



Executive Committee

Date: July 19, 2022
Time: 2:00 PM
Location: Via Zoom

[Zoom Meeting Link](#)
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(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. Al Casciato (At Large)
6. Aline Estournes (President Emeritus)
7. Janet Roxas (FWMA/Affiliate)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager

Guests:

Guests:

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.

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Agenda

CALL TO ORDER:

Sina von Reitzenstein

Invocation of AB 361

1) DISCUSSION AND VOTES:

Review and **VOTE** to approve June 21, 2022 Minutes

Sina von Reitzenstein

Motion to approve made by Al Casciato, seconded by Gina Alioto-Biagi

2) PROJECT UPDATES:

Randall Scott

A) Affiliate Program

B) Food Carts

C) Year-End Financials Review

3) NEW BUSINESS:

Randall Scott

- Staffing Updates

4) GENERAL PUBLIC COMMENT

6) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
May 17, 2022

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.



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Guests:

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Minutes

CALL TO ORDER: 2:10pm
Sina invoked AB 361

Sina von Reitzenstein

1) DISCUSSION AND VOTES:

Review and VOTE to approve June 21, 2022 Minutes
No minutes presented, Randall to present at next meeting.

Sina von Reitzenstein

2) PROJECT UPDATES:

Randall Scott

A) Affiliate Program

- a. The current status of the Affiliate program was relayed to the committee from Cecile

B) Food Carts

- a. Randall provided updated efforts to gain enforcement by the Port. July 4th went well because of area wide City permit. 13 misdemeanor citations from ABC.

C)

D) Year-End Financials Review

- a. Randall presented the year end financials from the previous fiscal year.

3) NEW BUSINESS:

Randall Scott

• Staffing Updates

- The Executive Director informed the committee that Mike Castro would be leaving the team to accept a job with the Academy of Art University.
- Randall also informed the committee that Kaitlin Thresher's start date would be 12/3/2022

4) GENERAL PUBLIC COMMENT

6) ADJOURNMENT: 2:43pm

Sina von Reitzenstein

Next Meeting:
May 17, 2022

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.



Board of Directors

Date: July 26th, 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:

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12. Brian Huber
13. Isabelle Matter
14. **Emily Nichols**
15. (VACANT)
16. **Mike Petricca**
17. **Janet Roxas (FWMA Affiliate)**

Community Members:

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

Marketing Projects:

1. Jodi Cumming

FWCBD Staff:

1. **Randall Scott, Executive Director**
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Guests: Chris Corgas, Rebecca Benassini, Sandra

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Next Meeting:

June 28th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Meeting launched at 10:09AM.

Board member update

Sina von Reitzenstein

Jeff Ong resigned from Ghirardelli Square, leaving a vacant spot on the board.

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

Sina von Reitzenstein

QUAREM NOT MET FOR VOTING PURPOSES

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

QUAREM NOT MET FOR VOTING PURPOSES

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

a) Food Cart Update: Referenced 24th and Mission BART station gating in response to illegal vending. Taylor (Pier 39) and Randall met with Aaron Peskin to discuss illegal vending.

b) San Francisco Benefit District Alliance update: San Francisco Benefit District Alliance is on track to launch [INSERT TIME FRAME]. The alliance will allow for potential access towards financial grants.

e) Kaitlin Thresher: Kaitlin Thresher was hired on as the new Marketing Manager and will start 08/03/2022.

3) MARKETING UPDATES:

Cecile Gregoire

- a) Analytics
 - i. Nonprofit Megaphone: Good engagements from Google ads.
 - ii. Visit Widget

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Critical Mention Sentiment Report for April: Sentiment report shows a new broken record 834 times in July 2022. (443 Positive, 84 Negative, 298 Neutral)
- b) Affiliate Program: [VERIFY BUSINESSES] added to affiliate program.
- c) Placer.ai metrics for April: 111k people visited Fisherman's Wharf on the 4th of July.

5) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 10:38am

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.



Meeting Agenda

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.
- b) Affiliate Program: Overall 16 new business have joined since March 2022 generating \$16,500 in membership dues.
- c) Placer.ai metrics for April: Significant increase in foot traffic and website traffic.

5) NEW BUSINESS:

Randall Scott

SFPD Ambassador Program for the Wharf: Significant decline in active duty SFPD officers has prompted community ambassadors mostly generated from retired law enforcement.

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein



Board of Directors

Date: July 26th, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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 Meeting ID: 880 7164 6825
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15. (VACANT)
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17. **Janet Roxas (FWMA Affiliate)**

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2. Kimberley Beal, Port of SF
3. **Phnut DeLeon-Cacal**

Marketing Projects:

1. Jodi Cumming

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. **Mike Castro, Services Manager**
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Guests: Chris Corgas, Rebecca Benassini, Sandra

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Next Meeting:

June 28th, 2022

Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Meeting launched at 10:09AM.

Board member update

Sina von Reitzenstein

Jeff Ong resigned from Ghirardelli Square, leaving a vacant spot on the board.

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

Sina von Reitzenstein

QUAIREM NOT MET FOR VOTING PURPOSES

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

QUAIREM NOT MET FOR VOTING PURPOSES

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

a) Food Cart Update: Referenced 24th and Mission BART station gating in response to illegal vending. Taylor (Pier 39) and Randall met with Aaron Peskin to discuss illegal vending.

b) San Francisco Benefit District Alliance update: San Francisco Benefit District Alliance is on track to launch [INSERT TIME FRAME]. The alliance will allow for potential access towards financial grants.

e) Kaitlin Thresher: Kaitlin Thresher was hired on as the new Marketing Manager and will start 08/03/2022.

