



Executive Committee

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

[Zoom Meeting Link](#)
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(link is also in invite)

Board Members:

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Al Casciato (At Large)
6. Aline Estournes (President Emeritus)
7. Janet Roxas (FWMA/Affiliate)

FWCBD Staff:

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

Guests:

Guests:

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after board/committee member discussion of item and before board/committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to the address the Board.

Agenda

CALL TO ORDER:

Sina von Reitzenstein

Invocation of AB 361

1) DISCUSSION AND VOTES:

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

Sina von Reitzenstein

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

2) PROJECT UPDATES:

Randall Scott

A) Affiliate Program

B) Food Carts

C) Year-End Financials Review

3) NEW BUSINESS:

Randall Scott

- Staffing Updates

4) GENERAL PUBLIC COMMENT

6) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
May 17, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.



Executive Committee

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

[Zoom Meeting Link](#)
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(link is also in invite)

Board Members:

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Al Casciato (At Large)
6. Aline Estournes (President Emeritus)
7. Janet Roxas (FWMA/Affiliate)

FWCBD Staff:

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

Guests:

Guests:

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after board/committee member discussion of item and before board/committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Minutes

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

Sina von Reitzenstein

1) DISCUSSION AND VOTES:

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

Sina von Reitzenstein

2) PROJECT UPDATES:

Randall Scott

A) Affiliate Program

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

B) Food Carts

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

C)

D) Year-End Financials Review

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

3) NEW BUSINESS:

Randall Scott

• Staffing Updates

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

4) GENERAL PUBLIC COMMENT

6) ADJOURNMENT: 2:43pm

Sina von Reitzenstein

Next Meeting:
May 17, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.



Board of Directors

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

[Zoom Meeting Link](#)

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

Board Members:

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

Community Members:

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

Marketing Projects:

1. Jodi Cumming

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

June 28th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Meeting launched at 10:09AM.

Board member update

Sina von Reitzenstein

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

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

Sina von Reitzenstein

QUAIREM NOT MET FOR VOTING PURPOSES

1) PROJECT UPDATES:

- a) Review and discuss June/Fiscal 21-2022 Financials
- i. **VOTE** – to approve June/Fiscal 21-2022 Financials

Randall Scott

Sina von Reitzenstein

QUAIREM NOT MET FOR VOTING PURPOSES

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

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

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

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

3) MARKETING UPDATES:

Cecile Gregoire

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

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

a) Critical Mention Sentiment Report for April: Sentiment report shows a new broken record 834 times in July 2022. (443 Positive, 84 Negative, 298 Neutral)

b) Affiliate Program: [VERIFY BUSINESSES] added to affiliate program.

c) Placer.ai metrics for April: 111k people visited Fisherman's Wharf on the 4th of July.

5) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 10:38am

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.



Meeting Agenda

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Critical Mention Sentiment Report for April: Positive coverage and sentiment remains steady while Negative coverage and sentiment significantly decreased.
- b) Affiliate Program: Overall 16 new business have joined since March 2022 generating \$16,500 in membership dues.
- c) Placer.ai metrics for April: Significant increase in foot traffic and website traffic.

5) NEW BUSINESS:

Randall Scott

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

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein



Board of Directors

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

[Zoom Meeting Link](#)

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

Board Members:

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

Community Members:

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

Marketing Projects:

1. Jodi Cumming

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

June 28th, 2022

Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

Meeting launched at 10:09AM.

Board member update

Sina von Reitzenstein

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

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

Sina von Reitzenstein

QUAIREM NOT MET FOR VOTING PURPOSES

1) PROJECT UPDATES:

- a) Review and discuss June/Fiscal 21-2022 Financials
- i. **VOTE** – to approve June/Fiscal 21-2022 Financials

Randall Scott

Sina von Reitzenstein

QUAIREM NOT MET FOR VOTING PURPOSES

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

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

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

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

3) MARKETING UPDATES:

Cecile Gregoire

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

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

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

5) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 10:38am

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.



Meeting Agenda

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Critical Mention Sentiment Report for April: Positive coverage and sentiment remains steady while Negative coverage and sentiment significantly decreased.
- b) Affiliate Program: Overall 16 new business have joined since March 2022 generating \$16,500 in membership dues.
- c) Placer.ai metrics for April: Significant increase in foot traffic and website traffic.

