



Executive Committee

Date: October 20th, 2020
Time: 2:00 PM
Place: [Zoom](#) Meeting

Committee Members:

1. Sina von Reitzenstein (Pres)
2. Gina Alioto-Biagi (VP)
3. Brandy Marts (Secretary)
4. Jeff Sears, (Treasurer)
5. Rodney Fong (Asst. Secretary)
6. VACANT (Asst Treasurer)
7. Aline Estournes (Pres Emeritus)

Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Director

Fisherman's Wharf CBD

P: 415-673-3530

info@visitfishermanswharf.com

fwcbd.com

visitfishermanswharf.com

Join Zoom Meeting

<https://us02web.zoom.us/j/83514929026?pwd=ekd4Z05FREnxYkM1bUo2NWY0REJmUT09>

Meeting ID: 835 1492 9026

Passcode: 138779

One tap mobile

+16699009128,,83514929026#,,,,,0#,,13877

9# US (San Jose)

+12532158782,,83514929026#,,,,,0#,,13877

9# US (Tacoma)

Dial by your location

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

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Find your local number:

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Topics to Cover

Call to Order

Sina von Reitzenstein

Review-VOTE to approve minutes from 8.18.20

Sina von Reitzenstein

Project Updates

Randall Scott

1. Laura Schaefer to return 10/26/20
2. Security
 - i. Election concerns
 - ii. Overnight issues
3. Jefferson Street Phase II construction
4. Food Carts
5. Bus White Zones
6. Financials
 - i. Financial Review Draft Review
 - ii. Cashflow review
7. Marketing Updates
8. Portside Renewal and next meeting date (11.17.20)

Jeff Sears

Randall Scott, Sina Von Reitzenstein, Aline Estournes, Brandy Marts

Executive Committee – Notes for 10/20/2020

1. Laura Schaefer to return 10/26/2020
2. Security
 - Election Concerns
 - Results of the election may result in protests and riots.
 - Overnight Issues
 - Graffiti increase. Orders from the board to carefully track and report graffiti.
 - Review option to get motorcycle patrol.
3. Jefferson Street Phase II construction
 - There is a two week delay due to unforeseen circumstances.
 - New “completion” date is mid-November.
4. Food Carts
 - The enforcement over the weekend showed a dramatic shift in profit margin for legal hotdog vendors.
5. Bus White Zones
 - Two deactivated white zone were removed from the district.
 - 2801 Block of Leavenworth Street might be removed.
6. Financials
 - Financial Review Draft Review
 - \$75k loss from Wharf Fest (2019)
 - Cashflow Review
 - \$28k in current cashflow
7. Marketing Updates
 - A call to save financial resources was proposed.
 - 20/21 comprehensive plan to be assembled.
 - A suggestion to have a professional photographer take photos of visitors social distancing and wearing masks.
8. Portside Renewal and next meeting date (11.17.20)
 - Reminder to sign the backs of the ballots.

New Business

- The Fisherman’s Wharf Merchants Association is operating on depleted resources.
- A potential merger or absorption of the FWMA along with their website, which consistently comes up first on Google searches.



Board of Directors

Date: November 24th, 2020
 Time: 10:00 AM
 Location: Via Zoom

[Zoom Meeting Link](#)

(US) +1 669-900-9128
 Meeting ID: 880 7164 6825
 Passcode: 276316

Board Members:

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Brandy Marts (Secretary)
4. Jeff Sears (Treasurer)
5. Rodney Fong (Asst. Secretary)
6. VACANT (Asst. Treasurer)
7. Aline Estournes (President Emeritus)
8. Erik Affinson
9. David Berbey
10. Joe Burgard
11. Amy Cacho
12. John Cannizzaro
13. Hagen Choi
14. Tom Creedon
15. Michael Cunningham
16. Brian Huber
17. Isabelle Matter
18. Paul Miller
19. Pat Murphy
20. Mike Petricca
21. Frank Rescino
22. Kathleen Sasso

Community Representatives:

1. Jay Edwards (Port of SF)
2. Darlene Plumtree (Maritime Assoc.)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Jodi Cumming, Interim Director of Marketing

Guests:

1. Phnut De Leon

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Minutes

Call to Order:

Sina von Reitzenstein

10:12AM

Review and **VOTE** to approve 10.27.2020 Minutes

Sina von Reitzenstein

1st Mike Petricca 2nd Tom Creedon – Unanimous Approval

1) PROJECT UPDATES

- a) **Portside Renewal Summary** Sina von Reitzenstein/Randall Scott
 - 45% Yay 55% Nay – Portside CBD failed to renew. All affiliation to the FWCBD will cease to exist after 12/31/2020. An affiliate program will be explored to legally permit for current Port Side members that want to remain with the FWCBD.
- b) **Review and discuss October 2020 Financials** Randall Scott
 i) **VOTE** – to approve October 2020 financials Sina von Reitzenstein
 1st Tom Creedon 2nd David Berbey – Unanimous Approval
- c) **Review and discuss Annual 990 Tax Returns** Randall Scott
 i) **VOTE** – to approve 19-20 990 tax turns Sina von Reitzenstein
 1st Tom Creedon 2nd Mike Petricca – Unanimous Approval
- d) **Executive Director Report & Updates** Randall Scott
 - i. Sea Weed (no updates) -
 - ii. Surveillance Camera Program – Program is moving forward. Zephyr block camera agreement is almost complete.
 - iii. Jefferson St. Phase II
 - (a) Estimated Timeline and Updates – Sixty new scrims were printed by DPW to be installed on the chain link fences along the current construction sites.
 - iv. Food Carts – The new strategy is to curate versus fighting them.

