



Executive Committee

Date: July 20, 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. Al Casciato (Advisory, At Large)

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:

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.

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Meeting Agenda

CALL TO ORDER:

Sina von Reitzenstein

Review and **VOTE** to approve 6/15/2021 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

Randall Scott

a. FWMA, Affiliate Program and the FWCBD Updates

1. Golf Tournament Update

b. Bike Share Updates

c. Food Cart Updates

d. 2021-22 Fiscal Budget Proposal and Review

1. Evaluate budget priorities relative to security and marketing

e. Wharf Walk Project Updates

2) NEW BUSINESS:

Randall Scott

a. July 4th Weekend Security Recap

b. Retail Vacancy Planning

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
August 17, 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.



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Meeting Minutes

Call to Order: Sina von Reitzenstein

Review and **VOTE** to approve June 15, 2021 Minutes Sina von Reitzenstein
1st Jeff Sears 2nd Gina Alioto-Biagi Approved

1) PROJECT UPDATES: Randall Scott

A) FWMA, Affiliate Program, and the FWCBD Update

- Applications are slow. Will need one-on-one contact. Landside is priority.
- MOU between FWCBD & FWMA will be drafted by next meeting.
- Golf Tournament going well.

B) New FWCBD Website Updates (CMS) Update

- Site is performing, although only 40 member listings.

C) Bike Share Update

- Bike rental companies hard to compete. Pricing not transparent.
- Continued boundary issue with Lyft bike station
- Agreements with SFMTA not being enforced.

D) Food Cart Update

- Legislation for pilot permit program goes to vote today. 57 spots on Portside; 3 vendors per spot. Subject to Health Codes.
- 3 carts serving alcohol on July 4th were confiscated.

E) 2021-22 Fiscal Budget Proposal and Review

- Funds shifted from Marketing to Clean & Safe (2% increase). \$20k grant received for software.
- Backup was requested for the two line items

F) Wharf Walk Project Updates

- RFQ approved.

2) NEW BUSINESS: Randall Scott

A) 4th of July Security Recap

- No major issues.

B) Retail Vacancy Planning

- Will meet with Jay Edwards.

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
August 17, 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: July 27, 2021
Time: 10:00 AM
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11. Hagen Choi
12. Michael Cunningham
13. Brian Huber
14. Isabelle Matter
15. Mike Petricca
16. Kathleen Sasso

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

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

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Next Meeting:
August 24, 2021

Meeting Agenda

Call to Order:	Sina von Reitzenstein
Review and VOTE to approve 06/22/2021 Minutes	Sina von Reitzenstein
1) PROJECT UPDATES:	
a) Review and discuss June 2021 Financials	Randall Scott
i. VOTE – to approve June 2021 financials	Sina von Reitzenstein
b) Review and discuss FY 20-2021 Financials	Randall Scott
i. VOTE – to approve FY 20-2021 financials	Sina von Reitzenstein
c) 2021-22 Fiscal Budget Proposal and Review	Randall Scott
i. VOTE – to approve 2021-22 Fiscal Budget	Sina von Reitzenstein
2) Executive Directors Report	Randall Scott
a) Illegal Vending Legislation	
b) Embarcadero Quick Build	
c) Wharf Walk	
3) MARKETING UPDATES:	Jodi Cumming
a) Analytics	
i. Social	
ii. Web	
iii. Google Ads/Nonprofit Megaphone	
b) KTVU Advertising Update	
4) COMMUNICATION & ADVOCACY UPDATES:	Laura Schaefer
a) Update: Cable Car Service	
b) Update: Shine On SF Campaign	
c) Springboard Pedestrian Count Data	
d) Meltwater Media Sentiment Report	
e) FW Retail Vacancies & Update on the Retail Strategy 2 Year Goals	
5) NEW BUSINESS:	Randall Scott
a) 47th of July Security Recap	
b) FWMA Golf Tournament Recap	
6) GENERAL PUBLIC COMMENT	
7) ADJOURNMENT	Sina von Reitzenstein

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9. Al Casciato
10. Marco Chavez
11. Hagen Choi
12. Michael Cunningham
13. Brian Huber
14. Isabelle Matter
15. Mike Petricca
16. Kathleen Sasso

Community Representatives:

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

FWCBD Marketing:

1. Jodi Cumming

FWCBD Staff:

2. Randall Scott, Executive Director
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Minutes

Call to Order:

Sina von Reitzenstein

Review and **VOTE** to approve June 22, 2021 Minutes

1st Mike Petricca 2nd Jeff Sears Unanimous Vote

Sina von Reitzenstein

1) PROJECT UPDATES:

A) Review and discuss June 2021 Financials

Randall Scott

- Total revenue was \$1.5 million (includes forgiven PPP funding) or 107% of annual budget. Total expense was \$1.1 million or 94% of budget. Finished fiscal year on budget.
- U.S. Travel grants possibly available for tourism.

i. **VOTE** to approve June 2021 Financials

Sina von Reitzenstein

1st Mike Petricca 2nd Isabelle Matter Unanimous Vote

B) 2021-22 Fiscal Budget Proposal and Review

Randall Scott

- Affiliate program membership is slow. Revenue generated from program does not have to be allocated, unlike the budget.

i. **VOTE** to approve 2021-22 Fiscal Budget

Sina von Reitzenstein

1st Aline Estournes 2nd Jeff Sears Unanimous vote

2) EXECUTIVE DIRECTOR'S REPORT:

A) Illegal Vending Legislation

Randall Scott

- Vendor's propane tank explosion incident.
- Legislation passed unanimously by Board of Supervisors.
- Pilot permit program to be heard before the Port Commission on 8/3. Effective 30 days after Mayor's approval. Goal is enforcement beginning 9/1.
- Directors up for Re-Election: John Cannizzaro, Hagen Choi, Rodney Fong, Kathleen Sasso, and Sina von Reitzenstein.

B) Embarcadero Quick Build

- No detailed plans or public outreach. Looks like goal is one-lane traffic. Project cuts off at Broadway.

C) Wharf Walk

- Graphics are completed.
- Project tabled until April 2021.

3) MARKETING UPDATES:

Jodi Cumming

A) Analytics (Social/Web) for June

- Facebook is up 25.8% over May.
- Instagram is up 25%.
- Twitter is down. Need to post more content.

B) Website

- Web traffic is performing extremely well. Way up compared to June 2020; almost to 2019 numbers. Huge jump in organic and mobile traffic. Time spent has doubled vs. 2019.
- Smart move to combine FWMA's and FWCBD's sites into one URL.
- 14 bookings through booking engine without any promotion since launch.
- July 4th traffic was phenomenal. It was the top page over the home page.

- Will launch “Extranet” to engage more with members.
- C) KTVU Advertising Promo (Flex Program)**
- Ads ran beginning 6/30. 217,300 impressions. Heavy rotation in Los Angeles market. KTVU threw in extras for our promo.

