



Marketing and Special Events Task Force

Friday, June 19, 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 and May 29, 2009 meetings
3. Identity Redesign Proposal Presentations (20 minutes)
 - A. JLOOP
 - B. M4 Creative Design**ACTION ITEM: Approve proposal from JLOOP or M4 Creative Design to be expended from FY08-09 Print Advertising budget.**
4. Review of Third Party Proposals (20 Minutes)
 - A. Pirate Festival - Maureen Baker
ACTION ITEM: Approve sponsorship proposal as presented in an amount not to exceed \$10,000.
 - B. Sound Walk - Kamran Assadi
ACTION ITEM: Approve sponsorship proposal as presented in an amount not to exceed \$15,000.
5. FY 2008-09 Budget Update (5 minutes) - Steve Sheldon
6. Special Events (15 minutes) - Steve Sheldon
 - A. Event Subcommittees
 - B. KABC Clean Air Car Showcase 6/6 Recap
 - C. Tour des Artistes 6/13 Recap
 - D. Summer And Music (S.A.M.) Update
 - E. Latin American Festival 9/12 Update
 - F. East Village Farmers Market Update
 - G. Powerfest 7/9 Update
 - H. Car Show 6/13 Recap
7. Promotions (5 minutes) - Steve Sheldon
 - A. Date Night/Happy Hour Update
 - B. Taste of Downtown Update
8. Staff Updates (10 minutes) - Steve Sheldon
 - A. Storefront Activation
 - B. Quarterly Walking Map
 - C. Website
9. Old Business
10. 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, July 17, 2009, 9:30AM, King's Fish House