**Meeting Agenda**

**Call to Order**

*Invocation of AB 361*

Sina von Reitzenstein

**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:**

   a) Food Cart Update  

   b) San Francisco Benefit District Alliance Update  

   c) SF POA dinner review  

3) **MARKETING UPDATES:**

   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:**

   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:**

   a) Fleet Week Dinner invitation  

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**

Sina von Reitzenstein

---

**Next Meeting:**

June 28th, 2022

**Meeting Agenda**

---

4) **COMMUNICATIONS UPDATES:**

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

---

**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.**

---