4) COMMUNICATIONS & ADVOCACY UPDATES:

Laura Schaefer

A) SFMTA Update

- Wharf transit map completed and being distributed throughout district.
- Soft launch of cable car service begins 8/2 (free rides). Full service begins 9/4 (Labor Day weekend) with Powell/Hyde line.

B) Springboard Pedestrian Count Data

- From May to June, 19% increase in footfall, with only Bay Company and Wax Museum cameras online. 143% increase from June 2020 to June 2021.
- Only two cameras are online. Third will be reinstalled at Beach St.

C) Meltwater Media Sentiment Report

- May: 2,587 mentions (positive – 184; negative – 303; neutral – 2,100)
- Positive mentions – 11M (focus on Hotel Caza and Kimpton Alton Hotel); Negative mentions – 52M
- Will be switching to another media monitoring service.

D) Citywide Shine On Campaign

- Press conference held at Union Square with FW Ambassadors in attendance. City trash cans are being redesigned.

E) FW Retail Vacancies & Update on Retail Strategy 2-Year Goals

- Meeting with Jay Edwards on 7/28. Iconic locations on Portside still dark.
- Working on outreach to brokers to promote retail space on Landside. So far, there are 61 ground floor vacancies. Cost Plus Plaza and Anchorage Square are significant.

5) NEW BUSINESS:

Randall Scott

A) FWMA Golf Tournament Recap

- Successful and fun day for first partnership event with FWMA. Financials being completed.

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein



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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

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8. **John Cannizzaro**
9. **Al Casciato**
10. Marco Chavez
11. Hagen Choi
12. **Michael Cunningham**
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16. Kathleen Sasso
17. VACANT (Affiliate/FWMA seat)

Community Representatives:

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2. **Jay Edwards, Port of San Francisco**

FWCBD Marketing:

1. **Jodi Cumming**

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. **Laura Schaefer, Deputy Dir./Dir. of Communications**
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Guests:

1. **PNhut deLeon Cacal**

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Minutes

Call to Order: Sina von Reitzenstein

Review and **VOTE** to approve July 27, 2021 Minutes

Sina von Reitzenstein

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

1) PROJECT UPDATES:

A) Review and discuss July 2021 Financials

Randall Scott

- Total revenue was \$15,609 or 1% of annual budget. Total expense was \$133,396 or 10% of budget. The expense is over revenue by \$117,787.

i. **VOTE** to approve July 2021 Financials

Sina von Reitzenstein

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

2) MARKETING UPDATES:

Jodi Cumming

A) Analytics (Social/Web) for July

- Facebook continues to perform well and is up 32.8% over June. All is from regional traffic, including San Francisco, Los Angeles, San Jose, Sacramento, and Oakland.
- Instagram is down 18%, but followers are more engaged.

B) Website

- Sessions are up 83%, with 70,000 user sessions. Mobile users increased by 118%. The KTVU promo brought additional web traffic.
- A sneak peek of Phase 2 (redesign) of the website was shown.

C) Nonprofit Megaphone

- Over \$9,000 of grants have been applied.

3) COMMUNICATION & ADVOCACY UPDATES:

Laura Schaefer

A) SFMTA Update

- Soft launch (free rides) of cable car service ends 8/31. Full service, with all 3 lines operating, begins 9/4 (Labor Day weekend).

B) Springboard Pedestrian Count Data

- Footfall counts have dropped off after July, with beginning of school.
- Weekdays and Saturdays are flat.

C) Meltwater Media Sentiment Report

- 7/24 – 8/22: Positive mentions – 7; Negative mentions – 6; Neutral – 320
- Top Positive mentions – 4M (return of cable cars); Top Negative mentions – 559k (additional SFPD foot patrols)
- Will be switching from Meltwater to Critical Mention.

D) Citywide Shine On Campaign

- City working on new trash receptacle prototypes.
- Refuse Refuse, a citizen-driven effort to keep SF clean, is partnering with neighborhoods for clean-up events.
- FWCBD Ambassador Mikey will be featured on Instagram campaign.

E) FW Retail Vacancies & Update on Retail Strategy 2-Year Goals

- Page has been built out on website under “Retail Opportunities” to promote retail recruitment with brokers.
- Based on property manager/owner data obtained to date, there are 34 retail opportunities in the district.

4) NEW BUSINESS:

Randall Scott

A) **Board Vacancies**

- Kathleen Sasso of Ghirardelli Square has moved on to a new position. FWMA will be filling the Affiliate seat.

B) **FWCBD/FWMA MOU**

- Aline is reviewing the draft notes.

C) **Auto Break-ins**

- Incidents are down due to usual suspects being arrested. Increased SFPD presence in tourist areas.

D) **Embarcadero Quick Build**

- Good showing of Wharf support at Port Commission hearing. Two left-turn only lanes from Broadway onto Embarcadero to remain, with one northbound to the Wharf.

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**

Sina von Reitzenstein



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Meeting Minutes

CLOSED SESSION

Sina von Reitzenstein

CALL TO ORDER:

Sina von Reitzenstein

Review and **VOTE** to approve July 20, 2021 Minutes

1st Gina Alioto-Biagi 2nd Jeff Sears Approved

Sina von Reitzenstein

1) Resignation Announcement from Laura Schaefer

Randall Scott

- Laura has accepted a position with the new non-profit Shine On San Francisco. Her last day is October 1st.

2) PROJECT UPDATES:

Randall Scott

A) FWMA, Affiliate Program, and the FWCBD Update

- There will be two sections on the website – one for Landside and one for Portside affiliate members.

B) Bike Share Update

- SFMTA not being helpful with bikeshare/bike rentals. Need to bring matter to their board.
- Transportation vs. Recreation.
- Bikeshare pricing not transparent.

C) Food Cart Update

- Working with city of Santa Monica and other locations on illegal vending.
- ABC is no longer enforcing alcohol violations.

3) NEW BUSINESS:

Randall Scott

A) Wharf Patrol & Security

- Moving forward, Wharf Patrol will be in a vehicle.
- City is hiring retired police officers as Ambassadors.
- Community policing program.