3) MARKETING UPDATES:

Cecile Gregoire

- a) Analytics
 - i. Nonprofit Megaphone: Good engagements from Google ads.
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4) COMMUNICATIONS UPDATES:

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5) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 10:38am

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Meeting Agenda

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

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5) NEW BUSINESS:

Randall Scott

SFPD Ambassador Program for the Wharf: Significant decline in active duty SFPD officers has prompted community ambassadors mostly generated from retired law enforcement.

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein



Board of Directors

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

[Zoom Meeting Link](#)

(US) +1 669-900-9128
 Meeting ID: 880 7164 6825
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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

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Next Meeting:

June 28th, 2022

Meeting Agenda

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

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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



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FWCBD Staff:

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Guests: Rebecca Benassini

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Next Meeting:

September 27, 2022

Meeting Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

10:05am – Meeting launched

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

Sina von Reitzenstein

Aline Estournes 1st Motion, Gina Alioto-Biagi 2nd Motion, Unanimous Decision – Meeting Minutes approved

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

Sina von Reitzenstein

Aline Estournes 1st Motion, Gina Alioto-Biagi 2nd Motion, Unanimous Decision – Meeting Minutes approved

1) PROJECT UPDATES:

- a) Review and discuss June/Fiscal 21-2022 Financials Randall Scott
 - i. **VOTE** – to approve June/Fiscal 21-2022 Financials Sina von Reitzenstein

Mike Petricca 1st Motion, Gina Alioto-Biagi 2nd Motion, Unanimous Decision – Financials approved
- a) Review and discuss July 2022 Financials Randall Scott
 - i. **VOTE** – to approve July 2022 Financials Sina von Reitzenstein

Mike Petricca 1st Motion, Gina Alioto-Biagi 2nd Motion, Unanimous Decision – Financials approved

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) Food Cart Update: op-ed by Randall published in CalMatters; task force being formed for on-going enforcement
- b) San Francisco Benefit District Alliance Update: articles of incorporation have been filed
- c) SF POA dinner review: Held on August 17th. Extremely well-received event to demonstrate appreciation for SFPD.

3) MARKETING UPDATES:

Kaitlin Thresher

- a) Analytics: social media, website, Visit Widget
- b) New social media platforms: LinkedIn and TikTok
- c) Updates on ticket sales integration with Aquarium of the Bay
- d) Moulin Rouge social media campaign: window wraps in Anchorage Square

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for July/August: Wharf coverage in August fared more positive than July coverage; featured in NY Times, US News, Thrillist, CalMatters, Royal Holiday Vacation Club, Eater
- b) Affiliate Program Updates for August: new affiliates Fudgery, Escapology and American academy of Ophthalmology
- d) Placer.ai Update for July/August: 7.27M visitors this year; 1.4M visitors in July

5) NEW BUSINESS:

Randall Scott

- a) Fleet Week Dinner invitation
- Mike Petricca Update: Argonaut concert series beginning Thursday (8/25)

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 10:57 am

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Next Meeting:

October 25th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve 08/23/2022 Minutes

Sina von Reitzenstein

*Review and **VOTE** to approve Fiscal 21-22 Financial Review

Susan Mostajo

1) PROJECT UPDATES:

- a) Review and discuss August 2022 Financials
- i. **VOTE** – to approve August 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) Wax Museum Mixer recap
- d) Haunted House grant update
- e) National Experience Activation
- f) Fleet Week

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 August/September

5) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

*tentative

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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 Cachó
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, Maritime Association
2. Kimberley Beal, Port of SF
3. Don Kavanaugh (Port of SF)
4. Phnut DeLeon-Cacal
5. Gabriel Mikulich (Port of SF)

FWCBD Staff:

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

Guests: Susan Mostajo, Wendy

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Next Meeting:

October 25th, 2022

Meeting Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

10:06am – Meeting launched

Review and **VOTE** to approve 08/23/2022 Minutes

Sina von Reitzenstein

Hagen Choi 1st Motion, Mike Petricca 2nd Motion, Unanimous Decision – Meeting Minutes approved

Review and **VOTE** to approve Fiscal 21-22 Financial Review

Susan Mostajo

Aline Estournes 1st Motion, Jeff Sears 2nd Motion, Unanimous Decision – Financial Review Approved

1) PROJECT UPDATES:

a) Review and discuss August 2022 Financials

Randall Scott

i. **VOTE** – to approve August 2022 Financials

Sina von Reitzenstein

Hagen Choi 1st Motion, Isabelle Matter 2nd Motion, Unanimous Decision – Financials approved

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

a) Food Cart Update: SB972 was approved

b) San Francisco Benefit District Alliance Update: Randall voted as president of the 501 c(6), press release to come

c) Wax Museum Mixer recap: about 40-50 attendees, discussed experiential aspect of the district, will host a mixer once a quarter in the wharf

d) Haunted House grant update: CBD did not receive the grant

e) National Experience Activation: activation will take place on private property, light mapping projected slated for fall 2022

f) Fleet Week: October, acknowledgement of Academy of Arts promotion and participation of the event

3) MARKETING UPDATES:

