

**SMALL BUSINESS ADVISORY COMMITTEE**

City Manager's Conference Room

2929 Tapo Canyon Road

January 22, 2009

4:00 p.m.

AGENDA

1. Call to Order
2. Approval of Minutes – December 11, 2008
3. Public Statements
4. Shop Simi Valley First Campaign
  - Review of Marketing Activities
    - Recap of Holiday Season
    - Review FY 2008-09 Marketing Plan
      - Marketing activities for balance of the year
      - Discuss modifications to the Marketing Plan
      - Water Bill Inserts
    - Non-Paid Advertising – Point of Purchase materials
  - Marketing Concepts for the Future
5. Simi Valley Business Forum
6. Adjournment - February 26, 2009 (4<sup>th</sup> Thursday of the Month)

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Mike Sedell  
City Manager

If any interested individual has a disability, which may require accommodation to participate in this meeting, please contact the City Manager's Office at 583-6701. Upon advance notification of the need for accommodation, reasonable arrangements will be made to provide accessibility to the meeting.