4) GENERAL PUBLIC COMMENT

5) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
October 19, 2021

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4. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Agenda

- | | |
|---|-----------------------|
| CALL TO ORDER: | Sina von Reitzenstein |
| Review and VOTE to approve 7/20/2021 Minutes | Sina von Reitzenstein |
| 1) Resignation announcement from Laura Schaefer | Randall Scott |
| 2) PROJECT UPDATES: | Randall Scott |
| a. FWMA, Affiliate Program and the FWCBD Updates | |
| b. Bike Share Updates | |
| c. Food Cart Updates | |
| 3) NEW BUSINESS: | Randall Scott |
| 4) GENERAL PUBLIC COMMENT | |
| 5) CLOSED SESSION | Sina von Reitzenstein |
| a. Personnel Discussions | |
| 6) ADJOURNMENT | Sina von Reitzenstein |

Next Meeting:
October 19, 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: September 28, 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. Al Casciato (At-Large)
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Mike Petricca
15. VACANT
16. VACANT
17. VACANT (FWMA/Affiliate 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:

October 26, 2021

Meeting Agenda

- | | |
|--|-----------------------|
| Call to Order | Sina von Reitzenstein |
| Invoke AB 361 | |
| Review and VOTE to approve 08/24/2021 Minutes | Sina von Reitzenstein |
| 1) PROJECT UPDATES: | |
| a) Review and discuss August 2021 Financials | Randall Scott |
| i. VOTE – to approve August 2021 financials | Sina von Reitzenstein |
| b) New Board Member Discussions | Sina von Reitzenstein |
| 2) Presentation of Fiscal 20/2021 Financial Audit | Randall Scott |
| a) VOTE to approve Fiscal 20/2021 Financial Audit | |
| 3) Presentation of IRS Form 990 for 2020 (Return of Organization Exempt from Income Tax) | Randall Scott |
| a) VOTE to approve IRS Form 990 for 2020 | |
| 4) EXECUTIVE DIRECTOR'S REPORT | Randall Scott |
| a) Food Cart Update | |
| b) Bike Share Update | |
| 5) MARKETING UPDATES: | Jodi Cumming |
| a) Analytics | |
| i. Social | |
| ii. Web | |
| iii. Nonprofit Megaphone | |
| b) Advertising | |
| 6) SEPTEMBER COMMUNICATION & ADVOCACY UPDATES: | Laura Schaefer |
| a) Update: Muni Service | |
| b) August Springboard Pedestrian Count Data & Key Weekends | |
| c) Media Sentiment Report – Critical Mention | |
| d) FW Retail Vacancies & Retail Strategy 2-Year Goals | |
| e) Fisherman's Wharf & Shine On SF | |
| f) Thank You & Farewell | |
| 7) SERVICES UPDATE | Mike Castro |
| 8) NEW BUSINESS: | Randall Scott |
| a) Fleet Week | |
| b) Rotary Fundraising Event for Polio | |
| 9) GENERAL PUBLIC COMMENT | |
| 10) 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: September 28, 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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5. **Aline Estournes (President Emeritus)**
6. **David Berbey**
7. **Amy Cachio**
8. **John Cannizzaro**
9. **Al Casciato**
10. **Hagen Choi**
11. **Michael Cunningham**
12. **Brian Huber**
13. **Isabelle Matter**
14. **Mike Petricca**
15. **VACANT**
16. **VACANT**
17. **VACANT (Affiliate/FWMA seat)**

Community Representatives:

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

FWCBD Marketing:

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:

1. **PNhut deLeon Cacal**

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Next Meeting:

October 26, 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

Invocation of AB 361 (California Brown Act)

Review and **VOTE** to approve the Invocation of AB 361

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

Sina von Reitzenstein

Review and **VOTE** to approve August 24, 2021 Minutes

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

Sina von Reitzenstein

1) FINANCIAL UPDATES:

A) Review and discuss August 2021 Financials

Randall Scott

- Total revenue was \$55,747 or 4% of annual budget. Total expense was \$247,766 or 19% of budget. The expense is over revenue by \$192,019.
- Security expense higher in summer. Marketing will decrease as Jodi's contract was modified.

VOTE to approve August 2021 Financials

Sina von Reitzenstein

1st Mike Petricca 2nd Al Casciato Unanimous Vote

B) Presentation of Fiscal 20/2021 Financial Audit (Draft)

Randall Scott

- On par with accounting practices and standards.

VOTE to accept the draft of the independent accountant's Fiscal 20/2021 Financial Audit

Sina von Reitzenstein

1st Al Casciato 2nd Mike Cunningham

C) Presentation of IRS Form 990 for 20/2021 (Return of Organization Exempt from Income Tax)

Randall Scott

- Also prepared by the independent accountant who performed the financial audit.

VOTE to accept IRS Form 990 for 20/2021 as prepared by the independent account

Sina von Reitzenstein

1st Al Casciato 2nd Gina Alioto-Biagi

2) MARKETING UPDATES:

Jodi Cumming

A) Analytics (Social/Web) for August

- Facebook had great reach on the post regarding return of the cable cars. Audience is regional traffic, including San Francisco, Los Angeles, San Jose, and Sacramento.
- Instagram was up 1.6%, featuring post on Ghirardelli Chocolate's smores (recipe). Audience traffic including San Francisco, Los Angeles, San Jose, and New York.

B) Website

- Sessions are down across the board in August (back to school) vs. July. Projected international interest will increase in November.
- Usage of Visit Widget (tool to plan your itinerary) was also down.

C) Nonprofit Megaphone

- \$10,000 of Google grants have been applied. Top keyword: San Fran.

D) Advertising

- Today is the last day of KTVU's flex program. Digital delivered 400,000+ impressions on 81 different content providers.
- Delivered 120,000+ livestream impressions and 460,000+ banner ad impressions on KTVU.com at \$0 cost and drove clicks to our website.

E) Fleet Week Social Ads

- Running ads on Facebook and Instagram, with reach of 51,000. Budgeted to spend \$1,000.

3) COMMUNICATION & ADVOCACY UPDATES:

Laura Schaefer

A) SFMTA Update

- Cable cars back to full service on 9/4, but has been experiencing operational glitches.

B) Springboard Pedestrian Count Data

- Footfall counts have dropped since the beginning of school.

C) Critical Mention Sentiment Report

- Critical Mention offers TV and radio, in addition to online and print media.
- Reach numbers are provided, along with a publicity value.
- Top Positive mention – Liam Mayclem's feature on ABACA (new restaurant at Kimpton Alton).
Top Negative mention – San Francisco vaccine mandate.

D) Citywide Shine On Campaign

- FWCBD Ambassador Mikey Lu was featured on an Instagram post.

E) FW Retail Vacancies & Update on Retail Strategy 2-Year Goals

- Promote retail recruitment with brokers, highlight spaces, and provide data.
- Stimulate private investment (Zephyr Walk)
- Continue to address street life and public safety issues.

4) NEW BUSINESS:

Randall Scott

A) Fleet Week

- Rotary will be having a viewing event; might include the general public.

B) Rotary Fundraising Event for Polio

- A scavenger hunt throughout the Wharf will be held as a Rotary fundraiser on 10/24.

5) EXECUTIVE DIRECTOR'S REPORT

Randall Scott

A) Food Cart Update

- Santa Monica is being proactive and has hired legal counsel. The FWCBD will join with other cities in this statewide effort.

