



**Downtown Community Benefit District ("DCBD")
District Identity Streetscape Improvement Committee ("DISI")
Special Meeting
January 27, 2021 at 9:30 a.m.**

Join Zoom Meeting

<https://zoom.us/j/93528660096?pwd=NmNEUW1OVIFsVGNwc3NZEp5QWFadz09>

Meeting ID: 935 2866 0096

Passcode: 977042

Call: 1 669 900 9128

Agenda:

1. Call to order
2. Discussion and possible action to review and approve the January 20, 2021 DISI Regular Committee Meeting Minutes - **Discuss/Action**
3. Discussion of following objectives for the Committee:
 - a. Branding/District Identity
 - i. Discussion and possible action to review and recommend to the Executive Committee draft designs of banners in the District - **Discuss/Action**
 - ii. Discussion of beginning a social media presence for the District
 - iii. Discussion of helping to beautify empty or boarded ground floor retail areas of the District
 - b. Public Realm Development
 - i. Discussion and possible action to review and recommend to the Executive Committee pilot public realm activation sites - **Discuss/Action**
 - c. DCBD Mission statement development
 - i. Discussion and possible action to review and recommend to the Executive Committee a mission statement for the District - **Discuss/Action**
4. Next regular meeting of the DISI is scheduled for February 17, 2021 at 10:00 a.m.
5. Adjournment - **Discuss/Action**

In light of the COVID-19 emergency, public access is available only via Zoom conference as listed above. Public comment on agenda items will be provided as each item is called.

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting and at

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least 24 hours prior to a special meeting. Governor Gavin Newsom's Executive Order N-25-20 allows for public meetings to be held electronically with electronic or telephonic access to members of the public seeking to attend and address the Board. No permanent location for committee meetings has been set at this time. Action may not be taken on items not identified as such and posted on the agenda. If you have a disability and require special assistance to participate in the meeting, please call (415) 686-9652 or email jbozeman@sfdcibd.org at least 4 hours prior to the meeting.