



Board of Directors Meeting

December 4, 2024

Kissel uptown Oakland

Attendees (Red denotes NOT in attendance)

John Albrecht

Dennis Berris

Thomas Cavanagh

Carl Chan

Nik Dehejia

Peter DePaschalis

James Dinnall

Barney Fonzi

Susan Garcia

Mieko Hatano

Savlan Hauser

Oscar Mejia

Tyrell Johnson

Autumn King

John Lauritsen

Barbara Leslie

John Marsh

Kymberly Miller

Bryan Osaki

Kenneth Aglubat

Jana Pastena

Dhruv Patel

Nik Patel

Adam Tobin

Angela Tsay

Edward Roe

Marcela Barrientos

Kurt Hanson

Staff and Guests:

Peter Gamez

Juan Camero

Kathy Marshall

Carole Manning-Kim

Jasmin Odion

Brook Yciano

Shirley Manan

Renee Roberts

Valeria Mejia

Marilyn Aguilera

Marite Xavier



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1. Welcome and Call to Order

Mr. Dhruv Patel, called the meeting to order at **4:08 PM** and recognized the anti-trust compliance and conflict of interest policies.

No conflicts of interest were reported.

2. Public Comment

There was no public comment.

3. Welcome to the Kissel Uptown Oakland

Ms. Marcela Barrientos welcomed the board to the property and provided an overview of amenities that the hotel has to offer.

4. Action Item: Board Meeting Minutes, September 18, 2024

The minutes from the September 18th Board of Directors meeting were approved unanimously on a motion by Mr. Berris and seconded on a motion by Mr. Marsh.

Action Item: New Board Member, December 4, 2024

The approval of new Board Member, Eyah Valmores-Campoy with the Holiday Inn Oakland Airport, was approved unanimously on a motion by Ms. Miller and a second on a motion by Mr. Auglubat.

5. Open Forum:

An introduction of a new created Task Force was introduced to the Board. Ms. Hauser and Ms. Miller led the discussion on the format and objective of the Task Force.

The Board was then broken out into smaller discussion groups with a Visit Oakland employee at each table to help moderate topics.



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6. CEO Updates:

Mr. Camero addressed the Board and provided updates on Restaurant Week (March 10th for Industry Night) starting March 20th-30th. \$100K is the budget and this is a \$10K increase from year prior. He also covered the strategies and outcome objectives for ORW '25.

Dialogue ensued upon Mr. Camero's presentation.

Mr. Patel then addressed the Board and advised that there is a potential Board Retreat planned for either April 23rd or April 30th.

Guest speakers will attend Board meetings 4 times a/year, potentially.

Dialogue ensued upon Mr. Patel's comments.

Mr. Gamez then addressed the Board and provided an update on the Oakland Film Coalition. This is an effort to gain more overnight stays. City Council will review on December 9th and will need a alternative plan if not passed.

7. Board insights: What's new?

Mr. Gamez offered the opportunity for those in attendance to provide any business updates.

Dialogue ensued upon Mr. Gamez's invitation to provide business updates.

8. Oakland Style 2024 Recap

Ms. Roberts and Ms. Yciano presented to the Board a recap of Oakland Style week. A breakdown of costs, attendance and impact was provided.

Dialogue ensued upon completion of their presentation.

Mr. Gamez then presented to the Board the opportunity Visit Oakland has in promoting and partnering with the 2025 NBA All Star game. The NBA will offer two games in Oakland. Mr. Camero is working on a special landing page. This will be a great opportunity for hotels and restaurants to post or create special packages.

Dialogue ensued upon completion of his update.



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9. Conde Nast Award

Mr. Patel introduced Mr. Camero and gave a recap of prestigious award given to Oakland by Conde Nast. Oakland has claimed the title of #1 Best Food City in the U.S., as voted by readers in the 2024 Condé Nast Traveler Readers' Choice Awards.

Dialogue ensued upon completion of his update.

10. New Business

Mr. Patel asked those in attendance if there was any new business.

Mr. Gamez advised Joy to the Town will be held December 13th -15th and asked the Board to support the event. Also mentioned was Coffee Market December 14th and Fairyland's Twas the Night on December 13th as well.

11. Adjourn

Mr. Patel then thank the board for their attendance and participation.

Meeting adjourned at 5:58 PM