



Board of Directors Meeting Minutes
February 8, 2022
OMCA and The Town Fare

Attendees (Red denotes NOT in attendance)

John Albrecht	Mieko Hatano	Jana Pastena
Dennis Berris	Josh Howard	Anand Patel
Thomas Cavanagh	Mark Ive	Dhruv Patel
Carl Chan	Tyrell Johnson	Nik Patel
Nik Dehejia	Autumn King	Taj Tashombe
Peter DePaschalis	John Lauritsen	Adam Tobin
James Dinnall	Barbara Leslie	Paul Tormey
Gyasi Edwards	John Marsh	
Barney Fonzi	Kymberly Miller	
Susan Garcia	Bryan Osaki	
Kurt Hanson	Kyle Overaker	

Staff and Guests:

Peter Gamez	Brook Yciano
Juan Camero	Shirley Manan
Kathy Marshall	Renee Roberts
Carol Manning-Kim	
Jasmin Odion	

1. Call to order

Mr. P Gamez called the meeting to order at 4:15pm and recognized the anti-trust compliance policy and conflict of interest policy.

2. Public Comment

Mr. Gamez opened the meeting to public comment on behalf of Mr. D. Patel. There was no additional or public comment made.

3. Welcome to OMCA and The Town Fare.

Mr. Gamez then welcomed the Board and reviewed the agenda for the February meeting.

4. Action Item: Board Meeting Minutes, December 8, 2022

The minutes from the December 8 Board of Directors meeting were approved unanimously on a motion by Ms. Pastena and seconded on a motion by Mr. Edwards.

5. CEO Update: Peter Gamez

Mr. Gamez then addressed the Board with comments around Restaurant Week (Industry Night on March 13th), This Town, Tourism, Impact on May 10th, as well as mention of Unscripted (at Acre) and the Visit California Mexico Event.

Dialogue ensued concluding Mr. Gamez update.

6. Departmental Updates

- **Public Relations Update: Renee Roberts**

Ms. Roberts addressed the Board and provided a recap of the Mexico City Press Trip, the role of Liz Vega who was brought on as a contractor.

Also there was a review of Visit Oakland's media segments on ABC7, KTVU 2, KPIX 5 and KRON 4 as well as the radio partnership with KCBS.

- **Financial Update: John Marsh and Brook Yciano**

Ms. Yciano addressed the Board and addressed the statement of financial position, and activities. She provided the update as of YTD January 2023 and reviewed estimated year end projections.

- **Sales Update: Carole Manning-Kim and Kathy Marshall**

Ms. Manning-Kim and Ms. Marshall addressed the Board and discussed Sales roadmap for 2023. Ms. Manning-Kim provided recap of January and February Trade Show, Meetings and Events, including PCMA (Columbus, OH) and PCMA (Oakland, CA) where Mr. Gamez was invited to speak. She also provided updates for upcoming for March, April, May and June Trade Show, Meetings and Events.

Ms. Manning-Kim then concluded by reviewing Visit Oakland Sales Leads from FY 2020-21, FY 2021-22 and 2022-23.

- **Partnership Update: Shirley Manan**

Mr. Camero presented to the Board on behalf of Ms. Manan and provided an overview of current partnership opportunities. This included the Oakland Roots and the ability for television and digital media. Also, discussed were the Black Joy Parade Getaway giveaway, and the landing pages housed on Visit Oakland highlighting events in January to October.

- **Marketing Update: Juan Camero**

Mr. Camero continued into the Marketing update which included the Lunar New Year Landing Page as well as Black History Month landing page. He also discussed the new Marketing Coordinator with potential start date in early March.

7. New Business: Peter Gamez

Mr. Gamez then opened new business items to the floor, which ensued dialogue from the Board.

8. Guest Speaker:

Mr. Gamez then introduced Lori Fogarty, Executive Director at Oakland Museum of California, for a welcome to venue and provided an update of the Oakland Museum.

9. Adjourn

Mr. Gamez adjourned the meeting at **5:33pm**