



**Marketing and Special Events Task Force**

Friday, July 17, 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 (5 minutes)  
**ACTION ITEM: Approve minutes from April 23, 2009, May 29, 2009 and June 19, 2009 meetings**
3. FY 2008-09 Budget Update (5 minutes) - Steve Sheldon
4. Identity Redesign Proposal (5 minutes)  
**ACTION ITEM: Approve proposal from M4 Creative Design in the amount of \$2,100.**
5. Special Events (15 minutes) - Steve Sheldon
  - A. Soul Motion Recap
  - B. Powerfest Thursday Recap
  - C. Gospel Sunday Brunch Recap
  - D. Summer And Music (S.A.M.) Update
  - E. Latin American Festival 9/12 Update
6. Promotions (5 minutes) - Steve Sheldon
  - A. Date Night/Happy Hour Update
7. Staff Updates (10 minutes) - Steve Sheldon
  - A. Website -Focus Group, Interactive Maps
  - B. Event Surveys
8. Old Business
9. New Business
10. Public Comment
11. 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 21, 2009, 9:30AM, King's Fish House