Kaitlin Thresher

a) Analytics: social media, website, Visit Widget

b) Moulin Rouge social media campaign: window wraps in Anchorage Square

c) Italian Heritage landing page: Italian Heritage page created to drive traffic to the Wharf during Italian Heritage month

d) Tiered listing updates: Secondary listings on the website will be activated to drive SEO value

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

a) Sentiment Report – Mention Analytics for July/August: high coverage on vendor permitting op-ed, covered by The San Francisco Standard, NYTimes

b) Blog Program: Curious Kiddos blog featured 12 affiliates, No Sharks, Just Great Whites featured affiliate experience

b) Affiliate Program Updates for August: new revenue partner Gameday VR, program structure was finalized with seven levels

d) Placer.ai Update for August/September: 8.34M visitors this year; 707K visitors in Sept 22

5) NEW BUSINESS:

Randall Scott

a) Aline Estournes – question on removing news boxes at Northpoint Center, only boxes without digital ad placements can be removed, many were removed last week

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 11:19 am

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.



Board of Directors

Date: October 25th, 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:

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12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

1. Darlene Plumtree, Maritime 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

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Next Meeting:

November 15th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve 09/27/2022 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a. Review and discuss September 2022 Financials
- i. **VOTE** – to approve September 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. National Experience Activation
- d. Fleet Week Recap

3). Marketing Report

Kaitlin Thresher

- a. October Social Media Analytics
- b. October Website & App Analytics
- c. Update on Sales Integration on site (GoCar, etc...)
- d. Act-On Newsletters

4). Communications Report

Cecile Gregoire

- a. October Sentiment Report
- b. October News Clip Highlights
- c. Blog Program Update
- d. Placer Visitors Tracker

5). Holiday Activations

Cecile & Kaitlin

- a. Affiliate kits
- b. Activation ideas
- c. Activation schedule

6) NEW BUSINESS:

Randall Scott

- a. 75th Cable Car Anniversary Celebration Oct 26th Sina von Reitzenstein

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.



Board of Directors

Date: October 25th, 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)

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4. Jeff Sears (Treasurer)
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6. **David Berbey**
7. Amy Cacho
8. **John Cannizzaro**
9. **Al Casciato (At-Large)**
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11. **Michael Cunningham**
12. Brian Huber
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14. **Emily Nichols**
15. (VACANT)
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17. Janet Roxas (FWMA Affiliate)

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2. **Phnut DeLeon-Cacal**
3. **Kimberley Beal, Port of SF**
4. **Gabriel Mikulich, Port of SF**
5. **Wendy...?, Port of SF**

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

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Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

10:02 – Meeting launched

Review and **VOTE** to approve 09/27/2022 Minutes

Sina von Reitzenstein

Gina Alioto-Biagi 1st Motion, Isabelle Matter 2nd Motion, Unanimous Decision – Meeting Minutes approved

1) PROJECT UPDATES:

- a. Review and discuss September 2022 Financials Randall Scott
 - i. **VOTE** – to approve September 2022 Financials Sina von Reitzenstein
- Isabelle Matter 1st Motion, Gina Alioto-Biagi 2nd Motion, Unanimous Decision – September 2022 Financials approved

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a. Food Cart Update: Port has invested into enforcement on the portside; ABC is reengaged; Continuing to advocate for additional enforcement
- b. San Francisco Benefit District Alliance Update: Randall elected president; In the planning process; setting up administrative materials to set up nonprofit legally
- c. National Experience Activation: Activation will take place in private parking lot on November 3rd & 4th; Opportunity to work with port for future activations
- d. Fleet Week Recap

3). Marketing Report

Kaitlin Thresher

- a. October Social Media Analytics: increase in followers and engagement across all platforms
 - b. October Website & App Analytics: increase in traffic due to Fleet Week
 - c. Update on Sales Integration on site (GoCar, etc...): direct booking now available on website; working with attractions and hotels to implement additional bookings
 - d. Act-On Newsletters: B2B and B2C newsletters launching in early November
- ### 4). Communications Report
- Cecile Gregoire
- a. October Sentiment Report: we saw an increase in negative sentiments due to shooting in neighborhood; saw an in audience reach due to Fleet Week
 - b. October News Clip Highlights: Fleet Week coverage; Hidden gems locations covered the Cannery and V Boutique
 - c. Blog Program Update: Fleet Week photo-ops blog and parking blog published
 - d. Placer Visitors Tracker: 9.1 M visitors in 2022 and 64K in October

5). Holiday Activations

Cecile & Kaitlin

- a. Affiliate kits: Competition with provided decoration kits starts 11/25/22
- b. Activation ideas: potential activations in the Cannery, Ghirardelli Square
- c. Activation schedule: begins November 25th with activations each weekend

6) NEW BUSINESS:

Randall Scott

- a. 75th Cable Car Anniversary Celebration Oct 26th Sina von Reitzenstein
- b. Randall Scott – November BOD meeting moved to November 15th at 10:00am
- c. Thank you to Mike Cunningham, who is retiring after 22 years

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 11:03am

Next Meeting:

November 15th, 2022

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.