2) COMMUNICATION

Laura Schaefer

- i. Communication updates
- ii. Springboard pedestrian counting data

3) MARKETING

Jodi Cumming

- i. Fall Marketing Plan
 - (a) Facebook and Instagram Stats
 - (b) Google Grant Update
 - (c) Website Visitation
- ii. Long-Term Marketing Plan, Sponsorship Deck and Wharf Package update

Next Meeting
 January 26th, 2021

This meeting is being held virtually in
 accordance with California State
 Governor Newsom's Executive Order
 N-25-20 issued on 3/12/20



4) SERVICES MANAGER UPDATES AND ACTIVIES

Mike Castro

- i. Street Population Update: No recent activity from Adam Baumgartner. No current issues with any street population.
- ii. PPE Distribution: PPE distribution continues to be at the forefront.

5) NEW BUSINESS

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting concludes at 11:38am.



Board of Directors

Special Board Meeting Agenda

Date: December 8th, 2020
Time: 2:00 PM
Location: Via Zoom

Call to Order:

Sina von Reitzenstein

Zoom Meeting Link

(US) +1 669-900-9128
Meeting ID: 833 6173 5731
Passcode: 382191

Board Members:

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Brandy Marts (Secretary)
4. Jeff Sears (Treasurer)
5. Rodney Fong (Asst. Secretary)
6. VACANT (Asst. Treasurer)
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9. David Berbey
10. Joe Burgard
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13. Hagen Choi
14. Tom Creedon
15. Michael Cunningham
16. Brian Huber
17. Isabelle Matter
18. Paul Miller
19. Pat Murphy
20. Mike Petricca
21. Frank Rescino
22. Kathleen Sasso

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Jodi Cumming, Interim Director of Marketing

Guests:

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1) Special Meeting Item

- a. Does the FWCBD want to approve to move forward with advertising messaging and associated spend despite the new Stay at Home order?
 - i. Arguments for advertising
 - Al Scoma will be the only active waterfront restaurant as of this meeting and/or latest state mandates.
 - Without adequate advertisement, the Fisherman's Wharf will not be a viable travel destination.
 - ii. Arguments against advertising
 - The winter period has historically yielded a slower pedestrian count.
 - Jefferson Street Phase II construction is still ongoing and therefore an eye sore.
 - Dine-in options are currently illegal. Without takeout being the only option, cleanliness must take precedent.
 - The year 2020 has been chalked up as a "lost" year and resources are better reserved for a recovery attempt in 2021.
 - iii. Debate and discussion
 - Projected 2021 Marketing budget is between \$60k and \$80k.
 - A strong push for district marketing should be reserved for when construction is complete and/or a vaccine for COVID-19 becomes available.
 - iv. **VOTE** to move forward with advertising
 - **Yay: All in Favor** **Nay: John Cannizzaro**

2) GENERAL PUBLIC COMMENT

3) ADJOURNMENT

Sina von Reitzenstein

Next Meeting
January 26th, 2021

This meeting is being held virtually in
accordance with California State
Governor Newsom's Executive Order
N-25-20 issued on 3/12/20



Board of Directors

Date: January 26th, 2020
 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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5. Aline Estournes (President Emeritus)
6. David Berbey
7. Amy Cacho
8. John Cannizzaro
9. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Members:

1. Darlene Pluntree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:

1. Jodi Cumming

FWCBD Staff:

2. Randall Scott, Executive Director
3. Laura Schaefer, Deputy Dir./Dir. of Communications
4. Mike Castro, Services Manager

Guests:

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Meeting Agenda

Call to Order:

Review and **VOTE** to approve 12.08.2020 Minutes

Review and **VOTE** to approve 11.24.2020 Minutes

Sina von Reitzenstein
 Sina von Reitzenstein
 Sina von Reitzenstein

1) PROJECT UPDATES

a) New FWCBD Website/Destination Management System

Randall Scott/Staff/Guest

- i. Vendor Selection Process
- ii. Implementation Timeline
- iii. Budget

b) Review and discuss December 2020 Financials

Randall Scott
 Sina von Reitzenstein

- i. **VOTE** – to approve December 2020 financials

c) Review and discuss January–June 2021 Draft Budget

Randall Scott
 Sina von Reitzenstein

- i. **VOTE** – to approve January-June 2021 Draft Budget

d) Marketing Contract Extension – Jodi Cumming

Randall Scott
 Sina von Reitzenstein

- i. **VOTE** – to approve Jodi Cumming's Contract Extension

e) Office of Economic & Workforce Development Grant

Randall Scott

- i. Grant Submission
- ii. Timeline

f) Paycheck Protection Program Updates

Randall Scott

- i. Wells Fargo Forgiveness Application
- ii. PPP Round 2 Application

g) New Board Composition

Randall Scott

- i) Proposed Board Composition
- ii) **VOTE** – to approve the New Board Composition and Seat

Sina von Reitzenstein

h) Food Carts Update

Randall Scott

- i) CalTravel Meeting Review

i) Communication Updates

Laura Schaefer

- i) COVID-19 Communication Updates
- ii) Springboard Pedestrian Count Data
- iii) Contact Management Database Project

