups not present at meeting. (MacFadyen)
 - D-2 REVIEW/DISCUSS/APPROVE neighborhood branding RFP. (Yamamoto)
 - D-3 RECEIVE UPDATE from website working group. (MacFadyen/Cosulich-Schwartz)
 - D-4 RECEIVE UPDATE from event plan working group. (Phelan/Maupin)
 - D-5 RECEIVE UPDATE from district map working group. (Lamb/Heanue)
 - D-6 RECEIVE UPDATE from video working group. (Brown/Heanue)
- E. UNIFORMS (10:30am)
 - E-1 RECEIVE UPDATE on uniforms for YBCBD Clean Team and Community Guides. (McMillin)
 - E-2 DISCUSS/APPROVE forming a working group for Uniforms. (MacFadyen/McMillin)
- F. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (10:55am)
- G. ADJOURN (11:00am)

Please RSVP to Paolo Cosulich-Schwartz (pcosulich@ybcbd.org or 415/541-0312) by 5:00 p.m. Wednesday, September 16, 2009.

Next Marketing Committee Meeting
Thursday, October 1 – 9:30 to 11:00 a.m.
YBCBD Conference Room (5 Third St., Suite 916)