Board of Directors

Date: November 15th, 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:

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10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. VACANT
16. Mike Petricca
17. VACANT (Affiliate)

Community Members:

1. Darlene Plumbtree, Maritine 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

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Next Meeting:

November 15th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve 10/25/2022 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a. Review and discuss October 2022 Financials
- i. **VOTE** – to approve October 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. National Experiential Activation

3). MARKETING REPORT

Kaitlin Thresher

- a. Drone Show Social Media Highlights
- b. Website Update – MerryTime at the Wharf
- c. Act-On Newsletter Update

4). COMMUNICATIONS REPORT:

Cecile Gregoire

- a. 75th Anniversary of Saving the Cable Car Update
- b. Drone Show Visitor Highlights
- c. 2022 Placer Predictions

5). HOLIDAY ACTIVATIONS

Cecile & Kaitlin

- a. Merry Merchant Competition (Affiliate kits)
- b. Cannery Activations
- c. Santa's Cable Car Ride
- d. Digital/PR Promotion Strategies

6) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

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Executive Committee

Date: December 13, 2022
Time: 2:00 PM
Location: Via Zoom

[Zoom Meeting Link](#)
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(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. Al Casciato (At Large)
6. Aline Estournes (President Emeritus)
7. Janet Roxas (FWMA/Affiliate)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager

Guests:

Guests:

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Agenda

CALL TO ORDER:

Invocation of AB 361

Sina von Reitzenstein

1) DISCUSSION AND VOTES:

Review and **VOTE** to approve May 17, 2022 Minutes
Review and **VOTE** to approve June 21, 2022 Minutes
.....Review and **VOTE** to approve July 19, 2022 Minutes

Sina von Reitzenstein
Sina von Reitzenstein
Sina von Reitzenstein

2) PROJECT UPDATES:

A) Financials Review

Randall Scott

3) NEW BUSINESS:

Randall Scott

4) GENERAL PUBLIC COMMENT

5) CLOSED SESSION

a. Personnel matters

Randall Scott

6) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
May 17, 2022

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.



Board of Directors

Date: January 24th, 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)

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10. Hagen Choi
11. (VACANT)
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Sandra Fletcher (FWMA)

Community Members:

1. Darlene Plumtree, Maritime 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

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Next Meeting:

February 28th, 2023

Meeting Agenda

Call to Order

Gina Alioto-Biagi

Invocation of AB 361

Review and **VOTE** to approve November 2022 Minutes

Gina Alioto-Biagi

1) PROJECT UPDATES:

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

Randall Scott
Gina Alioto-Biagi

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

Randall Scott
Gina Alioto-Biagi

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) 2023 Focus
- b) San Francisco Benefit District Alliance Update

3) MARKETING UPDATES:

Kaitlin Thresher

- a) December/January Social Media Analytics
- b) December/January Website/App Analytics
- c) Recap from Holiday Activations
- d) B2B and B2C newsletter launch update
- e) WharfNet Progress & Integration Plan

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for December/January
- b) Coverage Highlights
- c) Affiliate Program Tracking Document (Invoicing Update)
- d) Placer.ai Update for December/January

5) 2021-22 Annual Report Presentation

- a) **VOTE** to approve 2021-22 Annual Report

5) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Gina Alioto-Biagi

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.



Board of Directors

Meeting Agenda

Date: January 24th, 2023
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)
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 Meeting ID: 880 7164 6825
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12. Brian Huber
13. **Isabelle Matter**
14. **Emily Nichols**
15. (VACANT)
16. **Mike Petricca**
17. **Sandra Fletcher (FWMA)**

Community Members:

1. **Darlene Plumtree, Maritime Association**
2. Kimberley Beal, Port of SF
3. **Don Kavanagh, Port of SF**
4. **Wendy (?), Port of SF**
5. **Gabriel Mikulich, Port of SF**
6. **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

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Call to Order

Gina Alioto-Biagi

Invocation of AB 361

Review and **VOTE** to approve November 2022 Minutes

Gina Alioto-Biagi

Mike Petricca 1st Motion, Hagen Choi 2nd Motion, Unanimous Decision – Meeting Minutes approved

1) PROJECT UPDATES:

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

Gina Alioto-Biagi 1st Motion, Hagen Choi 2nd Motion, Unanimous Decision – November Financials approved

Randall Scott

Gina Alioto-Biagi

- b) Review and discuss December 2022 Financials
 - i. **VOTE** – to approve December 2022 Financials

Gina Alioto-Biagi 1st Motion, Hagen Choi 2nd Motion, Unanimous Decision – December 2022 Financials approved

Randall Scott

Gina Alioto-Biagi

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) 2023 Focus
 - i. New promotional idea: umbrella promotion, potential Valentines Day promotion with Union Square
 - ii. Pursuing temporary daily road closure for activations
 - iii. Leaning into cable car activations for the 150 year anniversary
- b) San Francisco Benefit District Alliance Update
 - i. Third meeting tomorrow
 - ii. Beginning advocacy work—press release to come

3) MARKETING UPDATES:

Kaitlin Thresher

- a) December/January Social Media Analytics
 - i. Engagement up on every platform except Twitter
- b) December/January Website/App Analytics
 - ii. Did see a dip at the end of November/beginning of December, but traffic has picked back up over the last two months
- c) Recap from Holiday Activations
 - i. Merry Merchant Competition and Santa's Cable Car went well. Over 300 families visited during the event
- d) B2B and B2C newsletter launch update
 - i. B2C and B2B newsletter launched in December. Open rate on both is over 30%
- e) WharfNet Progress & Integration Plan
 - i. Extranet to launch in the next two months

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.