2) NEW BUSINESS

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting

February 23rd, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



Board of Directors

Date: January 26th, 2021
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

(US) +1 669-900-9128
Meeting ID: 880 7164 6825
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7. Amy Cacho
8. John Cannizzaro
9. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Members:

1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:

1. Jodi Cumming

FWCBD Staff:

2. Randall Scott, Executive Director
3. Laura Schaefer, Deputy Dir./Dir. of Communications
4. Mike Castro, Services Manager

Guests:

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MINUTES

Call to Order:

Review and **VOTE** to approve 12.08.2020 Minutes

Review and **VOTE** to approve 11.24.2020 Minutes

Sina von Reitzenstein

Sina von Reitzenstein

Sina von Reitzenstein

Minutes approved. Aline Estournes 1st Motion

Jeff Sears 2nd Motion

1) PROJECT UPDATES

- a) **New FWCBD Website/Destination Management System** Randall Scott/Staff/Guest
 - i. Vendor Selection Process
 - ii. Implementation Timeline
 - iii. Budget
 - Affiliate program and fundraising efforts would aid in funding Pansy Tom's salary.
 - \$15k will be provided to the Fisherman's Wharf Merchant's Association (in contingency) but will not be able host board meetings, or committee meetings.
- b) **Review and discuss December 2020 Financials** Randall Scott
 - i. **VOTE** – to approve December 2020 financials Sina von Reitzenstein
 - 1st – Aline Estournes 2nd – David Berbey
 - Certain 2018/2019 Port Side Assessments were collected. \$167k Port Side Debt remains.
 - Debate: \$81k Price tag for the camera installation on Zephyr Hotel.
- c) **Review and discuss January–June 2021 Draft Budget** Randall Scott
 - i. **VOTE** – to approve January-June 2021 Draft Budget Sina von Reitzenstein
 - 1st – Aline Estournes 2nd – David Berbey
 - June 30th, 2021 will conclude the current fiscal year.
 - Six-month budget includes \$31k in Marketing, \$316k in Clean and Safe, and \$144k Administrative Budget, including \$55k contingency fund.
- d) **Marketing Contract Extension – Jodi Cumming** Randall Scott
 - i. **VOTE** – to approve Jodi Cumming's Contract Extension Sina von Reitzenstein
 - \$5k a month; \$35k is budgeted.
 - 1st Mike Petricca
- e) **Office of Economic & Workforce Development Grant** Randall Scott
 - i. Grant Submission
 - Proposed a week before Christmas. The FWCBD applied for a \$225k grant.
 - A grant writer was hired for \$12k to assist in acquiring the \$225k grant. Results will be known by mid-February.
 - ii. Timeline

Next Meeting

February 23rd, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



MINUTES

- f) **Paycheck Protection Program Updates** Randall Scott
- i. Wells Fargo Forgiveness Application
 - ii. PPP Round 2 Application

- g) **New Board Composition** Randall Scott
- i) Proposed Board Composition
 - Proposal to add At Large Seat and Affiliate Seat for the Board of Directors.
 - San Francisco is recommending a
 - ii) **VOTE** – to approve the New Board Composition and Seat Sina von Retizenstein
 - 1st – Mike Petricca 2nd Jeff Sears

- h) **Food Carts Update** Randall Scott
- i) CalTravel Meeting Review
 - Across the board issues.
 - Enforcement issues remain the top challenge.
 - State lobbyist were present at meeting as enforcement options were explored.

- i) **Communication Updates** Laura Schaefer
- i) COVID-19 Communication Updates
 - ii) Springboard Pedestrian Count Data
 - iii) Contact Management Database Project

2) NEW BUSINESS

3) GENERAL PUBLIC COMMENT

- 4) **ADJOURNMENT** Sina von Reitzenstein



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2. Jay Edwards, Port of San Francisco

Marketing Project Guest:

1. Jodi Cumming

FWCBD Staff:

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MINUTES

Call to Order:

Review and **VOTE** to approve 01.26.2021 Minutes

Sina von Reitzenstein
Sina von Reitzenstein

1) PROJECT UPDATES

a) Review and discuss January 2021 Financials

- i. **VOTE** – to approve January 2021 financials

Randall Scott
Sina von Reitzenstein

b) Affiliate Program Update

Randall Scott

c) 2nd Draw Paycheck Protection Program Updates

Randall Scott

d) Food Carts Updates

Randall Scott

e) Marketing Updates

- i. MerryTime Recap
- ii. Social Advertising
- iii. Web Analytics
- iv. Google Ad Words/Nonprofit Megaphone
- v. Upcoming Campaigns/Projects
 - o Spring Campaign
 - o Simpleview Update

Jodi Cumming

f) Communication Updates

- i. COVID-19 Communication Updates
- ii. Meltwater Media Sentiment Report
- iii. January Springboard Pedestrian Count Data & President's Day Weekend Footfall Numbers
- iv. Contact Management Database Project

Laura Schaefer

g) Resuming Cable Car Service to the Wharf

Laura Schaefer

h) Services Manager Updates and Activities

Mike Castro

2) NOMINATING COMMITTEE FORMATION

Sina von Reitzenstein

3) NEW BUSINESS

4) GENERAL PUBLIC COMMENT

5) ADJOURNMENT

Sina von Reitzenstein

Next Meeting

March 23rd, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



Board of Directors

Date: February 23rd, 2021
 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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 13. Mike Petricca
 14. Kathleen Sasso

