



AGENDA

Yerba Buena Community Benefit District Marketing Committee Meeting

Wednesday, July 7th

1:00 p.m. to 2:00 p.m.

Via Zoom Videoconferencing

<https://us02web.zoom.us/j/85736149781?pwd=TFg5S3Rjdjh1bUYwS3cwZHZ3RUUVuUT09>

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

1:00 pm

- A. **CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES** (1:00pm)
- B. **INTRODUCTIONS** (1:01pm)
- C. **APPROVAL OF MINUTES** (1:02pm)
- D. **YBCBD ACTIVITIES/EVENTS** (1:04)
 - D-1 REVIEW/DISCUSS Upcoming and possible future activations. (Delaney)
 - August 19th Third Thursday Programming
 - CCM
 - Yerba Buena Gardens
 - 111 Minna Gallery
 - Public Art Hunt
 - Walking Tour Relaunch
 - September Activation Update
 - October Art Walk and Litquake Programming
- E. **MARKETING AND BRANDING** (1:40pm)
 - E-1 REVIEW/DISCUSS Promotional Video. (Delaney)
 - E-2 DISCUSS Yerba Buena Campaign. (Delaney)
- F. **ANNOUNCEMENTS** (1:57pm)
- G. **GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA** (1:59pm)
- H. **ADJOURN** (2:00pm)

Please RSVP to Sophia Cross (scross@ybcbd.org) by
Noon Tuesday, July 6th, Noon.

Next Meeting – August 4th