B) Bike Share Update

- No progress has been made with SFMTA. Will take it before the SFMTA Board.

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT

Sina von Reitzenstein



Executive Committee

Date: October 19, 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. Al Casciato (At Large)
8. **Aline Estournes (President Emeritus)**
9. VACANT (FWMA/Affiliate)

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. Mike Castro, Services Manager
3. **Pansy Tom, Administrative Coordinator**

Guests:

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Meeting Minutes

CALL TO ORDER:
Invocation of AB 361

Sina von Reitzenstein

Review and VOTE to approve September 21, 2021 Minutes

1st Gina Alioto-Biagi 2nd Jeff Sears Approved

Sina von Reitzenstein

1) PROJECT UPDATES:

Randall Scott

A) Communications Manager Position

- Growth and learning position; versatile and challenging.
- Will post with International Downtown Association (IDA)

B) Affiliate Program

- New Communications Manager will run this program as first priority project.

C) Bike Share Update

- Adrian to draft letter for review.
- Scooter companies owe fines to the City. Bike racks inundated with scooters.

D) Food Cart Update

- Port's pilot permit program goes live on October 20th.
- 8 spaces allotted at the Wharf for vendors (no food carts, unless approved by DPH).
- SFPD cannot enforce; only allowed to back up Port.

2) NEW BUSINESS:

Randall Scott

A) 2020-2021 Annual Report (Draft)

- Impact of loss of Portside; reflect by lack of services
- Postcard with QR code to be mailed to district. Annual report will be posted on website.

B) Fleet Week/Security Recap

- No major incidents; minimal auto break-ins in the a.m.
- City Ambassadors are now visible in the district. Strictly for hospitality purposes. Program headed by Amanda Hall for SF Travel.
- Presence of "960s" (retired police identified as "Ambassadors") also in the district.

C) Board Members

Aline Estournes

- Janet Roxas of Tower Tours for vacant FWMA/Affiliate seat.

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
December 14, 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: October 19, 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. Aline Estournes (President Emeritus)
6. *Affiliate Seat* (Vacant, Advisory only)
7. Al Casciato (Advisory, At Large)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Agenda

- | | |
|---|-----------------------|
| CALL TO ORDER: | Sina von Reitzenstein |
| Review and VOTE to approve 9/21/2021 Minutes | Sina von Reitzenstein |
| 1) PROJECT UPDATES: | Randall Scott |
| a. Communications Manager | |
| b. Affiliate Program | |
| b. Bike Share | |
| c. Food Cart | |
| 2) NEW BUSINESS: | Randall Scott |
| a. Fleet Week/Security Recap | |
| 3) GENERAL PUBLIC COMMENT | |
| 4) ADJOURNMENT | Sina von Reitzenstein |

Next Meeting:
November 16, 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: October 26, 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:

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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. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Mike Petricca
15. VACANT
16. VACANT
17. VACANT (FWMA/Affiliate 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. Mike Castro, Services Manager
3. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:
November 23, 2021

Meeting Agenda

Call to Order
Invoke AB361

Sina von Reitzenstein

Review and **VOTE** to approve 09/28/2021 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a) Review and discuss September 2021 Financials
 - i. **VOTE** – to approve September 2021 financials
- b) Review and discuss 2020-21 Annual Report (Draft)
 - i. **VOTE** – to approve 2020-21 Annual Report
- c) Communications Manager Position
- d) New Board Member Discussions

Randall Scott
Sina von Reitzenstein
Randall Scott
Sina von Reitzenstein
Randall Scott
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

- a) Food Cart Update
- b) Bike Share Update
- c) Fleet Week/Security Recap
 - i. Discuss winter security levels vs. budget
- d) Rotary Fundraising Event for Polio

Randall Scott

3) MARKETING UPDATES:

- a) Analytics
 - i. Social
 - ii. Web
 - iii. Nonprofit Megaphone
- b) Advertising
- c) September Media Sentiment Report

Jodi Cumming

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.

Board of Directors

Date: October 26, 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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(link is also in invite)

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3. Rodney Fong (Secretary)
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5. Aline Estournes (President Emeritus)
6. **David Berbey**
7. Amy Cacho
8. John Cannizzaro
9. Al Casciato
10. Hagen Choi
11. **Michael Cunningham**
12. **Brian Huber**
13. Isabelle Matter
14. Mike Petricca
15. VACANT
16. VACANT
17. VACANT (Affiliate/FWMA seat)

Community Representatives:

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

FWCBD Marketing:

1. **Jodi Cumming**

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. **Mike Castro, Services Manager**
3. **Pansy Tom, Administrative Coordinator**

Guests:

1. **Chris Corgas, OEWD**

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Next Meeting:

November 16, 2021

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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

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

Review and **VOTE** to approve September 28, 2021 Minutes Sina von Reitzenstein
No quorum present.

1) FINANCIAL UPDATES:

A) Review and discuss September 2021 Financials Randall Scott
No quorum present.

B) Review and discuss 2020-21 Annual Report (Draft) Randall Scott
No quorum present.

C) Communications Manager Position Randall Scott

- The individual is responsible for providing support to the organization's interface With the public, constituents, stakeholders, and local government in 7 main areas of focus.
- The position will be posted with the International Downtown Association (IDA).

D) New Board Members Discussion Sina von Reitzenstein

- Replacements are needed to fill the vacancies left by Kathleen Sasso (Ghirardelli Square) and Marco Chavez (Kimpton Alton Hotel). The CBD will invite Jeff Ong and Emily Nichols, respectively, to fill these seats. Janet Roxas (Tower Tours) was approved by FWMA to fill the FWMA/Affiliate seat moving forward.

2) EXECUTIVE DIRECTOR'S REPORT Randall Scott

A) Food Cart Update

- The Port's pilot permit program for vendors took effect on October 20th.

B) Bike Share Update

- The Executive Committee will draft comments for the SFMTA board hearing.

C) Fleet Week /Security Recap

- Minimal auto break-ins in the morning. SFPD did not close streets.

D) Winter Security Levels

- Reduce to 2 Execushield officers for 4 days/week, 11 a.m. to 7 p.m.; weekends 12 p.m. to 8 p.m.

E) Rotary Fundraising Event for Polio

- Event postponed to October 30th due to bad weather.

3) MARKETING UPDATES: Jodi Cumming

A) Analytics (Social/Web) for September

- Facebook reach numbers were down over August. Again, the return of the cable Cars did well, along with a post about The Cheese School (Ghirardelli Square).
- Instagram was down 17.8% over August. Posts about the cable cars and the Kimpton Alton Hotel did well.

B) Website

- Sessions have dropped off since July, but up a bit over August.
- Spent \$1,000 at the end of September to advertise Fleet Week.
- 401 users on Visit Widget.

C) Nonprofit Megaphone

- 5,000 click-throughs on ads for Fleet Week (keyword). 20-day video ad on Facebook and Instagram reached over 91,000 in California.

