

# VISIT Oakland

## Executive Committee Meeting

December 7, 2022

Location: Claremont Club and Spa  
41 Tunnel Rd, Berkeley, CA 94705

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

John Albrecht

**Dennis Berris**

Thomas Cavanagh

Carl Chan

**Nik Dehejia**

Peter DePaschalis

Gyasi Edwards

Barney Fonzi

**Kurt Hanson**

**Mieko Hatano**

**Mark Ive**

**Tyrell Johnson**

Autumn King

**Barbara Leslie**

John Marsh

Shannon McIssac

**Bryan Osaki**

Kyle Overaker

Adam Tobin

**Jana Pastena**

Anand Patel

Dhruv Patel

Nik Patel

Taj Tashombe

Adam Tobin

Paul Tormey

**James Dinnall**

Kimberly Miller

Josh Howard

**Staff and Guests:**

Peter Gamez  
Juan Camero  
Carol Manning-Kim  
Jasmin Odion

Brook Yciano  
Shirley Manan  
Renee Roberts

Kathy Marshall

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**1. Welcome and Call to Order**

Mr. D. Patel called the meeting to order at 4:22PM. Mr. D. Patel recognized the anti-trust compliance and conflict of interest policies.

No conflicts of interest were reported.

**2. Public Comment**

Mr. D Patel opened the meeting to public comment

There were no public comments

**3. Welcome to the Claremont Club and Spa,- a Fairmont Hotel**

**4. Guest Speaker:**

**5. Action Item: Board Meeting Minutes, September 22, 2022**

The meeting minutes from the September 22<sup>nd</sup> Board of Directors meeting were approved unanimously on a motion by Mr. Edwards and on a second by Mr. A. Patel.

**6. Action Item: Board Vote**

Finance vote for moving Visit Oakland's CD account from Community Bank of the Bay to Poppy Bank

Dialogue ensued prior to the vote and then were approved unanimously on motion by Mr. A Patel and on a second by Mr. Albrecht.

**7. CEO update: Mr. Peter Gamez**

Mr. Gamez addressed the Board and provided highlights of 2022 including team development, Sales Leadership and Guidance, 4 pillars of partnership, communication and public relations, marketing and governance and Finance.

He then discussed goals for 2023 which included Board development, CEO involvement and upcoming events (i.e. Restaurant Week, Unscripted and 510 Day).

**8. Department Updates**

**Sales Update:**

Ms. Manning-Kim presented to the Board and introduced new Sales & Services Manager, Kathy Marshall. She then provided an overview of upcoming trade show and events she'll be attending until March 2023.

Ms. Manning-Kim then reviewed metrics from 2020 to 2022 and forecast trends for 2023 as well as discussed 2022 committee goals and safety talking points.

#### **Public Relations:**

Ms. Roberts addressed the Board and recapped 2022 with highlights of PR tools, establishing our voice, connecting with our community and building our industry relationships. She also shared 2022 success stories and 2023 planning and strategies.

#### **Partnership Update:**

Ms. Manan addressed the Board with a 2022 review, which included Oaklands Experience, Black Joy Parade & The Town Experience and then discussed 2023 event opportunities and the Marketing – Focused Landing Pages with included the Visit Oakland Inspiration Guide, including unveiling date of January 11<sup>th</sup>.

#### **Marketing Update:**

Mr. Camero presented to the Board website updates which included stats, traffic, Top 5 Performing Pages and the Top 5 annual events. He also discussed what cities are users from who visit website and recapped highlighted events, such as Oaklands Experience, and social media performance.

#### **Financial Update:**

Ms. Yciano and Mr. Marsh provided the Board an update on transition of financial services. A financial update and statement of financial position was reviewed as well as statement of activities. Lastly, they presented an estimate of year-end projections.

### **9. CEO update: Mr. Peter Gamez**

Mr. Gamez addressed the Board with end of year comments and introduced Mr. Tormey who welcomed Board and employees to the Claremont.

### **10. New Business**

Mr. Patel discussed the nominating committee and the chair for the committee to be announced in January. Dialogue ensued after his remarks.

Mr. Patel then asked for any new business. No new business items were presented.

### **11. Adjourn**

Meeting adjourned at 6:22PM