



**Bank on San Francisco Taskforce Briefing
December 2, 2005
8:00 a.m. -12:30 p.m.**

8:00 Registration and Breakfast

8:30 Introduction and Overview

Jack Richards, Director, Community Affairs

Federal Reserve Bank of San Francisco

Jose Cisneros, Treasurer

City of San Francisco

Lena Robinson, Community Affairs Specialist

Federal Reserve Bank of San Francisco

8:45 – 9:15 The Unbanked in San Francisco

Carolina Reid, Senior Community Affairs Specialist

Federal Reserve Bank of San Francisco

Alisa Weiner, Marketing Consultant

- An overview of the market and insights on the unbanked consumer

9:15 - 10:45 Innovations in Serving Unbanked Consumers

Jennifer Tescher, Center for Financial Services Innovation

Anne Stuhldreher, Corporation for Enterprise Development

- Results of the San Francisco banking survey
- Overview of product innovations from around the country
- Local responses and experiences with innovative products and services

10:45 - 11:00 Break

11:00 – 12:30 Brainstorming Bank on San Francisco

Lena Robinson, Federal Reserve Bank of San Francisco

Michael Frias, Federal Deposit Insurance Corporation

How can we work together to best achieve our goal to bring 10,000 unbanked San Franciscans into the financial mainstream?

- The New Alliance Task Force model
- Introduction of steering committee
- Creating a task force

12:30 ADJOURN