



## Board of Directors Meeting Minutes

Tuesday, January 12, 2016

Location: Executive Inn & Suites, 1755 Embarcadero, Oakland, CA 94606

Michael LeBlanc, Chair, Presiding

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

Absent: L. Czarnecki; J. Parrot; L. Stewart, Vice Chair

Guests: M. Rose; Z. Wasserman

Staff: N. Alvarez; A. Best; S. Nash

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1. Call to Order – 4:02 pm M. LeBlanc
2. Public Comments/Announcements
  - M. LeBlanc started the meeting with discussion around the importance of committees. The job of the committee is to talk things through and analyze before coming to the Board with their recommendations. He'd like Board meeting to happen more often for a shorter period of time. With committees doing their work, this will be possible.
3. Guest Speakers – Zack Wasserman, Wendel Rosen Black & Dean
  - Z. Wasserman presented on the Brown Act and handed out a one sheet for people to reference.
    - The Brown Act explicitly applies to TBID activities. Visit Oakland is the official agency under the Oakland ordinance serving as the fiscal agent for the TBID. The TBID Committee that VO has created will fall under the Brown Act rules. The notices for these meetings need to be posted 72 hours prior to meeting. If the discussion is purely informational regarding TBID and there is no action item then the meeting doesn't need to be posted. The Brown Act will apply when VO board approves TBID budget and other TBID action items.
    - Under the Brown Act the following constitutes meetings: board meetings, standing committee meetings and executive committee meetings. It is prohibited to discuss any TBID related activities amongst a group of board members that equals a quorum. Or in a situation where you tell members the opinions of other members.
    - The TBID budget essentially needs 2 approvals. One from the committee level and one from the board level. Legally the VO board has the upper hand but practically and politically the TBID committee does. S. Nassif asked for clarification. For a very sensible reason, the decision was made that the hotels that were a part of the TBID have input.
4. Approval of Minutes
  - Moved by M. Everton, seconded by S. Nassif, that the minutes from the board meeting held December 1, 2015 be approved. Passed unanimously.

## 5. Financial Report

- M. Everton reviewed the Revenue and Expenses Recap – Comparison to Budget that was included in the board packet.
  - Moved by V. Adams, seconded by S. Patel, that the financial reports for YTD as of November 30<sup>th</sup>, 2015 be approved. Passed unanimously.

## 6. Marketing Committee Update

- M. LeBlanc stated that a process has been put in place for the Marketing committee. The committee is included early on projects and has the opportunity for input and to be engaged.
- N. Alvarez reviewed the marketing report in the board packet.
  - 5 Stages of Travel include: dreaming, researching, booking, experiencing and sharing.
  - Brand Pillars included in Strategic Plan: urban excitement, culture, outdoor beauty, tech & innovation, culinary, proximity
- Restaurant Week starts January 14<sup>th</sup>. The kickoff party is January 13<sup>th</sup> from 5 pm to 7 pm at Swans Market. All board members are invited and have a complimentary ticket.
  - Advertising includes: digital board on 880, billboard above Luka's taproom on Broadway, billboard on 680 at North Main St. exit, Bart trains, prerole ad running on YouTube, radio, KTVU and Americanexpress.com
- During the Super Bowl we will be running a campaign through Sojern – "50 Reasons to Stay in Oakland". This is a \$15,000 from TBID funding and metrics will be supplied after the campaign ends.
- M. Everton asked for reaction and popularity of the "Real Thing" brand video. One of the biggest survey responses that VO needed a video that brought Oakland to life. A 90 second was created from to focus on the California drive market and millennial travelers. This market wants urban, culture, and culinary, which were included in this video.
  - Facebook page reaction was tremendous – a typical post gets 40,000 impressions and 500-800 reactions. This video received 570,000 impressions and 182,000 reactions. Marketing committee saw rough cut of video and board reaction was mixed.
- M. Everton asked why the traffic to the website has dropped for December 2015. VO had an ad campaign in place for winter but couldn't do it due to TBID funds not being received. There wasn't a paid SEO in place. Sojern kicks in this week for the Super Bowl campaign and will drive traffic for January. Overall traffic is higher than last year.
  - M. Hochstatter questioned why we didn't do the spend for a winter campaign. VO had a holiday campaign put together but only M. Hochstatter's hotel replied so we couldn't justify spending \$15,000 for one hotel.

## 7. Nominating Committee – No updates

## 8. Tourism Advocacy Committee – No updates

## 9. CEO Report

- The Strategic Plan was emailed and the board has two weeks from today to give feedback. It will be brought to the February 16<sup>th</sup> meeting for final approval.
- Interviews are being held for the Digital Marketing & Communications position. A. Best asked for the opinion of the board if it's more important for the candidates to be from Oakland or if it's more important for them to have industry experience. After a brief discussion, it was the consensus of the board that it would be great to hire locally but if local candidates aren't as qualified as others then go outside.

10. Adjourn – 5:45 pm

Minutes recorded by S. Nash

*Closed session meeting followed Board Meeting adjournment*

M. LeBlanc