



Board of Directors

Meeting Agenda

Date: August 23rd, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)
(US) +1 669-900-9128
Meeting ID: 880 7164 6825
Passcode: 276316 (link is also in invite)

Board Members:

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. David Berbey
7. Amy Cacho
8. John Cannizzaro
9. Al Casciato (At-Large)
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

1. Darlene Plumtree, Maritim Association
2. Kimberley Beal, Port of SF
3. Phnut DeLeon-Cacal

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. **Cecile Gregoire, Communications Manager**
3. **Kaitlin Thresher, Digital Marketing Manager**

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board

Next Meeting:

June 28th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve 06/28/2022 Minutes

Sina von Reitzenstein

Review and **VOTE** to approve 07/26/2022 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a) Review and discuss June/Fiscal 21-2022 Financials
 - i. **VOTE** – to approve June/Fiscal 21-2022 Financials

Randall Scott
Sina von Reitzenstein

- a) Review and discuss July 2022 Financials
 - i. **VOTE** – to approve July 2022 Financials

Randall Scott
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) Food Cart Update
- b) San Francisco Benefit District Alliance Update
- c) SF POA dinner review

3) MARKETING UPDATES:

Kaitlin Thresher

- a) Analytics: social media, website, Visit Widget
- b) New social media platforms
- c) Updates on ticket sales integration with Aquarium of the Bay

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for July/August
- b) Affiliate Program Updates for August
- c) Moulin Rouge Campaign
- d) Placer.ai Update for July/August

5) NEW BUSINESS:

Randall Scott

- a) Fleet Week Dinner invitation

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Critical Mention Sentiment Report for April: Positive coverage and sentiment remains steady while Negative coverage and sentiment significantly decreased