

VISIT Oakland

Board of Directors Meeting

September 27, 2023 | 4:00-6:00pm

Reception: 6:00-7:00pm

Location: Block Community Hub at Uptown Station

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

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 4:03 PM. Mr. Patel recognized the anti-trust compliance and conflict of interest policies. No conflicts of interest were reported.

Ms. Garcia from Kissel welcomed the Executive Committee.

2. Public Comment

Mr. Patel Opened the meeting to public comment.

No public comments

3. Welcome to Block Community Hub at Uptown Station

- Ahmed Ali Bob greeted the board and provided an overview of Block Community Hub.

4. Action Item: Board Meeting Minutes, June 7, 2023

The minutes from June 7 Board of Directors meeting were approved unanimously on a motion by Ms. King and seconded on a motion by Ms. Pastena.

5. Guest Speaker

Mr. Jeff Thompson, Acting Captain Oakland Police Department representing Area 1, addressed the board and discussed current safety climate in downtown area. Items of topic also included increased foot patrol and reviewing current chase policy.

Dialogue ensued after comments made by Mr. Thompson.

6. OTBID Renewal

Ms. Kim Bardakian addressed the board and discussed team strategy to renew OTBID. This included three phases.

-Phase 1: Leveraging and activating relationships, Activate OAK.

-Phase 2: General management. Listen and get to know hotel GM's better. Have them work along with Civitas which includes safety messaging.

-Phase 3: Petitioning to keep relationship ongoing.

Ms. Lambeth then addressed the board and reviewed timeline for OAK tourism business.

Dialogue ensued once Ms. Lambeth completed her comments.

7. Activate Oakland

Ms. Elizabeth Falkner addressed the board and discussed the Activate Oakland grant. She advised that the application process is live and currently have 83 applications that had been submitted.

There is a focus on key initiatives on providing information in the following languages: English, Spanish and Chinese with outreach to create awareness of the grant. She mentioned that there is an opportunity for Visit Oakland board members to help support in evaluation process. Still determining how that would look as to avoid any conflict of interest.

Dialogue ensued upon Ms. Falkner's presentation.

8. Public Relations and Communication

Ms. Roberts addressed the board and reviewing Oakland Style and events for the community, media coverage, visiting journalists, and board attendees for week of October 18th to 22nd.

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

9. CEO Update

Mr. Gamez addressed the board and discussed the participation of Alamar (restaurant) and expressed gratitude. He then thanked the board for their participation and made mention that the October 25th executive committee board meeting may be moved. Also, a reminder that December 15th will be the Holiday Board Meeting.

He then went on to adjourn the meeting.

10. Adjourn

Meeting adjourned at 5:42 PM