



Board of Directors Meeting Minutes

Wednesday, March 11, 2015

Location: Waterfront Hotel

Mark Hochstatter, Chair, Presiding

Present: V. Adams; J. Albrecht; C. Chan; D. Davis; M. Everton, Treasurer; B. Fonzi; C. Hirschfield; M. Hochstatter, Chair; L. Kershner; M. LeBlanc, Vice Chair; L. Meyer; S. Nassif; P. Patel; L. Stewart, Secretary

Absent: M. Clement; L. Czarnecki; B. Leslie; J. Parrot; S. Patel, Past Chair

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

1. Call to Order – 4:15 pm M. Hochstatter
2. Consent Agenda
 - Minutes – M. Hochstatter asked for a motion to approve the January 13th Board of Directors Minutes. M – L. Stewart, S – C. Hirschfield. Passed unanimously.
3. Staff Reports –
 - N. Alvarez gave a Marketing update including the new visitor guide and map, wayfinding project and recap of Restaurant Week.
 - K. Bardakian gave a PR & Community Relations recap including meeting with news directors, Restaurant Week media sponsors and I AM Oakland.
 - A. Best gave a Sales update including leads included in Board packet and Spring Training event in Mesa.
4. CEO Report – A. Best gave an update on the Convention Calendar, May 5th Annual Breakfast and OTBID (Oakland Tourism Business Improvement District).
5. Financial Report – M. Everton reviewed the December 2014 financials included with the Board packet.
 - M. Everton asked for a motion to approve the Financials. M – V. Adams, S – B. Fonzi. Passed unanimously.
6. Adjourn – 5:40 pm M. Hochstatter
Minutes recorded by S. Nash