



**Marketing and Special Events Task Force**

Friday, July 16

9:30 A.M.

Boston's

90 Aquarium Way

1. Call to Order - Richard Lewis, Chair
2. Approval of the Minutes from May 21, 2010
3. Update FY 2009-10 Budget (5 minutes) - Esther McCurry
4. FY 2010-11 Budget Discussion (10 minutes)
5. Special Events & Promotions Updates (15 minutes) - Esther
  - A. Summer And Music (SAM)
  - B. Taste of Downtown
  - B. Event ROI Summary
  - C. iPhone App
6. Marketing Subcommittee Reports (10 minutes)
  - A. Latin American Parade & Festival - Hilda Sanchez
7. Old Business
8. New Business
9. Public Comment
10. Adjournment

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.

**Next Meeting:** Friday, August 20, 2010, 9:30AM, Location TBD