



**Marketing and Special Events Task Force**

Friday, May 29, 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 May 8, 2009 meeting
3. FY 2008-09 Budget Update (5 minutes) - Steve Sheldon, DLBA Marketing and Special Events Manager
4. Downtown Music Series & Festival (15 minutes) - Justin Hectus and Rand Foster  
**ACTION ITEM: Approve amended Downtown Music Series & Festival plan and budget as presented or amended.**
5. Special Events (25 minutes) - Steve Sheldon
  - A. East Village Matinee/Dance Class
  - B. Green Festival Recap
  - C. Pink Party Recap
  - D. Clean Air Car Showcase Update
  - E. Tour d' Artistes Update
  - F. Taste of Downtown Update
6. Storefront Activation: Update on Six-month Implementation Plan (5 minutes) - Steve Sheldon
7. Staff Updates (5 minutes)
  - A. Identity Redesign - Steve Sheldon
8. Third-Party Proposals
  - A. Report on proposals received - Steve Sheldon
9. Old Business
10. New Business
11. Public Comment
12. Adjournment

**Next Meeting**

**Friday, June 19, 2009**

**9:30 AM, Location TBD**

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.