



AGENDA

Yerba Buena Community Benefit District Marketing Committee Meeting

Wednesday, August 10

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

Via Zoom Videoconferencing

<https://us02web.zoom.us/j/83518347483?pwd=SHB3QUU0c0pBUlA5WEEdOOWVRTWdrZz09>

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** (1:03pm)
 - D-1 REVIEW/DISCUSS Sunday Streets Plan (Gordon)
 - D-2 REVIEW/DISCUSS Yerba Buena Night Promotions & Planning (Gordon)
- E. **MARKETING AND BRANDING** (1:30pm)
 - E-1 UPDATE Audio Walking Tour Marketing and Promotion (Gordon)
- F. **ANNOUNCEMENTS** (1:45pm)
- G. **GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA** (1:46pm)
- H. **ADJOURN** (1:47pm)

**Please RSVP to Sophia Cross (scross@ybcbd.org) by
Noon Tuesday, August 9th, Noon.**

Next Meeting – September 6th