- Community Members:
1. Darlene Plumtree, Maritime Association
 2. Jay Edwards, Port of San Francisco

- Marketing Project Guest:
1. Jodi Cumming

- FWCBD Staff:
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Next Meeting

March 23rd, 2021

MINUTES

Call to Order: at 10:04am

Review and VOTE to approve 01.26.2021 Minutes

Minutes **approved:** 1st Gina Alioto 2nd David Berbey

Sina von Reitzenstein

Sina von Reitzenstein

1) PROJECT UPDATES

a) Review and discuss January 2021 Financials

- i. **VOTE** – to approve January 2021 financials

Randall Scott

Sina von Reitzenstein

-Clean and Safe Program: YTD expenditure was \$33,870 or 11% of budget

-Marketing, and Admin expenditure were on track

January 2021 financials **approved:** 1st Mike Petricca 2nd Jeff Sears, Unanimous Approval

Affiliate Program Update:

-MICRO: \$75/Quarter (less than 500 Square Feet, Public Area)

-STANDARD BUSINESS VALUE: \$225/Quarter

-ENTERPRISE: \$1,500/Quarter

b) Office of Economic & Workforce Development Grant Updates

Randall Scott

-No updates

c) 2nd Draw Paycheck Protection Program Updates

Randall Scott

-\$15K investment from Rotary Club to finance blade signs

d) Food Carts Updates

Randall Scott

e) Marketing Updates

Jodi Cumming

- i. MerryTime Recap

- ii. Social Advertising

- iii. Web Analytics

- iv. Google Ad Words/Nonprofit Megaphone

- v. Upcoming Campaigns/Projects

- o Spring Campaign

- o Simpleview Update

f) Communication Updates

Laura Schaefer

- i. COVID-19 Communication Updates

- ii. Meltwater Media Sentiment Report

- iii. January Springboard Pedestrian Count Data & President's Day Weekend Footfall Numbers

- iv. Contact Management Database Project

- v. Resuming Cable Car Service to the Wharf

-Multiple agencies have made efforts including phone calls and emails, to resume Cable Car services

b) Services Manager Updates and Activities

Mike Castro

2) NEW BUSINESS

-Nominating Committee Formation discussion – Sina von Reitzenstein

-Draft for Annual Report 2021: **Approved** 1st Mike Petricca 2nd Gina Alioto

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



Executive Committee

Date: March 16th, 2021
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. VACANT (Asst. Secretary)
6. VACANT (Asst. Treasurer)
7. Aline Estournes (President Emeritus)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager

Guests:

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Meeting Agenda

Call to Order:

Review and **VOTE** to approve 1.19.2021 Minutes

Sina von Reitzenstein

Sina von Reitzenstein

1) PROJECT UPDATES

- | | | |
|------|---|---------------|
| I. | FWMA, Affiliate Program and the FWCBD Moving Forward | Randall Scott |
| II. | New FWCBD Website (Destination Management System) Updates | Randall Scott |
| III. | Office of Economic & Workforce Development Grant Updates | Randall Scott |
| IV. | Contribution to North Beach Citizens Fundraiser | Randall Scott |

2) NEW BUSINESS

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting

April 20th, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



Board of Directors

Date: March 23rd, 2021
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. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Members:

1. Darlene Plumbtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:

1. Jodi Cumming

FWCBD Staff:

2. Randall Scott, Executive Director
3. Laura Schaefer, Deputy Dir./Dir. of Communications
4. Mike Castro, Services Manager

Guests:

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AGENDA

Call to Order:

Review and **VOTE** to approve 02.23.2021 Minutes

Sina von Reitzenstein
Sina von Reitzenstein

1) PROJECT UPDATES

a) Review and discuss February 2021 Financials

- i. **VOTE** – to approve February 2021 financials

Randall Scott
Sina von Reitzenstein

b) Affiliate Program Presentation

- i. **VOTE** – to approve proposed Affiliate Program fees and structure

Randall Scott

c) FWMA status

Randall Scott

d) Food Carts Updates

Randall Scott

2) MARKETING UPDATES

a) Entercom Spring Campaign

b) Analytics

- o Social
- o Web

c) Google Grants/Nonprofit Megaphone

d) Ongoing Projects

- o Simpleview

Jodi Cumming

3) COMMUNICATION & ADVOCACY UPDATES

a) SFMTA Updates

- o F Line Service Resumption (Mid-May)
- o Powell-Hyde Cable Car Service (Fall 2021)
- o Muni Service to the Wharf

b) COVID-19 Communication Updates

c) Meltwater Media Sentiment Report

d) February Springboard Pedestrian Count Data & President's Day Weekend Footfall Numbers

e) Contact Management Database Project Update

Laura Schaefer

4) SERVICE MANAGER UPDATES AND ACTIVITIES

Mike Castro

5) BOARD NOMINATION COMMITTEE ELECTION

Sina von Reitzenstein

6) NEW BUSINESS

7) GENERAL PUBLIC COMMENT

8) ADJOURNMENT

Next Meeting

April 27th, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



Nominating Committee

Date: Monday, April 12th, 2021
Time: 9:00 AM
Location: FWCBD Offices in the Cannery

Committee Members:

1. Gina Alioto-Biagi (VP)
2. Isabelle Matter
3. Mike Petricca

FWCBD Staff:

1. Randall Scott, Executive Director

MEETING AGENDA

- 1) **Call the Meeting to Order**
- 2) **Vote on Chairperson for the Committee**
- 3) **Review Open Board Seats**
- 4) **Discussion on Existing and Potential Board Members for Open Seats**
- 5) **Vote to Approve Slate of Nominees to Forward to Full Board**
- 6) **GENERAL PUBLIC COMMENT**
- 7) **ADJOURNMENT**

Randall Scott

Guests:

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Executive Committee

Date: April 20th, 2021
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. Aline Estournes (President Emeritus)
6. *Affiliate Seat* (Vacant, Advisory only)
7. *At Large Seat* (Vacant, Advisory only)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager

Guests:

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Meeting Agenda

Call to Order:

Review and **VOTE** to approve 3.16.2021 Minutes

Sina von Reitzenstein

Sina von Reitzenstein

1) PROJECT UPDATES

I. FWMA, Affiliate Program and the FWCBD Updates

Randall Scott

- i) **VOTE** to approve the MOU with the FWMA

II. New FWCBD Website (Destination Management System) Updates

Randall Scott

III. LEAD Destinations Contract Review and Discussion

Randall Scott

- i) **VOTE** to approve LEAD Destinations agreement

IV. First PPP Loan Forgiveness Application Submission Updates

Randall Scott

V. Bikeshare Updates

Randall Scott

VI. Nominating Committee Updates

Randall Scott

2) NEW BUSINESS

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting
May 18th, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



Board of Directors

Date: April 27, 2021
 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. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Members:

1. Darlene Plumbtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:

1. Jodi Cumming

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Pansy Tom, Administrative Coordinator

Guests:

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AGENDA

Call to Order:

Sina von Reitzenstein

Review and **VOTE** to approve 03.23.2021 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES

a) Review and discuss March 2021 Financials

Randall Scott

- i. **VOTE** – to approve March 2021 financials

Sina von Reitzenstein

b) FWMA, Affiliate Program, and the FWCBD Updates

Randall Scott

- i. **VOTE** – to approve the MOU with the FWMA

c) LEAD Destinations Contract Review and Discussion

Randall Scott

- i. **VOTE** – to approve LEAD Destinations agreement

d) First PPP Loan Forgiveness Application Submission Updates

Randall Scott

e) BikeShare Updates

Randall Scott

f) Food Carts Updates

Randall Scott

2) MARKETING UPDATES

Jodi Cumming

a) Analytics

- o Social
- o Web

b) Google Grants/Nonprofit Megaphone

c) Ongoing Projects

Simpleview Website Construction – Project Updates and Timing; Communications with FWCBD Stakeholders (and Content asks)

3) COMMUNICATION & ADVOCACY UPDATES

Laura Schaefer

a) F Line Update – May 2021 Resumption of Service

b) March Springboard Pedestrian Count Data & Weekend Footfall Numbers

c) Meltwater Media Sentiment Report

d) Tipping Point Foundation Presentation – May 2021

e) SF Travel Meet Local Campaign

f) COVID-19 Communication Updates

4) NOMINATING COMMITTEE UPDATES

Sina von Reitzenstein

5) NEW BUSINESS

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Next Meeting

May 25, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20

Board of Directors

Date: April 27, 2021
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. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. **Isabelle Matter**
13. Mike Petricca
14. **Kathleen Sasso**

Community Representatives:

1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:

1. **Jodi Cumming**

FWCBD Staff:

2. **Randall Scott, Executive Director**
3. **Laura Schaefer, Deputy Dir./Dir. of Communications**
4. Mike Castro, Services Manager
5. **Pansy Tom, Administrative Coordinator**

Guests:

1. **Capt. Julian Ng, Central Station**
2. **Ben Van Houten, OEWD**
3. **Samantha Davis, Stakeholder**

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Next Meeting:

May 25th, 2021

This meeting is being held
virtually in accordance with
California State Governor
Newsom's Executive Order
N-25-20 issued on 3/12/20.

MINUTES

Call to Order:

Sina von Reitzenstein

Review and **VOTE** to approve 03.23.2021 Minutes

Sina von Reitzenstein

1st Gina Alioto-Biagi 2nd Isabelle Matter Unanimous Vote

PRE-BOARD MEETING:

- 1) Capt. Julian Ng introduced himself to the Board as the new captain of Central Station and provided an update.
- 2) Ben Van Houten of OEWD informed the Board of the Mayor's Small Business Recovery Act

OLD BUSINESS:

1) PROJECT UPDATES:

A) Review and discuss March 2021 Financials

Randall Scott

- i. **VOTE** to approve March 2021 Financials

Sina von Reitzenstein

1st Jeff Sears 2nd Gina Alioto-Biagi Unanimous Vote

B) FWMA, Affiliate Program, and the FWCBD

Randall Scott

- Vote by the Board is not needed to approve the MOU with the FWMA.
- Billing period begins July 1st.
- Application for Affiliate Program going out soon.

C) LEAD Destinations Contract Review and Discussion

Randall Scott

- Contract (with revisions) for 3-month period. If extended, will be month-to-month with written agreement.
- i. **VOTE** – to approve LEAD Destinations Contract

Sina von Reitzenstein

1st Gina Alioto-Biagi 2nd Amy Cacho Unanimous Vote

D) First PPP Loan Forgiveness Application Submission

Randall Scott

- PPP loan forgiveness pending.

E) BikeShare Program

Randall Scott

- SFMTA proposed 3 locations. Bay and Powell location was installed without review or communication after opposition was voiced. Ghirardelli location installed, ignoring agreed-upon size reduction.