Next Meeting:

February 28, 2023



Board of Directors

Date: February 28th, 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. 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. (VACANT)
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Sandra Fletcher (FWMA)

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

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Next Meeting:

March 28th, 2023

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve January 2023 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a) Review and discuss January-2023 Financials
- i. **VOTE** – to approve January-2023 Financials

Randall Scott
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) Beach Street
- b) Affiliate Program
- c) Port Walk
- d) Bikeshare
- e) Wharf Patrol/Specials

3) MARKETING UPDATES:

Kaitlin Thresher

- a) February Social Media Analytics
- b) February Web/App Analytics
- c) WharfNet Training Plan
- d) DTN Advertisements
- e) Marketing Committee
- f) February Promo Efforts

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for January/February
- b) Coverage Highlights
- d) Placer.ai Update for January/February

5) NEW BUSINESS:

Randall Scott

- a) Local investment in the Wharf

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Gina Alioto-Biagi

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.



Board of Directors

Date: February 28th, 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)

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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. (VACANT)
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Sandra Fletcher (FWMA)

Community Members:

1. Darlene Plumtree, Maritime Association
2. Kimberley Beal, Port of SF
3. Don Kavanagh, Port of SF
4. Wendy (?), Port of SF
5. Samantha Davis
6. Gabriel Mikulich, Port of SF
7. Phnut DeLeon-Cacal

FWCBD Staff:

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

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Next Meeting:

February 28, 2023

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Meeting launched at 10:02am

Review and **VOTE** to approve January 2022 Minutes

Sina von Reitzenstein

Aline Estournes 1st Motion, Al Casciato 2nd Motion, Unanimous Decision – Meeting Minutes Approved

1) PROJECT UPDATES:

a) Review and discuss January-2023 Financials

Randall Scott

i. **VOTE** – to approve January-2023 Financials

Sina von Reitzenstein

Aline 1st Motion, Jeff Sears 2nd Motion, Unanimous Decision – January Financials Approved

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

a) Beach Street

i. Goal is to have an approved temporary street closure Thursday through Sunday by March

b) Affiliate Program

i. Plans to pick pitching the program back up once the WharfNet launches

c) Port Walk

i. Planning activations that will move visitors between PIER 39 and Ghirardelli Square, including different tours that will cater to families, younger crowds

d) Bikeshare

i. CBD is opposing new bikeshare stations proposed by SFMTA; the new stations in the district were not approved by the engineering department

e) Wharf Patrol/Specials

i. Patrol specialist program is getting closer to launching

ii. 3 are in application right now; ask is to allow the public to relaunch the program

3) MARKETING UPDATES:

Kaitlin Thresher

a) February Social Media Analytics

i. Statistics are up on all platforms

b) February Web/App Analytics

i. Engagement was higher on the website and app

ii. Cost per click on Google Ads went up, resulting in a lower amount of clicks overall

c) WharfNet Training Plan

i. Training will start with the marketing committee and then move forward with our remaining affiliates

d) DTN Advertisements

i. DTN advertisements launched in January

ii. All profits will go directly to our Simpleview account, meaning that we get additional support hours

e) Marketing Committee: launching in March

f) February Promo Efforts

i. Romantically Yours Bingo for the month of February

ii. Upcoming umbrella promotion

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.



Meeting Agenda

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for January/February
 - i. Total of 84 clips; 44 of them were neutral positive and 40 clips were negative
- b) Coverage Highlights
 - i. Highlights include sea level rises, Bird e-scooter company leaving San Francisco, Suspect in the Wharf dressed as Cookie Monster terrorizing California, theft at Lids in Anchorage Square by driving a car into the storefront, bike rental companies worried about rideshare locations, settlement for Pier 45
 - ii. Blog post on Dungeness crab specials in the Wharf and off the boat crab sales
- c) Affiliate Program
 - i. Working on Act-On campaigns to promote the program
- d) Placer.ai Update for January/February
 - ii. So far in February, there were 594,000 unique visitors in the district

6) NEW BUSINESS

Randall Scott

- a) Local investment in the Wharf
 - ii. Proposed \$60 Million investment on the portside with shopping, attractions, and restaurants

7) GENERAL PUBLIC COMMENT

- a) No public comments

8) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 11:28 am.

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.



Board of Directors

Date: March 28, 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)

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10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. VACANT
16. Mike Petricca
17. VACANT (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, Communications Manager**
3. **Kaitlin Thresher, Digital Marketing Manager**

Guests: Chris Corgas, Rebecca Benassini, Sandra Fletcher

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Next Meeting:

April 24, 2023

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a. Review and discuss February 2022 Financials
- b. **VOTE** – to approve February 2022 Financials
- c. Nominating Committee Appointments (at least 3)
- d. Budget Committee Appointments (at least 3)

Randall Scott
Sina von Reitzenstein
Sina von Reitzenstein
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a. Beach Street Update
- b. Affiliâte Program
- c. Port Proposal
- d. Bikeshare

3). MARKETING REPORT

Kaitlin Thresher

- a. March Social Media Analytics
- b. March Website/App Analytics
- c. WharfNet Update
- d. Marketing Committee Progress

4). COMMUNICATIONS REPORT

Cecile Gregoire

- a. March Critical Mention Analytics
- b. March Media Coverage Highlights
- c. March Blog Program Update
- d. March Affiliate Program Update
- e. March Footfall Traffic

6) NEW BUSINESS:

Randall Scott
Kaitlin & Cecile
Kaitlin & Cecile

- a. Wayfinding
- b. Branded Pole Wraps

7) GENERAL PUBLIC COMMENT

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.