5) NEW BUSINESS:

Randall Scott

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

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein



Board of Directors

Date: August 23rd, 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. (VACANT)
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

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

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

June 28th, 2022

Meeting Agenda

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

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

Sina von Reitzenstein

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

Sina von Reitzenstein

1) PROJECT UPDATES:

- a) Review and discuss June/Fiscal 21-2022 Financials
- i. **VOTE** – to approve June/Fiscal 21-2022 Financials

Randall Scott
Sina von Reitzenstein

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

Randall Scott
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) Food Cart Update
- b) San Francisco Benefit District Alliance Update
- c) SF POA dinner review

3) MARKETING UPDATES:

Kaitlin Thresher

- a) Analytics: social media, website, Visit Widget
- b) New social media platforms
- c) Updates on ticket sales integration with Aquarium of the Bay

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for July/August
- b) Affiliate Program Updates for August
- c) Moulin Rouge Campaign
- d) Placer.ai Update for July/August

5) NEW BUSINESS:

Randall Scott

- a) Fleet Week Dinner invitation

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

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



Board of Directors

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

[Zoom Meeting Link](#)

(US) +1 669-900-9128
 Meeting ID: 880 7164 6825
 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. (VACANT)
16. **Mike Petricca**
17. **Janet Roxas (FWMA Affiliate)**

Community Members:

1. **Darlene Plumtree, Maritime Association**
2. Kimberley Beal, Port of SF
3. **Don Kavanaugh (Port of SF)**
4. **Phnut DeLeon-Cacal**

FWCBD Staff:

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

Guests: Rebecca Benassini

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

September 27, 2022

Meeting Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

10:05am – Meeting launched

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

Sina von Reitzenstein

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

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

Sina von Reitzenstein

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

1) PROJECT UPDATES:

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

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

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

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

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

3) MARKETING UPDATES:

Kaitlin Thresher

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

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

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

5) NEW BUSINESS:

Randall Scott

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

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 10:57 am

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: September 27th, 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. (VACANT)
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

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

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

October 25th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

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

Sina von Reitzenstein

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

Susan Mostajo

1) PROJECT UPDATES:

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

Randall Scott
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a) Food Cart Update
- b) San Francisco Benefit District Alliance Update
- c) Wax Museum Mixer recap
- d) Haunted House grant update
- e) National Experience Activation
- f) Fleet Week

3) MARKETING UPDATES:

Kaitlin Thresher

- a) Analytics: social media, website, Visit Widget
- b) New social media platforms
- c) Updates on ticket sales integration with Aquarium of the Bay

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

- a) Sentiment Report – Mention Analytics for July/August
- b) Affiliate Program Updates for August
- c) Moulin Rouge Campaign
- d) Placer.ai Update for August/September

5) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

*tentative

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: September 27, 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 Cachó**
8. John Cannizzaro
9. **Al Casciato (At-Large)**
10. **Hagen Choi**
11. **Michael Cunningham**
12. Brian Huber
13. **Isabelle Matter**
14. **Emily Nichols**
15. (VACANT)
16. **Mike Petricca**
17. Janet Roxas (FWMA Affiliate)

Community Members:

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

FWCBD Staff:

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

Guests: Susan Mostajo, Wendy

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

October 25th, 2022

Meeting Minutes

Call to Order

Sina von Reitzenstein

Invocation of AB 361

10:06am – Meeting launched

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

Sina von Reitzenstein

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

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

Susan Mostajo

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

1) PROJECT UPDATES:

a) Review and discuss August 2022 Financials

Randall Scott

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

Sina von Reitzenstein

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

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

a) Food Cart Update: SB972 was approved

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

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

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

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

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

3) MARKETING UPDATES:

Kaitlin Thresher

a) Analytics: social media, website, Visit Widget

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

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

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

4) COMMUNICATIONS UPDATES:

Cecile Gregoire

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

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

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

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

5) NEW BUSINESS:

Randall Scott

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

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 11:19 am

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.



Board of Directors

Date: October 25th, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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

Board Members:

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. (VACANT)
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

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

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

November 15th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

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

Sina von Reitzenstein

1) PROJECT UPDATES:

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

Randall Scott
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a. Food Cart Update
- b. San Francisco Benefit District Alliance Update
- c. National Experience Activation
- d. Fleet Week Recap

3). Marketing Report

Kaitlin Thresher

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

4). Communications Report

Cecile Gregoire

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

5). Holiday Activations

Cecile & Kaitlin

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

6) NEW BUSINESS:

Randall Scott

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

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.



