



Yerba Buena Community Benefit District
dba Yerba Buena Partnership

Marketing Committee meeting agenda

Wednesday, February 12, 2025 at 1:00pm
Moscone South -- Mezzanine Board Room

All Yerba Buena Partnership 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 on the agenda during the General Public Comment period if the matters addressed are within the scope of the committee's authority. Each speaker shall have up to two minutes to address the committee.

The Yerba Buena Partnership reserves the right to take up any agenda item at any 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

B. INTRODUCTIONS

C. APPROVAL OF MINUTES from October 23, 2024 Marketing Committee meeting

D. RECEIVE UPDATE/DISCUSS updated branded collateral and website

E. DISCUSS brand celebration at March Downtown First Thursday, March 6

F. DISCUSS future presence at activations

- Newsletter and Instagram sign up
- Promote local businesses and cultural organizations

G. ANNOUNCEMENTS AND REQUESTS FOR INFORMATION

H. GENERAL PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

I. ADJOURN