



## Board of Directors Meeting Minutes

Tuesday, May 13, 2014

Location: Waterfront Hotel

Mark Hochstatter, Chair, Presiding

Present: T. Adams; J. Albrecht; C. Chan; M. Clement; M. Everton, Treasurer; B. Fonzi; C. Hirschfield; M. Hochstatter, Chair; L. Kershner; M. LeBlanc, Vice Chair; L. Meyer, S. Nassif

Absent: K. Brewer; B. Dalleske; J. Parrot; S. Patel, Past Chair; L. Stewart, Secretary; C. Wright

Special Guests: Isaac Kos-Read, Public Affairs Consultant, Oakland Metropolitan Chamber of Commerce; John Lambeth, President, Civitas; Carson Lambeth Project Manager, Civitas, Barbara Leslie, President/CEO, Oakland Metropolitan Chamber of Commerce

Staff: N. Alvanez, K. Bardakian, A. Best, S. Nash

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1. Call to Order – 4:05 pm M. Hochstatter
2. Guest Speaker – John Lambeth, President, Civitas
  - Tourism BID presentation and reviewed proposal. Touched on timeline, price and what to expect.

Guest Speaker – Isaac Kos-Reed

  - Updated the Board regarding the raising of minimum wage in Oakland
3. Consent Agenda
  - Minutes – Approve the March 11<sup>th</sup> Board of Directors Minutes.  
M – B. Fonzi, S – S. Nassif. Passed unanimously.
4. PR and Partnership Report – K. Bardakian gave a PR and Partnership update including a recap of the launch event, press requests and USA Today and New York times press pieces.
5. Marketing Report – N. Alvanez gave a Marketing update regarding a recap of the launch event, new website, Tourism Week, and updating the visitor guide and maps.
6. Sales Update – A. Best gave a sales update including the updated convention calendar and upcoming tradeshow.

7. Financial Report – M. Everton discussed the financials included with the Board packet.
  - Everton put forth a motion to approve the Financials. M – T. Adams, S – S. Nassif. Passed unanimously.
8. Nominations Committee –
  - M. Hochstatter put forth a motion to approve Barbara Leslie, President/CEO of the Oakland Metropolitan Chamber of Commerce to join the Visit Oakland Board of Directors. M – T. Adams, S – S. Nassif. Passed unanimously.
9. CEO Report – A. Best gave an update including the possible attendance of Visit Oakland to the UK Raiders game in place of Pow Wow for 2015.
10. Adjourn – 6:10 pm M. Hochstatter

Minutes recorded by S. Nash