2) MARKETING UPDATES:

Jodi Cumming

A) Analytics (Social/Web)

- Facebook and Instagram trended up in March. Twitter is back online and engagement can grow.
- Things are shifting and trending across the board.
- People accessing via mobile phones.

B) Google Grants

- Good click percentage

C) Ongoing Projects

- Continuing work with Simpleview. Currently, building out extranet.

3) COMMUNICATIONS & ADVOCACY UPDATES:

Laura Schaefer

A) F-Line Update – May Resumption of Service

- Service reopens on May 15th, 11 am to 7 pm with 12-15 minute intervals

B) March Springboard Pedestrian Count Data & Weekend Footfall Numbers

- 5% increase year over year; 38% increase February vs. March. End of March was busy

C) **Tipping Point Foundation Presentation**

- Session with District in late May/early June

D) **SF Travel Meet Local Campaign**

- Will work with SF Travel on campaign

4) **NOMINATING COMMITTEE UPDATE**

Sina von Reitzenstein

- 3 volunteers came forward (thank-you!): Mike Petricca (Chair), Isabelle Matter, and Gina Alioto. Update to be presented at May meeting.

5) **NEW BUSINESS**

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**

Sina von Reitzenstein



Executive Committee

Date: May 18, 2021

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:

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3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
6. *Affiliate Seat* (Vacant, Advisory only)
7. *At Large Seat* (Vacant, Advisory only)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Com
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Agenda

CALL TO ORDER: Sina von Reitzenstein

Review and **VOTE** to approve 4/20/2021 Minutes Sina von Reitzenstein

1) PROJECT UPDATES:

A) FWMA, Affiliate Program and the FWCBD Updates Randall Scott

B) New FWCBD Website (Destination Management System) Updates Randall Scott

C) LEAD Destinations Updates Randall Scott

D) First PPP Loan Forgiveness Application Submission Updates Randall Scott

E) Bikeshare Updates Randall Scott

F) Nominating Committee Updates Randall Scott

2) NEW BUSINESS: Randall Scott

A) Employee Compensation

B) Memorial Day Weekend (5/28-5/31) Security Plan

C) Assessment Increase Discussion

D) "A Virtual Taste of Tel-Hi" Donation

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT Sina von Reitzenstein

Next Meeting:

June 15, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20



Executive Committee

Date: May 18, 2021
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:

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2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. VACANT (Asst. Secretary)
6. VACANT (Asst. Treasurer)
7. Aline Estournes (President Emeritus)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Coms
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
June 15, 2021

Meeting Minutes

Call to Order:

Sina von Reitzenstein

Review and **VOTE** to approve 4.20.2021 Minutes

1st Aline Estournes 2nd Gina Alioto-Biagi Approved

Sina von Reitzenstein

1) PROJECT UPDATES:

- | | |
|---|---------------|
| A) FWMA, Affiliate Program, and the FWCBD Update | Randall Scott |
| • Minor edits to application form | |
| B) New FWCBD Website Updates (DMS) Update | Randall Scott |
| • On schedule to lunch May 27 th (Beta version) | |
| C) LEAD Destination Update | Randall Scott |
| • Working on Selfieville and Golf Tournament | |
| D) First PPP Loan Forgiveness Application Submission Update | Randall Scott |
| • Loan forgiveness confirmed | |
| E) Bikeshare Update | Randall Scott |
| • Bay/Powell location removed | |
| • Trying to reduce size at Ghirardelli | |
| • Scooters are problematic | |
| F) Nominating Committee Update | Randall Scott |
| • Meeting with Committee to review applications | |

2) NEW BUSINESS:

Randall Scott

- | | |
|---|--|
| A) Memorial Day Weekend (5/28-5/31) Security Plan | |
| • Execushield coverage (applicable through summer) | |
| B) Assessment Increase Discussion | |
| • No increase this year, but possible 2-3% following year | |
| C) "A Virtual Taste of Tel-Hi" Donation | |
| • \$1,500 donation approved in current budget | |
| D) KTVU TV Ad Campaign | |
| • Ad package includes production | |
| • \$5,000/mo. for 3 months (June/July/August) within budget | |
| E) Employee Compensation | |

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20.



Board of Directors

Date: May 25, 2021
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. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Members:

1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Project Guest:

1. Jodi Cumming

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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AGENDA

- | | |
|---|--|
| Call to Order: | Sina von Reitzenstein |
| New Illegal Vending Legislation <ul style="list-style-type: none">• Guests Lee Hepner and Boris Delepine | |
| Review and VOTE to approve 04/27/2021 Minutes | Sina von Reitzenstein |
| 1) PROJECT UPDATES | |
| a) Review and discuss April 2021 Financials <ul style="list-style-type: none">i. VOTE – to approve April 2021 financials | Randall Scott
Sina von Reitzenstein |
| b) FWMA, Affiliate Program, and the FWCBD Updates | Randall Scott |
| c) First PPP Loan Forgiveness Application Submission Updates | Randall Scott |
| d) BikeShare Updates | Randall Scott |
| e) Food Carts Updates | Randall Scott |
| 2) MARKETING UPDATES | |
| a) Analytics <ul style="list-style-type: none">i. Socialii. Web | Jodi Cumming |
| b) Google Ads/Nonprofit Megaphone | |
| c) Ongoing Projects <ul style="list-style-type: none">i. Simpleview Updates | |
| d) KTVU Advertising Opportunity (June/July/August) | |
| 3) COMMUNICATION & ADVOCACY UPDATES | |
| a) Update: F-Line Service Has Resumed | Laura Schaefer |
| b) April Springboard Pedestrian Count Data & Weekend Footfall Numbers | |
| c) Meltwater Media Sentiment Report | |
| d) Citywide Shine On Campaign | |
| e) Update: SF Travel Meet Local Campaign | |
| f) COVID-19 Communications | |
| 4) NOMINATING COMMITTEE UPDATES | |
| | Mike Petricca |
| 5) NEW BUSINESS | |
| 6) GENERAL PUBLIC COMMENT | |
| 7) ADJOURNMENT | |
| | Sina von Reitzenstein |

