

A G E N D A
Yerba Buena Community Benefit District
Board of Directors Meeting
Tuesday, June 11, 2024
4:00 pm - 6:00 pm
St Regis Hotel



All YBCBD Board and Committee meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not 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.

PLEASE 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 in any order, at the discretion of the Chair or by a vote of a majority of the members present.

- A. CALL TO ORDER AND REVIEW OF PUBLIC COMMENT GUIDELINES (4:00pm)**
- B. INTRODUCTIONS**
- C. APPROVAL OF MINUTES**
- D. CHAIR REPORT**
 - a. PROVIDE UPDATE on May Executive Committee Meeting
 - b. PROVIDE UPDATE on Executive Director Performance Review Process
 - c. REVIEW/DISCUSS/APPROVE organization marketing name change
- A. MARKETING COMMITTEE REPORT**
 - 1. RECEIVE UPDATE on Branding Process
 - 2. REVIEW/DISCUSS/APPROVE logo design
- E. FINANCE COMMITTEE REPORT**
 - a. REVIEW/DISCUSS/APPROVE 3% Assessment Rate Increase for FY25
 - b. REVIEW/DISCUSS/APPROVE FY25 Budget
- F. SERVICES COMMITTEE REPORT**
 - 3. RECEIVE UPDATE on service provider transition
- B. STREETS COMMITTEE REPORT**
 - 1. RECEIVE UPDATE on Streets Committee Projects
 - i. City College Mural and Art All Around program
 - ii. 5th and Harrison Dog Bark
 - iii. Street Life Plan Refresh
- C. EXECUTIVE DIRECTOR REPORT**
 - 1. RECEIVE UPDATE from Executive Director
 - i. Downtown First Thursdays
 - ii. Mayor's Budget – HEART (Hospitality, Entertainment, Arts, Retail, Tourism)
 - iii. Other
- D. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION**
- E. GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA**
- F. ADJOURN (6:00pm)**