Board of Directors

Date: March 28, 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:

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4. **Jeff Sears (Treasurer)**
5. **Aline Estournes (President Emeritus)**
6. David Berbey
7. **Amy Cachoeira**
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. VACANT (Affiliate)
18. **Sandra Fletcher (FWMA)**

Community Members:

1. **Darlene Plumtree, Maritime Association**
2. Don Kavanagh, Port of SF
3. PhNut DeLeon-Cacal
4. **Chris Corgas, OEWD**

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini

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Next Meeting:

April 24, 2023

Meeting Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Meeting started at 10:04am

Review and **VOTE** to approve February Minutes

Sina von Reitzenstein

Aline Estournes 1st Motion, Gina Alioto-Biagi 2nd Motion, Unanimous Vote – February

Meeting Minutes Approved

1) PROJECT UPDATES:

- a. Review and discuss February 2022 Financials
Randall Scott
- b. **VOTE** – to approve February 2022 Financials
Sina von Reitzenstein
John Cannizzaro suggests spreading funds across different banks or accounts at \$250,000 each with the issues currently affecting banks (SVB)
Gina 1st motion, John 2nd motion, Unanimous Vote – February 2022 Financials
Approved
- c. Nominating Committee Appointments (at least 3)
Sina von Reitzenstein
Jeff Sears, Isabelle Matter, Gina Alioto Biagi Volunteer
- d. Budget Committee Appointments (at least 3)
Sina von Reitzenstein
Al Casciato, Sina von Reitzenstein, & Mike Petricca Volunteer

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a. Beach Street Update
 - i. SFMTA would like to roll this closure into their other plans for Beach Street
 - ii. Hoping to get this in place by Memorial Day
- b. Affiliate Program
 - i. Cecile has signed up a couple of more affiliates over the last month
- c. Port Proposal
 - i. CBD has been working on proposal for clean and safe, concert series, and beautification on the portside
- d. Bikeshare
 - i. New bikeshare stations are still in discussion

3). MARKETING REPORT

Kaitlin Thresher

- a. March Social Media Analytics
 - i. Overall still receiving good numbers on social media; recap of activation at the crab wheel did well on social
- b. March Website/App Analytics
 - i. Our website numbers were slightly down from the previous month; App numbers were up from February report
- c. WharfNet Update
 - i. Board members will begin receiving access to the WharfNet
 - ii. Marketing committee received access last week
- d. Marketing Committee Progress
 - i. The first marketing committee meeting was held last week

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Meeting AGENDA

4). COMMUNICATIONS REPORT

Cecile Gregoire

- a. March Critical Mention Analytics
 - i. In comparison to other months, we did see an increase in negative sentiment
- b. March Media Coverage Highlights
 - i. CNN's rental car was broken into while they were reporting on the number of car break ins
 - ii. Potential investment in Fisherman's Wharf
 - iii. Abaca and Crab House represented the Wharf as one of the best eateries in SF
 - iv. Blazing Saddles and Bay City Bike were featured in SFGATE's article on the best ways to bike SF
 - v. ITSUGAR is placing their flagship store on Jefferson St
- c. March Affiliate Program Update
 - i. Secured Taco Cantina
 - ii. Contract was sent to Ghirardelli Chocolate Experience
 - iii. Upcoming projects: meeting with REI
- d. March Footfall Traffic
 - i. We currently have a lower visitor count than we had in 2022

6) NEW BUSINESS:

Randall Scott
Kaitlin & Cecile

- a. Wayfinding
 - i. Grant proposal in progress
- b. Branded Pole Wraps
 - i. Grant proposal in progress
- c. Sandra Fletcher- Question on support of SF Travel ambassador from supervisors

Kaitlin & Cecile

7) GENERAL PUBLIC COMMENT

8) ADJOURNMENT

Sina von Reitzenstein

Meeting Adjourned at 10:59am.



Board of Directors

Date: April 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)

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10. Hagen Choi
11. (VACANT)
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Sandra Fletcher (FWMA)

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2. Kimberley Beal, Port of SF
3. Don Kavanagh, Port of SF
4. Gabriel Mikulich, Port of SF

FWCBD Staff:

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Next Meeting:

May 23rd, 2023

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve March 2023 minutes

Sina von Reitzenstein

Review and **VOTE** to approve 2022 990 Tax Return

Sina von Reitzenstein

Discuss and **VOTE** to approve 5% Assessment Increase

Sina von Reitzenstein

Bank account FDIC coverage discussion

Sina von Reitzenstein

1) PROJECT UPDATES:

Review and **VOTE** to approve March 2023 Financials

Randall Scott

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) Port Grant Proposal
- b) Beach Street
- c) Affiliate Program
- d) Port Walk
- e) Bikeshare
- f) Wharf Patrol/Specials

3) MARKETING UPDATES:

Kaitlin Thresher

- a) April Social Media Analytics
- b) April Website/App Analytics
- c) Community Clean Up Event
- d) Available Property Listings on website

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) April News Coverage Sentiment Report
- b) April Coverage Highlights
- c) April Blog Highlight
- d) April Placer Report
- e) Avenue Greenlight Grant Submission

6) NEW BUSINESS

7) GENERAL PUBLIC COMMENT

8) ADJOURNMENT

Sina von Reitzenstein

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Board of Directors

Date: April 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)