Next Meeting:
June 22, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20

Board of Directors

Date: May 25, 2021
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 Barbey**
7. **Amy Cacho**
8. **John Cannizzaro**
9. Hagen Choi
10. **Michael Cunningham**
11. Brian Huber
12. **Isabelle Matter**
13. **Mike Petricca**
14. **Kathleen Sasso**

Community Representatives:

1. **Darlene Plumtree, Maritime Association**
2. **Jay Edwards, Port of San Francisco**

Marketing Project Guest:

1. **Jodi Cumming**

FWCBD Staff:

2. **Randall Scott, Executive Director**
3. **Laura Schaefer, Deputy Dir./Dir. of Communications**
4. Mike Castro, Services Manager
5. **Pansy Tom, Administrative Coordinator**

Guests:

1. **Lee Hepner, Supervisor Aaron Peskin's Office**
2. **Michael Martin, Port of San Francisco**
3. **Boris Delepine, Port of San Francisco**
4. **Jennifer Johnston, Port of San Francisco**
5. **PNhut deLeon-Cacal, Stakeholder**

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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.

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Next Meeting:

June 22, 2021

This meeting is being held
virtually in accordance with
California State Governor
Newsom's Executive Order
N-25-20 issued on 3/12/20.

Minutes

Call to Order:

Sina von Reitzenstein

Review and **VOTE** to approve 04.27.2021 Minutes

Sina von Reitzenstein

1st Mike Petricca 2nd Gina Alioto-Biagi Unanimous Vote

PRE-BOARD MEETING:

- 1) Lee Hepner of Supervisor Peskin's Office, along with members of Port Staff, gave an update on proposed public health and safety legislation with regard to food vendors.

OLD BUSINESS:

1) PROJECT UPDATES:

A) Review and discuss April 2021 Financials

Randall Scott

- i. **VOTE** to approve April 2021 Financials

Sina von Reitzenstein

1st Gina Alioto-Biagi 2nd Isabelle Matter Unanimous Vote

B) First PPP Loan Forgiveness Application Submission

Randall Scott

- PPP loan forgiveness confirmed. Anticipate forgiveness for second loan.

C) FWMA, Affiliate Program, and the FWCBD

Aline Estournes

- Letters and applications have been sent out.

D) BikeShare Program

Aline Estournes

- Bay and Powell location was removed.

2) MARKETING UPDATES:

Jodi Cumming

A) Analytics (Social/Web)

- Social analytics dropped in April, but trending up in May.

B) Google Grants

- Impressions and clicks are up.

C) Ongoing Projects

- Simpleview will be launching Beta version of new www.fishermanswharf.org before the weekend
- KTVU 3-month (June/July/August) "Flex Campaign" targeting Sacramento, Los Angeles, and San Francisco Bay Area markets.

3) COMMUNICATIONS & ADVOCACY UPDATES:

Laura Schaefer

A) SFMTA Update

- F-Line service resumed on May 15th. Cable cars will resume in the fall.

B) April Springboard Pedestrian Count Data & Weekend Footfall Numbers

- 201% increase year over year. 5.5% increase March vs. April. Most visitors from 11 a.m. to 12 p.m. and early evening.

C) Meltwater Media Sentiment Report

- Positive mentions, 13 million reach. Negative mentions, 1 million reach.

D) Citywide Shine On Campaign

- Awareness and civic pride

E) SF Travel Meet Local Campaign

- "Our Gate is Open." Encouraging local meetings.

4) NOMINATING COMMITTEE UPDATE

Mike Petricca

- The committee met.

5) NEW BUSINESS:

- Aline welcomed Pansy Tom as the FWCBD's new Administrative Coordinator.

Aline Estournes

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Aline Estournes



Executive Committee

Date: June 15, 2021
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. Aline Estournes (President Emeritus)
6. *Affiliate Seat* (Vacant, Advisory only)
7. *At Large Seat* (Vacant, Advisory only)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Com
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Agenda

CALL TO ORDER:

Sina von Reitzenstein

Review and **VOTE** to approve 5/18/2021 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

Randall Scott

- a. FWMA, Affiliate Program and the FWCBD Updates
- b. New FWCBD Website/System Updates
- c. Bike Share Updates
- d. Nominating Committee Updates
- e. Food Cart Updates
- f. Wharf Patrol Training
- g. 2021-22 Fiscal Budget Proposal and Review

2) NEW BUSINESS:

Randall Scott

- a. Memorial Day Weekend Security Recap
- b. 4th of July Security Plan
- c. Letter of Support for SF Travel

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
July 20, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20.



