



AGENDA

Yerba Buena Community Benefit District
Marketing Committee Meeting
Wednesday, July 31 from 1:00-2:15pm
Yerba Buena Gardens Community Room

All YBCBD 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 public comment period, as long as the matters addressed fall within the scope of the committee's authority. Each speaker shall have up to two 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.

- A. **Call to order**
- B. **Introductions**
- C. **Review/Approve minutes from the May 7, 2024 Marketing Committee meeting.**
- D. **Review/Discuss/Approve final logo design for recommendation to the Board.**
- E. **Marketing audit presentation.**
- F. **Initiatives and counsel.**
 - **Website**
 - **Brand and logo rollout**
 - **Data**
 - **Public relations**
- G. **Announcements**
- H. **Public comment on items not on the agenda.**
- I. **Adjourn**

Please RSVP to Jill Linwood jlinwood@ybcbd.org by 6 pm on Monday, July 29.