

## AGENDA

### Yerba Buena Community Benefit District Marketing Committee Meeting

Thursday, March 21, 2019

9:30 a.m. to 10:30 a.m.

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 up to 2 minutes to address the committee.

NOTE: The times listed next to each agenda item are suggestions only. The YBCBD reserves the right to take up any agenda item at any time after the posted meeting time, and at any order, at the discretion of the Chair or by a vote of a majority of the members present.

### OPEN SESSION

9:30 am

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (9:30am)
- B. INTRODUCTIONS (9:31am)
- C. APPROVE MINUTES (9:32am)
- D. YBCBD ACTIVITIES/EVENTS (9:33am)
  - D-1 REVIEW/DISCUSS Community Appreciation Day. (Delaney)
  - D-2 REVIEW/DISCUSS Yerba Buena Night preliminary designs. (Delaney)
- E. MARKETING AND BRANDING (9:50am)
  - E-1 REVIEW/DISCUSS Neighborhood Website. (Delaney)
  - E-2 REVIEW/DISCUSS/APPROVE FY19/20 Marketing Budget Plan. (Delaney)
  - E-3 REVIEW/DISCUSS new pamphlets. (Delaney)
  - E-4 UPDATE YBCBD Services App. (Delaney)
- F. ANNOUNCEMENTS (10:25am)
- G. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (10:27am)
- H. ADJOURN (10:30am)

Please RSVP to Richard Ciccarone ([rciccarone@ybcbd.org](mailto:rciccarone@ybcbd.org)) or 415-644-0728 by  
Noon Wednesday, March 20th.

Next Meeting – Thursday, April 18, 2019, 9:30-10:30am