



Board of Directors

Meeting Agenda (ANNUAL MEETING)

Date: July 25th, 2023
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. VACANT (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. Nathan Withrington
11. Andrew Smith
12. Brian Huber
13. Emily Nichols
14. John Castanho
15. Tim Howard
16. Milan Finnie
17. Sandra Fletcher (Affiliate)

Community Members:

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

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra Fletcher

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:
August 22nd, 2023

Call to Order

Sina von Reitzenstein

Invocation of AB 361

1) GENERAL PUBLIC COMMENT

2) FOR BOARD DISCUSSION AND VOTING

- a. **VOTE** to approve June 2023 board meeting minutes
- b. **VOTE** to approve Fiscal 23/24-June 2023 Financials
- c. Read nominees for Board Officers
 - i. **VOTE** to approve President
 - ii. **VOTE** to approve Vice President
 - iii. **VOTE** to approve Secretary
 - iv. **VOTE** to approve Treasurer

Sina von Reitzenstein

Sina von Reitzenstein

Sina von Reitzenstein

3) EXECUTIVE DIRECTOR'S REPORT

- a. Affiliate Program

Randall Scott

4) PORT of SF GRANT

- a. Current Status and Operations
- b. July-Dec 2023 and Jan-June 2024 plans

Kaitlin/Cecile

5) MARKETING REPORT

- a. June/July Social Media Analytics
- b. June/July Website/App Analytics

Kaitlin Thresher

6) COMMUNICATIONS REPORT

- a. June/July Media Coverage Highlights
- b. June/July Affiliate Program Update
- c. June/July Footfall Traffic

Cecile Gregoire

7) NEW BUSINESS:

- a. Avenue Greenlight Grant

Sina von Reitzenstein

8) 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.