



## AGENDA

### Yerba Buena Community Benefit District Marketing Committee Meeting

Wednesday, January 31<sup>st</sup>

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

Moscone Community Room

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

12:00 pm

A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (1:00pm)

B. INTRODUCTIONS (1:00pm)

C. APPROVE MINUTES (1:01pm)

D. INTRODUCTION (1:02pm)

D-1 CREATIVE:MINT introduction and presentation. (Creative:Mint staff)

E. REVIEW 2023 STATISTICS (1:12pm)

E-1 REPORT/DISCUSS Marketing statistics for 2023. (Gonzalez)

E-2 DISCUSS Statistic based messaging. (Gonzalez/Kelly)

F. BRANDING & MARKETING (1:30PM)

F-1 DISCUSS Neighborhood Marketing Priorities and Strategies. (Gonzalez)

F. ANNOUNCEMENTS (1:58pm)

G. GENERAL PUBLIC COMMENT ON ITEMS NOT ON AGENDA (1:59pm)

H. ADJOURN (2:00pm)

Please RSVP to Richard Ciccarone ([rciccarone@ybcbd.org](mailto:rciccarone@ybcbd.org)) or (415) 919-4049 by  
Noon Tuesday, January 30th.

Next Meeting – April 3<sup>rd</sup>, 2024