D) September Media Sentiment Report

- We have now switched over to Critical Mention.

- For TV, we had 23 mentions to an audience of 374,000. Value: \$80,000. Mostly positive mentions overall.

4) NEW BUSINESS:

Randall Scott

5) GENERAL PUBLIC COMMENT

6) ADJOURNMENT

Sina von Reitzenstein



Board of Directors

Date: November 16, 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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17. VACANT (FWMA/Affiliate Seat)

Community Members:

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2. Jay Edwards, Port of San Francisco

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:

January 25, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve 09/28/2021 and 10/26/2021 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a) Review and discuss September & October 2021 Financials
 - i. **VOTE** – to approve September & October 2021 financials
- b) PPP Loan #2 Forgiveness Application
- c) Review and discuss 2020-21 Annual Report (Draft)
 - i. **VOTE** – to approve 2020-21 Annual Report
- d) Communications Manager Position
- e) New Board Members Update

2) EXECUTIVE DIRECTOR'S REPORT:

- a) Food Cart Update
- b) Bike Share Update

3) MARKETING UPDATES:

- a) Analytics
 - i. Social
 - ii. Web
 - iii. Nonprofit Megaphone
- b) Advertising
- c) October Media Sentiment Report

4) NEW BUSINESS:

- a) Nonprofit Megaphone Chicago Market Test
- b) MerryTime at the Wharf
- c) Shop & Dine in the 49
- d) Pole Sticker Signage
- e) Parking Security Signage – SF Safe/SFPD
- f) Holiday Party, December 7, Kimpton Alton Hotel

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: November 16, 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 Cachio**
8. **John Cannizzaro**
9. **Al Casciato**
10. **Hagen Choi**
11. **Michael Cunningham**
12. **Brian Huber**
13. **Isabelle Matter**
14. **Mike Petricca**
15. **Janet Roxas**
16. **VACANT**
17. **VACANT**

Community Representatives:

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

FWCBD Marketing:

1. **Jodi Cumming**

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. **Mike Castro, Services Manager**
3. **Pansy Tom, Administrative Coordinator**

Guests:

1. **PNhut deLeon Cacal, Fong Real Estate Company**

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Next Meeting:

January 25, 2022

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

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

Review and **VOTE** to approve September 28, 2021 and October 26, 2021 Minutes Sina von Reitzenstein

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

1) FINANCIAL UPDATES:

A) Review and discuss September 2021 and October 2021 Financials Randall Scott

- For the month of October, the total revenue was \$63,455 or 5% of the annual budget of \$1,305,783. Total expense was \$457,839 or 35% of the annual budget. The expense over is over revenue by \$394,384.
- The CBD will be rotating to a new accountant.

VOTE to approve September 2021 Financials

Sina von Reitzenstein

1st Hagen Choi 2nd Jeff Sears Unanimous Vote

VOTE to approve October 2021 Financials

Sina von Reitzenstein

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

B) PPP Loan #2 Forgiveness Application Randall Scott

- The application has been submitted to Wells Fargo.

C) Review and discuss 2020-21 Annual Report (Draft)

Randall Scott

VOTE to approve 2020-21 Annual Report (Draft)

Sina von Reitzenstein

1st Jeff Sears 2nd Al Casciato Unanimous

- The Annual Report will be posted to the website. Postcards will be mailed out to all FWCBD constituents, which will include a QR code and link to access.

D) Communications Manager Position

Randall Scott

- Position was posted on Indeed. An interview was conducted with a potential candidate and an offer was made.

E) New Board Members Update

Randall Scott

- Sina will send invitations to Emily Nichols (Kimpton Alton Hotel) and Jeff Ong (Ghirardelli Square) to replace their predecessors on the Board.

2) EXECUTIVE DIRECTOR'S REPORT Randall Scott

A) Food Cart Update

- The issue is now citywide.
- Permit legislation has passed, but enforcement is lacking due to Port staff shortage, especially on weekends. SFPD cannot enforce; only support as backup.

B) Bike Share Update

- The ongoing issue has now reached a stalemate after 10 years and the only option would be to take the matter before the SFMTA Board.
- Bike Rental = recreation; Bike Share = transportation.

3) MARKETING UPDATES: Jodi Cumming

A) Analytics (Social/Web) for October

- Facebook reach was over 750,000; down 9.1%. Peaks took place during Fleet Week and Mayor's celebration of reopening of Jefferson Street.
- Instagram was significantly up by 93.7% with a reach of over 10,000. Peaks included Fleet Week, reopening of Jefferson Street, and pint-sized pups appearing at the Wharf.

B) Website

- We have made significant strides compared to last year. Slight dip in traffic, but signs of International traffic with border reopening.
- Organic traffic continues to be strong. Numbers remain steady compared to September.

- In early January, we will be rebranding with "Iconically Yours."
- Visit Widget users went up as well as the average session durations, but downloads are down. People were definitely doing research to plan their visits, but not downloading the information. Increases attributed to Fleet Week.

C) Nonprofit Megaphone

- Google ads continue to perform well. Clicks from ads to website are above average and number of impressions are high.
- Running a test on Chicago market with Facebook and Instagram ads, using Google ad words.

D) New Neighborhood Pole Stickers

- New stickers installed on October 26th, with informational QR code, to drive more people to website. Digital content will be updated regularly. We can also track where visitors are from. Top country – US; top city – Portland.

4) NEW BUSINESS:

Randall Scott

A) Merrytime at the Wharf

- Need holiday spirit in the community. Encourage merchants to decorate with lights. Trees at PIER 39 and Ghirardelli Square. Crab wheel sign is lit up.
- OEWD "Holly Trolley" holiday event on December 16th at flex space.

B) Shop & Dine at the 49

- Contact Jodi or Pansy to participate.

C) Parking Security Signage

- The new design, for signage to be installed on parking meters, will be approved at the next CPAC meeting on November 17th.

D) Holiday Party, December 7th

- A holiday reception, including the FWMA Board and CBD staff, will be held at the Kimpton Alton Hotel.

5) GENERAL PUBLIC COMMENT

- John commented on the vacancies at the Wharf and throughout the City. Potential tenants are hard to attract due to ongoing safety and cleanliness issues. Randall to work with the consortium in easing regulations for starting new businesses. Action is needed on behalf of the City to encourage new business and investment.

