



AGENDA

Yerba Buena Community Benefit District Marketing Committee Meeting

Wednesday, March 2nd

11:30 a.m. to 12:30 p.m.

Via Zoom Videoconferencing

<https://us02web.zoom.us/j/89835940957?pwd=bGtndnplV3krc3M2RjhGTHd0ZVVwQT09>

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

11:30 am

- A. **CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES** (11:30am)
- B. **INTRODUCTIONS** (11:31am)
- C. **APPROVAL OF MINUTES** (11:32am)
- D. **YBCBD ACTIVITIES/EVENTS** (11:33am)
 - D-1 REVIEW/DISCUSS/APPROVE Yerba Buena Night Preliminary Design and Overall Event Structure and Goals (Gordon)
- E. **MARKETING AND BRANDING** (12:00pm)
 - E-1 REVIEW/DISCUSS New Platform to Market Neighborhood Businesses (Gordon)
- F. **ANNOUNCEMENTS** (12:28pm)
- G. **GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA** (12:29pm)
- H. **ADJOURN** (12:30pm)

**Please RSVP to Sophia Cross (scross@ybcbd.org) by
Noon Tuesday, March 1st, Noon.**

Next Meeting – April 6th