

# VISIT Oakland

## Board of Directors Meeting

December 05, 2023 | 4:00-5:30pm

Reception: 5:30-7:00pm

Location: Claremont Club & Spa, A Fairmont Hotel

### Attendees (**Red** denotes NOT in attendance)

John Albrecht  
Dennis Berris  
Thomas Cavanagh  
Carl Chan  
Nik Dehejia  
**Peter DePaschalis**  
James Dinnall  
**Gyasi Edwards**  
**Barney Fonzi**  
Susan Garcia  
**Kurt Hanson**

Mieko Hatano  
Josh Howard  
**Tyrell Johnson**  
Autumn King  
John Lauritsen  
**Barbara Leslie**  
Bharat Lugani  
**John Marsh**  
Kymberly Miller  
**Bryan Osaki**  
Kyle Overaker

Jana Pastena  
Dhruv Patel  
Nik Patel  
Taj Tashombe  
**Adam Tobin**  
Savian Hauser  
Angela Tsay  
Edward Roe

### Staff and Guests:

Peter Gamez  
Juan Camero  
Kathy Marshall  
Carole Manning-Kim  
Jasmin Odion

Brook Yciano  
Shirley Manan  
Renee Roberts  
Valeria Mejia  
Marilyn Aguilera

Elizabeth Falkner

## **1. Welcome and Call to Order**

Mr. Patel called the meeting to order at 4:15 PM. Mr. Patel recognized the anti-trust compliance and conflict of interest policies. No conflicts of interest were reported.

## **2. Public Comment**

Mr. Patel Opened the meeting to public comment.

**No public comments**

## **3. Welcome to Claremont Club & Spa, A Fairmont Hotel**

- Mr. Edward Roe greeted the board and provided an overview of Claremont Club & Spa, A Fairmont Hotel.

## **4. Financial**

Ms. Yciano addressed the board and provided a financial update and reviewed the statement of financial position as well as statement of activities YTD October 2023.

## **5. Activate Oakland**

Ms. Elizabeth Falkner addressed the board and discussed the Activate Oakland grant. She provided statistics around the applications submitted for the grants. She also provided a recap for the grant and the awardee highlights.

Dialogue ensued upon Ms. Falkner's presentation.

## **6. Sales**

Ms. Manning-Kim addressed the board and provided an update on sales strategies/partnership, media marketing with quarterly meeting and events currently all the way to early 2025.

## **7. Partnerships**

Ms. Manan addressed the board and provided some highlights to the 2024 Inspiration guide. She also discussed how marketing efforts are being amplified at the Oakland International Airport and Bart. She recapped January to October 2023 along with statistics of page/views on the Visit Oakland website. Her presentation was concluded with a dog-friendly campaign to Oakland.

## **8. Public Relations and Communication**

Ms. Roberts addressed the board and recapping Oakland Style and events for the community, media coverage, visiting journalists, and board attendees for week of October 18<sup>th</sup> to 22<sup>nd</sup>. There is anticipation of an increase in overnight stays due to event.

Dialogue ensued upon Ms. Roberts' presentation of Oakland Style.

## **9. Marketing**

Mr. Camero addressed the board with a focus on "Think Oakland First Holiday Campaign," with the dates being November 28, 2023 to January 7, 2024. He also provided its landing page for review.

## **10. CEO Update**

Mr. Gamez addressed the board and discussed the upcoming Oakland Police Department luncheon and asked if board members would like to attend. He also updated the board on travel safety in Oakland, which can be found at the Visit Oakland website.

He then reviewed OTBID renewal and the Oakland Tourism business improvement district timeline. He concluded his presentation by providing dates to the next executive committee and board of directors meeting.

He then went on to adjourn the meeting.

## **11. Adjourn**

Meeting adjourned at 5:45 PM