



Federal Reserve Bank of San Francisco
101 Market Street
June 15, 2006
8:30 – 11:00 a.m.

AGENDA

8:30 a.m. **Registration and breakfast**

9:00 a.m. **Welcome & Introductions**

Lena Robinson, Federal Reserve Bank of San Francisco

Reports from Working Groups

Product Development

- ▶ Survey of specific product(s) to be offered to Bank on San Francisco customers

Michael Kyle, US Bank

David Augustine, San Francisco Treasurer's Office

Tracking

- ▶ Update on data collection process

Lena Robinson, Federal Reserve Bank of San Francisco

Financial Education

- ▶ Feedback from individual bank meetings

Ben Mangan, EARN

Marco Chavarin, EARN

Marketing/Outreach

- ▶ Presentation and discussion about current marketing strategies to unbanked consumers

Jennifer MacCloskey, Director, Marketing and Sales, Wells Fargo Bank

Anita Macias, SVP Corporate Planning, Patelco Credit Union

- ▶ Results of community surveys

- ▶ Solicit feedback tagline and product brochure design

- Reg DD and other possible compliance implications

- ▶ Brainstorming of outreach and marketing ideas

Leigh Phillips, San Francisco Treasurer's Office

Carolina Reid, Federal Reserve Bank of San Francisco

Steering Committee

- ▶ Review of next steps

Lena Robinson, Federal Reserve Bank of San Francisco

11:00 am. **Adjourn**