



Marketing and Special Events Task Force

Friday, May 8, 2009—9:30 A.M.

King's Fish House, Banquet Room

100 W. Broadway

1. Call to Order - Richard Lewis, Co-Chair
2. Approval of the Minutes from April 23, 2009, meeting
3. FY 2008-09 Budget Update (5 minutes) - Steve Sheldon, DLBA Marketing and Special Events Manager
4. Upcoming Events and Promotions (15 minutes) - Steve Sheldon
5. Storefront Activation: Update on Six-month Implementation Plan (5 minutes) - Steve Sheldon
6. Staff Updates (10 minutes)
 - A. Online Communications - Steve Sheldon
 - B. 2nd Saturday - Kraig Kojian
 - C. Identity Redesign - Steve Sheldon
7. Third-Party Proposal
 - A. BloomFest 2009 - RULB
ACTION ITEM: Approve sponsorship request for BloomFest 2009 in the East Village in an amount not to exceed \$4,000.
 - B. Report on other proposals received - Steve Sheldon
8. Old Business
9. New Business
10. Public Comment
11. Adjournment

Next Meeting:

Friday, May 29, 2009

9:30 AM, King's Fish House

All meetings held by the Marketing and Special Events Task Force shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils and other public agencies conduct business openly.