**MEETING AGENDA**

**The East Cut Community Benefit District**

**Meeting of the Communications Committee**

Wednesday, May 22, 2024, 2:30pm-3:15pm

**528 Folsom Street**

All The East Cut CBD Committee meetings are open to the public. Members of the public may attend the meeting in person as noted above to address the Committee on agendized items during the discussion of those items and may also address the Committee on agendized or non-agendized items during the General Public Comment period, so long as the matters addressed fall within the scope of the committee’s authority. Each speaker shall have up to 2 minutes to address the committee.

PLEASE NOTE: The times listed next to each agenda item are suggestions only. The East Cut CBD reserves

The right to take up any agenda item at any time after the posted meeting time, and in any order, at the discretion of the Chair or by a vote of a majority of the members present.

OPEN SESSION

1. Call to Order and Review of Public Comment Guidelines
2. Introductions
3. APPROVE minutes from 03.25.24 Communications Committee meeting
4. Marketing, PR, and Communications Report

C-1 REPORT on status of print and signage collateral (Sakhalkar)

C-2 REPORT on Marketing and Communications for The East Cut CBD and The Crossing (Sakhalkar/Lau)

C-3 REPORT on recent media mentions (Sakhalkar)

1. PRESENTATION on upcoming projects and strategies

D-1 PRESENT and DISCUSS website recommendations from BDPA and next steps (Sakhalkar)

D-2 PRESENT and DISCUSS photo/video content creation and next steps (Sakhalkar)

1. Announcements and Requests for Information
2. General Public Comment On Items Not On The Agenda
3. Adjourn (3:15 pm)

**Next Communications Committee Meeting**

Date/Time TBD