6) ADJOURNMENT

Sina von Reitzenstein



Executive Committee

Date: December 14, 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. Al Casciato (At Large)
8. Aline Estournes (President Emeritus)
9. Janet Roxas (FWMA/Affiliate)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

1. Kyle Jones, Placer.ai
2. Chris Lee, Placer.ai

Guests:

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Meeting Minutes

CALL TO ORDER:

Invocation of AB 361

Sina von Reitzenstein

Review and **VOTE** to approve October 19, 2021 Minutes

1st Aline Estournes 2nd Gina Alioto-Biagi Approved

Sina von Reitzenstein

Presentation by Placer, a.i., pedestrian data vendor

- Domestic mobile analytics generated via frequently used apps/app partners
- Ability to target marketing by zip codes

Kyle Jones

1) PROJECT UPDATES:

Randall Scott

A) Welcome to Cecile Gregoire, New Communications Mgr.

B) New Board Members Update

- Jeff Ong, Ghirardelli Square, has been appointed to fulfill the remaining term of his predecessor.
- Awaiting response from Emily Nichols, Kimpton Alton

2) GENERAL PUBLIC COMMENT

3) CLOSED SESSION

Randall Scott

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
January 18, 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.



Executive Committee

Date: December 14, 2021
Time: 2:00 PM
Location: Via Zoom

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

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Agenda

CALL TO ORDER:
Invocation of AB 361

Sina von Reitzenstein

Presentation by Placer.ai, a potential pedestrian data vendor

Review and **VOTE** to approve 10/19/2021 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

Randall Scott

a. Welcome to Cecile Gregoire, New Communications Manager

b. New Board Members Update

2) GENERAL PUBLIC COMMENT

3) CLOSED SESSION

a. Human Resource matters

Randall Scott

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
January 18, 2022

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Executive Committee

Date: January 18, 2022
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[Zoom Meeting Link](#)
(US) +1 669-900-9128
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6. Janet Roxas (FWMA/Affiliate)
7. Al Casciato (Advisory, At Large)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Cecile Gregoire, Communications Manager
3. Pansy Tom, Administrative Coordinator

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Meeting Agenda

CALL TO ORDER:
Invocation of AB 361

Sina von Reitzenstein

1) DISCUSSIONS AND VOTES

- a. Review and VOTE to approve 12/14/2021 Minutes
- b. Review and discuss 6-month pro forma budget
- c. Review and discuss assessment increase

Sina von Reitzenstein

Sina von Reitzenstein

Randall Scott

2) PROJECT UPDATES:

Randall Scott

- a. Affiliate Program
- b. Food Carts
- c. Bike Share (no update)

3) NEW BUSINESS:

Randall Scott

- a. New Board Members: Emily Nichols and Jeff Ong

4) GENERAL PUBLIC COMMENT

5) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
February 15, 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.



Executive Committee

Date: January 18, 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)

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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
4. Pansy Tom, Administrative Coordinator

Guests:

Guests:

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Meeting Minutes

CALL TO ORDER:

Invocation of AB 361

Sina von Reitzenstein

Review and **VOTE** to approve December 14, 2021 Minutes

1st Jeff Sears 2nd Gina Alioto-Biagi Approved

Sina von Reitzenstein

Review and Discuss 6-Month Pro Forma Budget

Sina von Reitzenstein

Review and Discuss Assessment Increase

- Need to adjust for 7% inflation
- 3% minimum, 5% maximum
- No increases occurred during FWCBD Years 1-5

Randall Scott

1) PROJECT UPDATES:

Randall Scott

A) Affiliate Program

- 200 potential Landside constituents to sign up
- Cecile and Randall will be soliciting Portside

B) Food Carts

- Has become a massive problem, especially in San Francisco and Santa Monica
- Will reach out to Sen. Scott Wiener

C) Bike Share

- SFMTA Policy & Governance meeting next week
- Objective: Distinguish Bike Share vs. Bike Rental

2) NEW BUSINESS:

Randall Scott

A) New Board Members: Emily Nichols (Kimpton Alton Hotel) and Jeff Ong (Ghirardelli Square)

3) GENERAL PUBLIC COMMENT

4) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
February 15, 2022

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Board of Directors

Date: January 25, 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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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. Jeff Ong
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

1. Darlene Plumtree, Maritime Association
2. VACANT (Port)

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:

February 22, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Welcome New Board Members Emily Nichols and Jeff Ong, and new Communications Manager Cecile Gregoire

Sina von Reitzenstein

Review and **VOTE** to approve 11/16/2021 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a) Review and discuss November & December 2021 Financials
i. **VOTE** – to approve November 2021 & December 2021 financials
Randall Scott
Sina von Reitzenstein
- b) Review and discuss 6-Month (Jan-June 2022) Pro Forma Budget, which includes Block-by-Block's Modified Contract
i. **VOTE** – to approve 6-Month Pro Forma Budget
Randall Scott
Sina von Reitzenstein
- c) Review and discuss new contract for Placer a.i. (visitor data tool)
i. **VOTE** – to approve new contract for Placer a.i.
Randall Scott
Sina von Reitzenstein
- d) Review and discuss proposed 5% assessment increase
i. **VOTE** – to approve proposed 5% assessment increase
Randall Scott
Sina von Reitzenstein
- e) Review and discuss Video Surveillance Policy and 2020-21 Annual Report Addendum
i. **VOTE** – to approve Video Surveillance Policy and 2020-21 Annual Report Addendum
Randall Scott
Sina von Reitzenstein
- f) Discuss Strategic Planning Proposal
Randall Scott

2) MARKETING UPDATES:

Jodi Cumming

- a) Analytics
i. Social
ii. Web
iii. Nonprofit Megaphone

3) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Critical Mention Sentiment Report
- b) Affiliate Program

4) NEW BUSINESS:

Randall Scott

5) GENERAL PUBLIC COMMENT

6) 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: January 25, 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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3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estourmes (President Emeritus)
6. David Barbey
7. Amy Cacho
8. John Cannizzaro
9. Al Casciato
10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. Jeff Ong
16. Mike Petricca
17. Janet Roxas

Community Representatives:

1. Darlene Plumtree, Maritime Association
2. VACANT

FWCBD Marketing:

1. Jodi Cumming

FWCBD Staff:

1. Randall Scott, Executive Director
2. Cecile Gregoire, Communications Manager
3. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:

February 22, 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.

Minutes

Call to Order: Sina von Reitzenstein

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

Welcome to new Board members Emily Nichols and Jeff Ong, and new staff member Cecile Gregoire, Communications Manager Sina von Reitzenstein

Review and VOTE to approve November 16, 2021 Minutes Sina von Reitzenstein
1st Gina Alioto-Biagi 2nd David Berbey Unanimous Vote

1) FINANCIAL UPDATES:

A) Review and discuss November 2021 and December 2021 Financials Randall Scott

- For the month of December, the total revenue was \$779,828 or 60% of the annual budget of \$1,305,783. Total expense was \$694,254 or 53% of the annual budget. The revenue is over expenses by \$85,574.
- Second PPP loan forgiveness application was approved by Wells Fargo.

