



Board of Directors Meeting Minutes
February 23, 2022
Oakland Marriott City Center

Attendees (Red denotes NOT in attendance)

V. Toni Adams

John Albrecht

Dennis Berris

Thomas Cavanagh

Carl Chan

Nik Dehejia

Peter DePaschalis

Gyasi Edwards

Barney Fonzi

Kurt Hanson

Mieko Hatano

Mark Ive

Tyrell Johnson

Barbara Leslie

John Marsh

Shannon McIssac

Sam Nassif

Bryan Osaki

Kyle Overaker

Jana Pastena

Anand Patel

Dhruv Patel

Nik Patel

Mark Pope

JR Reynolds

Carlos Rosales

Taj Tashombe

Paul Tormey

Staff and Guests:

Peter Gamez

Carol Manning-Kim

Jasmin Odion

Jordan Park

Jessica Lum

Shirley Manan

Renee Roberts

Brian Applegarth

1. Call to order

Mr. D. Patel called the meeting to order at 4:07PM and recognized the anti-trust compliance policy and conflict of interest policy. **NONE**

2. Public Comment

Mr. D Patel opened the meeting to public comment. No public comments made.

No public comment

3. Welcome to the Oakland Marriott City Center

Mr. Hansen addressed the group with welcome comments.

4. Action Item: Board Meeting Minutes, October 20

The minutes from the October 20 Board of Directors meeting were approved unanimously on a motion by Ms. McIssac and seconded on a motion by Mr. Tashombe.

Action Item: Approve new board members

The new board members were approved unanimously on a motion by _____
Mr. Cavanaugh and seconded on a motion by **Ms. McIssac**.

Action Item: Recommended bylaws revisions

The recommended bylaws revisions were approved unanimously on a motion by _____
Ms. Pastena and seconded on a motion by **Mr. Marsh**.

5. Finance Update

Mr. Marsh presented financial update which included City of Oakland payment trend, March 28th scheduled audit and update on potential PPP loan forgiveness.

6. Restaurant Week Task Force Update

Mr. Gamez provided an update on restaurant week, participation and Industry Night 3/14.

7. Committee Updates

Culture and Culinary:

Ms. Pastena delivered an update. First meeting held 2/8. Highlights included potentially partnering with Community Kitchen and building strong partnership with restaurant community.

Sales and Marketing:

Mr. A Patel provided an update to the board recapping 1/13 committee meeting. Key takeaways include reminding sales and marketing staff that committee can offer support and sales and marketing looks to expand Seeing Things From Our Side campaign. Next meeting is 3/16.

8. Department Updates

Sales

Ms. Manning-Kim reviewed upcoming meetings, tradeshows and events as well as discussed 3/10 client event held in Mesa, AZ and the creation of a video that helps promote Oakland.

PR

Ms. Roberts provided an update on progress, coverage and what is upcoming, which included coverage with Far & Wide, Black History Month, April Lifestyle Press Trip and Cannabis Trail.

Partnerships

Ms. Manan reported on four pillars (Culinary, Outdoors & Sports, Arts & Leisure and Attractions) and outline of Visit Oakland Champions, Black Joy Parade and IG Giveaway Analytics.

9. Visit Oakland Rebranding Update

Mr. Park presented Visit Oakland rebranding initiative, including rollout phases, cost and deployment.

10. Guest Speaker: Trends on the Cannabis Trail Brian Applegarth

Mr. Applegarth addressed the group and reviewed strategic marketing, travel trends and demographics as well as top line objectives,

11. CEO Updates

Mr. Gamez provided an update on CEO mission to Mexico, Spirit Airlines client event, Unscripted event overview/recap held with media.

12. New Business

No new business

13. Closed Session (no minutes)

14. Adjourn

With no further new business, Mr. Patel adjourned the meeting at **6:12 PM**