Executive Committee

Date: June 15, 2021
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. **VACANT (Asst. Secretary)**
6. **VACANT (Asst. Treasurer)**
7. **Aline Estournes (President Emeritus)**

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. **Laura Schaefer, Deputy Dir./Dir. of Coms**
3. **Mike Castro, Services Manager**
4. **Pansy Tom, Administrative Coordinator**

Guests:

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Meeting Minutes

Call to Order:

Sina von Reitzenstein

Review and **VOTE** to approve May 18, 2021 Minutes

1st Jeff Sears 2nd Aline Estournes Approved

Sina von Reitzenstein

1) PROJECT UPDATES:

Randall Scott

A) FWMA, Affiliate Program, and the FWCBD Update

- Reminders going out to encourage more sign-ups

B) New FWCBD Website Updates (CMS) Update

- Simpleview is now in redesign stage. Booking engine will be more prominent.

C) Bike Share Update

- Working with SFMTA on pricing.
- Boundary issue with Lyft bike station

D) Nominating Committee Update

- Four applications received; one disqualified due to location. Nominees are Al Casciato (At-Large) and Marco Chavez, Kimpton Alton Hotel (Property/Business).

E) Food Cart Update

- Port Commission supports City's pilot permit program being presented to Board of Supervisors.

F) Wharf Patrol Training

- All recertified. Acknowledged reimbursement for training.

G) 2021-22 Fiscal Budget Proposal and Review

- Proposed budget reviewed.

2) NEW BUSINESS:

Randall Scott

A) Memorial Day Weekend Security Recap

- Numerous auto break-ins reported

B) 4th of July Security Plan

- Security to be increased. Letter to City agencies regarding regarding safety and traffic concerns.

C) Letter of Support for SF Travel

- Support for bidding on Ambassador Program

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:

July 20, 2021

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20.



Board of Directors

Date: June 22, 2021
 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. Hagen Choi
10. Michael Cunningham
11. Brian Huber
12. Isabelle Matter
13. Mike Petricca
14. Kathleen Sasso

Community Members:

1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
 July 27, 2021

Meeting Agenda

Call to Order:	Sina von Reitzenstein
Review and VOTE to approve 05/18/2021 Minutes	Sina von Reitzenstein
1) PROJECT UPDATES:	
a) Review and discuss May 2021 Financials	Randall Scott
i. VOTE – to approve May 2021 financials	Sina von Reitzenstein
b) 2021-22 Fiscal Budget Proposal and Review	Randall Scott
i. VOTE – to approve 2021-22 Fiscal Budget	Sina von Reitzenstein
c) Review of Nominated Board Slate	Mike Petricca
i. VOTE – to approve board slate as nominated	Sina von Reitzenstein
d) Nomination of Officers	Sina von Reitzenstein
i. VOTE – to elect nominated officers to form the Executive Committee	
e) Fiscal 2020-21 Year in Review	Randall Scott
2) MARKETING UPDATES:	Jodi Cumming
a) Phase 1 Website Update	
b) FY Analytics	
i. Social	
ii. Web	
c) Google Ads/Nonprofit Megaphone	
d) KTVU Advertising Update	
e) All American Virtual Roadshow	
3) COMMUNICATION & ADVOCACY UPDATES:	Laura Schaefer
a) Update: Cable Car service & MUNI Advocacy	
b) FY Springboard Pedestrian Count Data	
c) May 2021 & Key Weekend Footfall Numbers	
d) FY Meltwater Media Sentiment Report	
e) FY COVID-19 Communications Metrics	
4) NEW BUSINESS:	Randall Scott
a) Memorial Day Weekend Security Recap	
b) 4 th of July Security Plan	
c) 4 th of July Service Letter to City	
i. VOTE – to approve 4 th of July Service Letter to City	Sina von Reitzenstein
5) GENERAL PUBLIC COMMENT	
6) ADJOURNMENT	Sina von Reitzenstein

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20.



Board of Directors

Date: August 24, 2021
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 Cachó
8. John Cannizzaro
9. Al Casciato (At-Large)
10. Marco Chavez
11. Hagen Choi
12. Michael Cunningham
13. Brian Huber
14. Isabelle Matter
15. Mike Petricca
16. VACANT
17. VACANT (Affiliate/FWMA seat)

Community Members:

1. Darlene Plumtree, Maritime Association
2. Jay Edwards, Port of San Francisco

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:

1. Randall Scott, Executive Director
2. Laura Schaefer, Deputy Dir./Dir. of Communications
3. Mike Castro, Services Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
September 28, 2021

Meeting Agenda

Call to Order:	Sina von Reitzenstein
Review and VOTE to approve 07/27/2021 Minutes Board member announcement	Sina von Reitzenstein
1) PROJECT UPDATES: a) Review and discuss July 2021 Financials i. VOTE – to approve July 2021 financials	Randall Scott Sina von Reitzenstein
2) MARKETING UPDATES: a) Analytics i. Social ii. Web iii. Google Ads/Nonprofit Megaphone	Jodi Cumming
3) AUGUST COMMUNICATION & ADVOCACY UPDATES: a) Update: Muni Service b) Update: Shine On SF Campaign c) Springboard Pedestrian Count Data d) Media Sentiment Report e) FW Retail Vacancies & Retail Strategy 2-Year Goals	Laura Schaefer
4) NEW BUSINESS:	Randall Scott
5) GENERAL PUBLIC COMMENT	
6) ADJOURNMENT	Sina von Reitzenstein

This meeting is being held virtually in accordance with California State Governor Newsom's Executive Order N-25-20 issued on 3/12/20.