VOTE to approve November and December 2021 Financials Sina von Reitzenstein
1st Michael Petricca 2nd David Berbey Unanimous Vote

B) Review and discuss 6-month (January-June 2022) Proforma Budget, which includes Block-by-Block's Modified Contract Randall Scott

- Additional security services from Thurs-Sun is \$26,000/mo. Consensus is these Services need to continue. Police/security presence helps visitors feel safer.

VOTE to approve 6-month Proforma Budget Sina von Reitzenstein
1st Gina Alioto-Biagi 2nd Amy Cacho Unanimous Vote

C) Review and discuss new contract for Placer a.i. (visitor data tool) Randall Scott

- Tracks cell phone data without sharing personal information.
- Accuracy is within 1-2%.
- Data will reflect who our visitors are, how long they're staying, etc. and give us a better understanding of our customer base.
- President von Reitzenstein requested that Placer a.i. make a presentation to the full Board during a Special Meeting.

D) Review and discuss proposed 5% assessment increase Randall Scott

- Increase needed to cover cost increases due to inflation. There have been no regular increases historically. Will hold off proposal until next month.
- Cecile will focus efforts on Affiliate Program sign-ups with goal of additional \$50,000 in revenue.

E) Review and discuss Video Surveillance Policy and 2020-21 Annual Report Addendum Randall Scott
VOTE to adopt Video Surveillance Policy as an addendum to the 2020-21 Annual Report Sina von Reitzenstein
1st Gina Alioto-Biagi 2nd Isabelle Matter Unanimous Vote

F) Discuss Strategic Planning Proposal Randall Scott

- Discussion postponed.

2) EXECUTIVE DIRECTOR'S REPORT Randall Scott

A) Food Cart Update

- Randall will be meeting with Senator Scott Wiener.

3) MARKETING UPDATES: Jodi Cumming

- In the interest of time, an update will be sent out to the Board for review.

4) COMMUNICATIONS UPDATES: Cecile Gregoire

- In December, there were 312 clips: Social (6); US TV (52); Radio California (111); and

Online/Print North America (143).

- Positive mentions (56) due to fresh crab sales off boats; Negative mentions due to “smash and grabs” (146); and Neutral mentions (109).
- Priority is to push Affiliate Program sign-ups.
- “What’s Up Wharf” blog will be posted with launch of new website.
- Building Events Calendar for 2022-23. Working on Valentine’s Day “Romantically Yours” landing page on website.

5) **NEW BUSINESS:**

Randall Scott

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**

Sina von Reitzenstein

Board of Directors

Date: January 28, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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

Board Members:

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

Community Representatives:

1. Darlene Plumtree, Maritime Association
2. VACANT

FWCBD Marketing:

1. Jodi Cumming

FWCBD Staff:

1. Randall Scott, Executive Director
2. Cecile Gregoire, Communications Manager
3. Pansy Tom, Administrative Coordinator

Guests:

1. Chris Corgas, OEWD
2. Scott Gentner, PIER 39
3. Tony Roumph, Hotel Zephyr
4. Jack Ballentine, Retired SFPD
5. Kyle Jones, Placer a.i.
6. Chris Lee, Placer a.i.

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Special Board Meeting Minutes

Call to Order:	Sina von Reitzenstein
Invocation of AB 361 (California Brown Act)	Sina von Reitzenstein
1) Placer a.i. Presentation (Visitor Data Tool) by Kyle Jones and Chris Lee	Randall Scott
Review and VOTE to replace Springboard and approve Placer a.i. One-Year Contract 1 st Rodney Fong 2 nd Mike Petricca Unanimous Vote	Sina von Reitzenstein
2) FWCBD Document Retention Policy	Randall Scott
Review and VOTE to approve FWCBD Document Retention Policy 1 st Al Casciato 2 nd Mike Cunningham Unanimous Vote	Sina von Reitzenstein
3) GENERAL PUBLIC COMMENT	
4) ADJOURNMENT	Sina von Reitzenstein



Board of Directors

Date: January 28, 2022
Time: 12:00 PM
Location: Via Zoom

[Zoom Meeting Link](#)
(US) +1 669-900-9128
Meeting ID: 821 0649 7583
Passcode: 161323 (link is also in invite)

Board Members:

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

Community Members:

1. Darlene Plumtree, Maritime Association
2. VACANT (Port)

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Special Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Presentation of Placer.ai SAAS platform

Kyle Jones

Review and **VOTE** to approve Placer.ai contract

Sina von Reitzenstein

1) PROJECT UPDATES:

a) Review and discuss FWCBD Document Retention Policy

Randall Scott

i. **VOTE** – to approve FWCBD Document Retention Policy

Sina von Reitzenstein

5) GENERAL PUBLIC COMMENT

6) 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: February 22, 2022
Time: 10:00 AM
Location: Via Zoom

Zoom Meeting Link

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

Board Members:

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

Community Representatives:

1. Darlene Plumtree, Maritime Association
2. VACANT

FWCBD Marketing:

1. **Jodi Cumming**

FWCBD Staff:

1. **Randall Scott, Executive Director**
2. **Cecile Gregoire, Communications Manager**
3. **Pansy Tom, Administrative Coordinator**

Guests:

1. **Kim Beal, Port of San Francisco**

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Next Meeting:

March 22, 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.

Minutes

Call to Order: Sina von Reitzenstein

Invocation of AB 361 (California Brown Act) Sina von Reitzenstein

Review and **VOTE** to approve January 25, 2022 Minutes & January 28, 2022 Special Meeting Minutes Sina von Reitzenstein
1st Mike Petricca 2nd Jeff Sears Unanimous Vote

1) **FINANCIAL UPDATES:**

A) **Review and discuss January 2022 Financials**

Randall Scott

- For the month of January, the total revenue was \$780,417 or 60% of the annual budget of \$1,305,783. Total expense was \$803,093 or 62% of the annual budget. The expense is over revenue by \$22,676. Balance of assessment payment to be received in April/May.

VOTE to approve January 2022 Financials

Sina von Reitzenstein

1st Jeff Sears 2nd Mike Petricca Unanimous Vote

B) **Review and discuss proposed 5% assessment increase**

Randall Scott

- Overage in Clean & Safe. Cuts are necessary for next year's budget.

VOTE to approve an increase in assessments based on CPI, to be capped at 5%.

Sina von Reitzenstein

1st Hagen Choi 2nd John Cannizzaro Unanimous Vote

2) **EXECUTIVE DIRECTOR'S REPORT**

Randall Scott

A) **Food Cart Update**

- Met with City Attorney David Chiu, Senator Scott Wiener, and the office of Assemblyman Phil Ting.

B) **Bike Share Update**

- Not much movement now, but optimistic.

C) **Placer a.i. Launch**

- Data generated is very specific and will be very useful.

