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

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 11th Board of Directors Minutes.


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 tradeshows.
7. Financial Report – M. Everton discussed the financials included with the Board packet.

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.


10. Adjourn – 6:10 pm

    Minutes recorded by S. Nash