



## AGENDA

### Yerba Buena Community Benefit District Marketing Committee Meeting

**Thursday, February 27, 2020**

**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

10:30 am

A. **CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES** (9:30am)

B. **INTRODUCTIONS** (9:30am)

C. **APPROVE MINUTES** (9:31am)

D. **YBCBD ACTIVITIES/EVENTS** (9:32am)

D-1 DISCUSS Yerba Buena Night 10<sup>th</sup> Anniversary. (Delaney)

D-2 DISCUSS Yerba Buena Art Walk. (Delaney)

E. **MARKETING AND BRANDING** (9:50am)

E-1 REVIEW/DISCUSS possible Yerba Buena Day At The Giants. (Delaney)

E-2 REVIEW/DISCUSS Bigbelly unveiling. (Delaney)

E-3 REVIEW/DISCUSS goals for new banners. (Delaney)

F. **ANNOUNCEMENTS** (10:27am)

G. **GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA** (10:28am)

H. **ADJOURN** (10:30am)

Please RSVP to Richard Ciccarone ([scross@ybcbd.org](mailto:scross@ybcbd.org)) or 415-644-0728 by  
Noon Wednesday, February 26<sup>th</sup>, Noon.

**Next Meeting** – Wednesday, April 1, 2020, 9:30am