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6. David Berbey
7. Amy Cacho
8. John Cannizzaro
9. Al Casciato (At-Large)
10. Hagen Choi
11. (VACANT)
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Sandra Fletcher (FWMA)

Community Members:

1. Darlene Plumtree, Maritime Association
2. PNhut deLeon-Cacal
3. Amy Cohen, Port of SF
4. Kimberley Beal, Port of SF
5. Don Kavanagh, Port of SF
6. Gabriel Mikulich, Port of SF

FWCBD Staff:

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

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Next Meeting:
May 23rd, 2023

Meeting Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Meeting launched at 10:04am

Review and **VOTE** to approve March 2023 minutes

Sina von Reitzenstein

1st motion Aline Estournes, Gina Alioto-Biagi 2nd Motion, Unanimous Vote – **March 2023 Meeting Minutes Approved**

Review and **VOTE** to approve 2022 990 Tax Return

Sina von Reitzenstein

1st motion Aline Estournes, Mike Petricca 2nd Motion, Unanimous Vote – **2022 990 Tax Return Approved**

Discuss and **VOTE** to approve 5% Assessment Increase

Sina von Reitzenstein

1st motion Aline Estournes, 2nd Motion Gina Alioto-Biagi, Unanimous Vote – **5% Assessment Increase Approved**

Bank account FDIC coverage discussion

Sina von Reitzenstein

- The Bank of San Francisco feels confident that they can hold and deposit all funds if needed
- Option to move funds to Wells Fargo
- Sina: suggestion to review T-bills and move decision to budget committee
- Suggestion for Anh to put together schedule of current interest levels vs. T-bills report

1) PROJECT UPDATES:

Review and **VOTE** to approve March 2023 Financials

Randall Scott

1st motion Mike Petricca, Hagen Choi 2nd motion, Unanimous Vote – **March 2023 Financials Approved**

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

a) Port Grant Proposal

- i. introduction of Amy Cohen, Port of San Francisco
- ii. Amy: Port recognizes the urgency of the situation of Fisherman's Wharf district – the Port is looking at a sole source grant to the CBD that will be brought to the Port Commission on May 9th
- iii. Don: update on the tree well maintenance

b) Beach Street

c) Affiliate Program

d) Port Walk

e) Bikeshare

f) Wharf Patrol/Specials

g) Isabelle will be moving to a new role outside of the district – resignation from the Board

3) MARKETING UPDATES:

Kaitlin Thresher

a) April Social Media Analytics

- i. Up on all social media channels – still seeing an increase in engagement on Reels

b) April Website/App Analytics

- i. We're seeing an increase on web analytics

c) Community Clean Up Event

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Meeting Agenda

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for December/January
 - i. Negative coverage skyrocketed over the last two months due to storms, crime cases, and proposed legislation on Embarcadero
- b) Coverage Highlights
 - i. Multigenerational Travel is a Key Market in SF; Pier 39 CEO retires; China reopens borders
- c) Affiliate Program Tracking Document (Invoicing Update)
 - i. New Tracking Document allows us to view all Affiliate marketing efforts,
- d) Placer.ai Update for December/January
 - i. 2022 saw 11.1M visitors; Jan numbers have increased compared to 2021 & 2022

5) 2021-22 Annual Report Presentation

Randall Scott

- a) **VOTE** – to approve FY21/22 Annual Report
Hagen Choi 1st Motion, Jeff Sears 2nd Motion, Unanimous Decision – FY 21/22 Annual Report approved

6) NEW BUSINESS

Randall Scott

- a) Al Casciato – 175 anniversary celebration of SFPD upcoming in 2024; call for activation ideas in the Wharf

7) GENERAL PUBLIC COMMENT

- a) No public comments

8) ADJOURNMENT

Gina Alioto-Biagi

Meeting adjourned at 11:03am.

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) April News Coverage Sentiment Report
 - i. There were 271 media mentions this last month
 - ii. 75% of mentions were positive
- b) April Coverage Highlights
 - i. featured articles on increase in SFPD ambassadors, Safeway closure, crab & salmon seasons cut short, and a loose goat herd in the Wharf
- c) April Blog Highlight
 - i. new blog on iconic restaurants in the Wharf
- d) April Placer Report
 - i. 676,000 visitors so far— waiting for the last 9 days of April's data
- e) Avenue Greenlight Grant Submission
 - i. Wayfinding signage grant submitted

6) NEW BUSINESS

- a) Board letter to the Port will be written regarding the ENA for Pier 45 & the triangle lot

7) GENERAL PUBLIC COMMENT

No public comments

8) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 11:22am.

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.



