



# Downtown San Diego Clean & Safe Commercial Enhancement Program (CEP)

Wednesday, November 16, 2016

3:30 p.m.

401 B Street, Suite 100, San Diego, CA 92101

## Welcome

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- Non-Agenda Public Comment
- Welcome & Introductions
- Approval of Minutes – June 9 and September 15, 2016 (Pages 1 & 2) Action

## Branding Presentation

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- Campaign Strategy & Roadmap
- Campaign Tactics
- Revised Identity
- Revised Brand & Campaign Messaging

## Next Steps for Branding

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- Discussion of Next Steps

## Adjourn

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- Next meeting: 2:30 – 4:30 p.m. on Wednesday, February 15, 2017



**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.** To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact the Clean & Safe Program office at least five (5) working days before the meeting at (619) 234-8900 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon advanced request.