



**Marketing and Special Events Task Force**

Friday, November 18

9:30 A.M.

Rock Bottom Brewery

1 Pine Avenue

1. Call to Order - Richard Lewis, Chair
2. Approval of the Minutes from the October 21 meeting
3. Budget Update (5 minutes)
4. DLBA Sponsorship Criteria Review (20 minutes)
5. Special Events & Promotions Updates (15 minutes)
  - A. Festival of Lights - December 1-24
  - B. New Year's Eve - December 31
  - C. Celebrate Downtown 2012 - January 26
6. Task Force Membership (10 minutes)
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:** December 16, 2011 at 9:30 at Rock Bottom - Go dark?