Board of Directors

Date: May 23rd, 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. 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. (VACANT)
12. Brian Huber
13. (VACANT)
14. Emily Nichols
15. (VACANT)
16. Mike Petricca
17. Sandra Fletcher (FWMA)

Community Members:

1. Darlene Plumtree, Maritime Association
2. Amy Cohen, Port of SF
3. Kimberley Beal, Port of SF
4. Don Kavanagh, Port of SF

FWCBD Staff:

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

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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 27th, 2023

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

SFMTA evening parking rate implementation

SFMTA Staff

Review and **VOTE** to approve April 2023 minutes

Sina von Reitzenstein

Review and discuss Fiscal 23/24 DRAFT budget

Sina von Reitzenstein

1) PROJECT UPDATES:

Review and **VOTE** to approve April 2023 Financials

Randall Scott

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) Introduce new staff member
- b) Port Grant
- c) Patrol Specials
- d) Beach Street
- e) Nominating Committee

3) MARKETING UPDATES:

Kaitlin Thresher

- a) May Social Media Analytics
- b) May Website/App Analytics
- c) Available Property Listings on website
- d) Upcoming June activations

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) April News Coverage Sentiment Report
- b) April Coverage Highlights
- c) April Blog Highlight
- d) April Placer Report
- e) Avenue Greenlight Grant Submission

5) NEW BUSINESS

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

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Board of Directors

Date: June 27th, 2023
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Location: Via Zoom

[Zoom Meeting Link](#)

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Meeting ID: 880 7164 6825
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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. VACANT (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 Fletcher

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Next Meeting:

July 25th, 2023

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

- 1) SFPD Guest Speaker
- 2) GENERAL PUBLIC COMMENT
- 3) FOR BOARD DISCUSSION AND VOTING

- a. **VOTE** to approve May 2023 board meeting minutes
- b. **VOTE** to approve May 2023 Financials
- c. **VOTE** to approve slate of Board Members
- d. **VOTE** to approve Fiscal 23/24 Budget
- e. Letter to Governor Newsom

Sina von Reitzenstein
Sina von Reitzenstein
Sina von Reitzenstein
Sina von Reitzenstein
Sina von Reitzenstein

4) EXECUTIVE DIRECTOR'S REPORT

Randall Scott

- a. Beach Street Update
- b. Affiliate Program
- c. Port Grant
- d. Bikeshare

5) MARKETING REPORT

Kaitlin Thresher

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

6) COMMUNICATIONS REPORT

Cecile Gregoire

- a. May/June Media Coverage Highlights
- c. May/June Affiliate Program Update
- d. May/June Footfall Traffic

6) NEW BUSINESS:

Sina von Reitzenstein

- a. Avenue Greenlight Grant

8) ADJOURNMENT

Sina von Reitzenstein

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Board of Directors

Meeting Minutes

Date: June 27th, 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)

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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. VACANT
12. Brian Huber
13. VACANT
14. Emily Nichols
15. VACANT
16. VACANT
17. VACANT (Affiliate)

Community Members:

1. Captain Pera
2. Amy Cohen, Port of SF
3. Don Kavanagh, Port of SF
4. Wendy McArthur, Port of SF
5. Howard, Port of SF
6. Darlene Plumtree, Maritime Assoc
7. Kimberley Beal, Port of SF
8. 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 Fletcher

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Next Meeting:

Call to Order

Sina von Reitzenstein

Invocation of AB 361

1) SFPD Guest Speaker

The incident on the Embarcadero is still under open investigation; Staffing of SFPD ambassadors Will be increased in the area

2) GENERAL PUBLIC COMMENT

No public comments.

3) FOR BOARD DISCUSSION AND VOTING

a. **VOTE to approve May 2023 board meeting minutes** Sina von Reitzenstein

1st Motion Aline Estournes; 2nd Motion Gina Alioto-Biagi, Unanimous Decision-

May 2023 Meeting Minutes Approved

b. **VOTE to approve May 2023 Financials**

Sina von Reitzenstein

1st Motion Gina Alioto-Biagi, 2nd Motion Aline Estournes, Unanimous Decision –

May 2023 Financials Approved

c. **VOTE to approve slate of Board Members**

Sina von Reitzenstein

Unanimous decision – **slate of Board Members Approved**

d. **VOTE to approve Fiscal 23/24 Budget**

Sina von Reitzenstein

Port grant budget and assessment split between two different columns on budget David Berbey – request to join marketing committee.

1st Motion Aline Estournes; 2nd Motion Gina Alioto-Biagi, Unanimous Decision –

Fiscal 23/25 Budget Approved

e. Letter to Governor Newsom

Sina von Reitzenstein

Letter addressing the safety concerns in Fisherman's Wharf – draft letter written and read to the Board of Directors

State legislators have more tools at their disposal to enforce safety issues

Suggestion to copy mayor's office and board of supervisors on letter

Gina – suggestion for stakeholders in the Wharf to collaborate and sign onto the letter

Wharf team will send email to affiliates asking to sign on

4) EXECUTIVE DIRECTOR'S REPORT

Randall Scott

- a. Beach Street Update
- b. Affiliate Program
- c. Port Grant
- d. Bikeshare

5) MARKETING REPORT

Kaitlin Thresher

- a. May/June Social Media Analytics
Top 3 posts of the last month were on Instagram
- b. May/June Website/App Analytics
Increase in organic traffic on website; Google Ads numbers were down slightly; VisitWidget numbers were up

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



6) **COMMUNICATIONS REPORT**

Cecile Gregoire

a. May/June Media Coverage Highlights

Increase in neutral coverage

c. May/June Affiliate Program Update

Working on attracting Boudin, Vom Fass, Barrio, Aquarium of the Bay, ItsUGAR

d. May/June Footfall Traffic

So far in June, we've attracted 774,000 visitors to the district; still at about 50% of 2019 Visitor numbers

6) **NEW BUSINESS:**

Sina von Reitzenstein

a. Avenue Greenlight Grant

Will be working to fix 6 of the 8 wayfinding signs

8) **ADJOURNMENT**

Sina von Reitzenstein

Meeting adjourned at 11:28am.

DRAFT