3) **MARKETING UPDATES:**

Jodi Cumming

- Final design phase of website launched on January 26th. More consumer-friendly and content-driven. Featured are Itineraries; What's Up Wharf (blog); and listings of current Affiliate Members.
- Since launch, we've had 19,432 users; 2.66 pages/session; 2:0 avg. duration; and a 46.73 bounce rate. Much better compared to last year.
- Facebook reach is down, but did great with Dungeness crab posts. Instagram is also down.
- Neighborhood Info Pole Stickers (QR code) – Portland remains as the top city.

4) **COMMUNICATIONS UPDATES:**

Cecile Gregoire

- Created new infographic and sales pitch for Affiliate Program sign-ups.
- Posted a Valentine's Day blog.
- There will be a partnership event between FW and Union Square on Saturday, February 26th at 3 p.m. starting at John's Grill and via cable car ride to the Buena Vista.
- Will resurrect a monthly marketing meeting with hotel community, followed by restaurant community.

5) **NEW BUSINESS:**

Randall Scott

A) Kelly Clarkson Show (NBC) will be filming segment at FW on March 10th.

B) Embarcadero Enhancement Project/Quick Builds – we need the two lanes back.

6) **GENERAL PUBLIC COMMENT**

7) **ADJOURNMENT**

Sina von Reitzenstein



Board of Directors

Date: March 22, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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

Board Members:

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

Community Members:

1. Darlene Plumtree, Maritime Association
2. VACANT (Port)

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:

April 26, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Review and **VOTE** to approve 02/22/2022 Minutes

Sina von Reitzenstein

1) PROJECT UPDATES:

- a) Review and discuss February 2022 Financials
 - i. **VOTE** – to approve February 2022 financials
- b) Redistricting discussion regarding our involvement, or not

Randall Scott
Sina von Reitzenstein
Randall Scott

2) EXECUTIVE DIRECTOR'S REPORT:

- a) Food Cart Update
- b) Bike Share Update
- c) Placer.ai Update

Randall Scott

3) MARKETING UPDATES:

- a) Analytics
 - i. Social
 - ii. Web
 - iii. Nonprofit Megaphone
 - iv. Visit Widget

Cecile Gregoire

4) COMMUNICATIONS UPDATES:

- a) Critical Mention
- b) Affiliate Program
- c) 4/20 Week Updates

Cecile Gregoire

5) NEW BUSINESS:

Randall Scott

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.



Executive Committee

Date: April 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. Aline Estournes (President Emeritus)
6. Janet Roxas (FWMA/Affiliate)
7. Al Casciato (Advisory, At Large)

FWCBD Staff:

1. Randall Scott, Executive Director
2. Cecile Gregoire, Communications Manager
3. Pansy Tom, Administrative Coordinator

Guests:

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Meeting Agenda

CALL TO ORDER:
Invocation of AB 361

Sina von Reitzenstein

1) DISCUSSIONS AND VOTES

- a. Review and VOTE to approve 01/18/22 Minutes

Sina von Reitzenstein

2) PROJECT UPDATES:

Randall Scott

- a. Affiliate Program
- b. Food Carts
- c. Year-End Budget Update

3) NEW BUSINESS:

Randall Scott

- a. 4/23 Activation

4) GENERAL PUBLIC COMMENT

5) CLOSED SESSION

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: April 26, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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

Board Members:

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

Community Members:

1. Darlene Plumtree, Maritime Association
2. Kimberley Beal, Port of SF

Marketing Projects:

1. Jodi Cumming, Interim Dir. of Marketing

FWCBD Staff:

1. Randall Scott, Executive Director
2. Mike Castro, Services Manager
3. Cecile Gregoire, Communications Manager
4. Pansy Tom, Administrative Coordinator

Guests:

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Next Meeting:

May 24, 2022

Meeting Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Staff announcement

Randall Scott

Review and **VOTE** to approve 03/22/2022 Minutes

Sina von Reitzenstein

Mike Petricca made a motion to approve and was seconded by Gina Alioto.
There were none opposed.

1) PROJECT UPDATES:

a) Review and discuss March 2022 Financials

Randall Scott

i. **VOTE** – to approve March 2022 financials

Sina von Reitzenstein

Al Casciato made a motion to approve and was seconded by Gina Alioto.
There were none opposed.

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

a) Food Cart Update

Randall shared his recent meetings with CalTravel

b) Bike Share Update

Jeff Sears shared that there was really no progress from SFMTA

3) MARKETING UPDATES:

Jodi Cumming

a) Analytics

i. Social

ii. Web

iii. Nonprofit Megaphone

iv. Visit Widget

Jodi presented the above information and there were no questions from the board members.

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

a) SF Film Annual Report

b) Coverage Report for Evergreen San Francisco

c) Book Signing Event at Fisherman's Wharf

d) Critical Mention Sentiment Report for March/April

e) Placer.ai March/April Foot Traffic Report

Cecile presented the above information and there were no questions from the board members.

5) NEW BUSINESS:

Randall Scott

There was no new business to discuss.

6) GENERAL PUBLIC COMMENT

There was no public comment.

7) ADJOURNMENT (meeting adjourned 11:14am)

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: June 28th, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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

Board Members:

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Aline Estournes (President Emeritus)
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10. Hagen Choi
11. Michael Cunningham
12. Brian Huber
13. Isabelle Matter
14. Emily Nichols
15. Jeff Ong
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

1. Darlene Plumtree, Maritime Association
2. Kimberley Beal, Port of SF

Marketing Projects:

1. Jodi Cumming

FWCBD Staff:

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

Guests: Rebecca Benassini, Samantha Davis

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Next Meeting:

July 26th, 2022

Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Staff announcement

Randall Scott

10:03am – Meeting launched

Review and **VOTE** to approve 05/24/2022 Minutes

Sina von Reitzenstein

Aline Estournes 1st Motion, Mike Petricca 2nd Motion, Unanimous Decision – Meeting Minutes approved

1) PROJECT UPDATES:

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

Randall Scott

Sina von Reitzenstein

Hagen Choi 1st, Motion, N/A 2nd Motion, Unanimous Decision – Financials approved.

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) IDA Fellowship review: Reviewed slide show of New York IDA trip.
- b) Food Cart Update: N/A
- d) Board member term extension: N/A
- e) SFPD thank you dinner: Projected date is August 17th, 2022.

3) MARKETING UPDATES:

Jodi Cumming

- a) Analytics
 - i. Social
 - ii. Web
 - iii. Nonprofit Megaphone
 - iv. Visit Widget

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Critical Mention Sentiment Report for May
- b) Affiliate Program
- c) Placer.ai metrics for May

5) SERVICES MANAGER UPDATES

Mike Castro

- a) Annual key metrics review

6) NEW BUSINESS:

Randall Scott

- Rebecca Update: New brokers for Pier 33 and behind Ferry Building. Alioto's will soon return to the [source].

7) GENERAL PUBLIC COMMENT

8) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 11:07am

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.