Board of Directors

Date: October 25th, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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

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. (VACANT)
16. Mike Petricca
17. Janet Roxas (FWMA Affiliate)

Community Members:

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

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

10:02 – Meeting launched

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

Sina von Reitzenstein

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

1) PROJECT UPDATES:

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

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

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

3). Marketing Report

Kaitlin Thresher

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

5). Holiday Activations

Cecile & Kaitlin

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

6) NEW BUSINESS:

Randall Scott

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

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

Meeting adjourned at 11:03am

Next Meeting:

November 15th, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.



Board of Directors

Date: November 15th, 2022
Time: 10:00 AM
Location: Via Zoom

[Zoom Meeting Link](#)

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

Board Members:

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. VACANT
16. Mike Petricca
17. VACANT (Affiliate)

Community Members:

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

FWCBD Staff:

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

Guests: Chris Corgas, Rebecca Benassini, Sandra

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after Board/Committee member discussion of item and before Board/Committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to address the Board.

Next Meeting:

November 15th, 2022

Meeting Agenda

Call to Order

Sina von Reitzenstein

Invocation of AB 361

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

Sina von Reitzenstein

1) PROJECT UPDATES:

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

Randall Scott
Sina von Reitzenstein

2) EXECUTIVE DIRECTOR'S REPORT:

Randall Scott

- a. Food Cart Update
- b. San Francisco Benefit District Alliance Update
- c. National Experiential Activation

3). MARKETING REPORT

Kaitlin Thresher

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

4). COMMUNICATIONS REPORT

Cecile Gregoire

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

5). HOLIDAY ACTIVATIONS

Cecile & Kaitlin

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

6) NEW BUSINESS:

Randall Scott

6) GENERAL PUBLIC COMMENT

7) ADJOURNMENT

Sina von Reitzenstein

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

[Zoom Meeting Link](#)
(US) +1 669-900-9128
Meeting ID: 835 1492 9026
Passcode: 138779
(link is also in invite)

Board Members:

1. Sina von Reitzenstein (President)
2. Gina Alioto-Biagi (VP)
3. Rodney Fong (Secretary)
4. Jeff Sears (Treasurer)
5. Al Casciato (At Large)
6. Aline Estournes (President Emeritus)
7. Janet Roxas (FWMA/Affiliate)

FWCBD Staff:

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

Guests:

Guests:

Members of the public will be permitted to comment based on a first come, first served basis. Public Comment is limited to 3 minutes per person per item, and 12 minutes total per item, which may result in only a limited number of members of the public being able to comment on each agenda item. Public comment will be taken after board/committee member discussion of item and before board/committee vote on item. Members of the public must follow these time limits when making their comments and will be asked to stop their comments once they have reached their allotted time.

Pursuant to Section 54957.9 of the Brown Act, the Board shall exclude or remove all persons who willfully cause a disruption of a meeting so that the meeting cannot be conducted in an orderly manner.

If, due to a disability, you require accommodations to attend this meeting, please contact the CBD office at 415-673-3530.

All CBD Board meetings are open to the public. Attendees may address the board on items appearing on the agenda and may also address the Board on items not listed on the agenda during the General Public Comment period, so long as the matters addressed fall within the scope of the Board's authority. Each speaker shall have up to 2 minutes to the address the Board.

Agenda

CALL TO ORDER:

Invocation of AB 361

Sina von Reitzenstein

1) DISCUSSION AND VOTES:

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

Sina von Reitzenstein
Sina von Reitzenstein
Sina von Reitzenstein

2) PROJECT UPDATES:

A) Financials Review

Randall Scott

3) NEW BUSINESS:

Randall Scott

4) GENERAL PUBLIC COMMENT

5) CLOSED SESSION

a. Personnel matters

Randall Scott

6) ADJOURNMENT

Sina von Reitzenstein

Next Meeting:
May 17, 2022

This meeting is being held virtually in accordance with AB 361, which extends provisions to California State Governor Gavin Newsom's Executive Orders N-29-20 and N-35-20, issued on 3/17/20 and 3/21/20, respectively.