



Board of Directors Meeting Minutes  
June 12, 2024  
Oakland Marriott City Center

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

|                   |                |                 |
|-------------------|----------------|-----------------|
| John Albrecht     | Mieko Hatano   | Kenneth Aglubat |
| Dennis Berris     | Savlan Hauser  | Jana Pastena    |
| Thomas Cavanagh   | Josh Howard    | Dhruv Patel     |
| Carl Chan         | Tyrell Johnson | Nik Patel       |
| Nik Dehejia       | Autumn King    | Adam Tobin      |
| Peter DePaschalis | John Lauritsen | Angela Tsay     |
| James Dinnall     | Barbara Leslie | Edward Roe      |
| Gyasi Edwards     | Bharat Lugani  | Sean Peach      |
| Barney Fonzi      | John Marsh     |                 |
| Susan Garcia      | Kymerly Miller |                 |
| Kurt Hanson       | Bryan Osaki    |                 |

**Staff and Guests:**

|                    |                   |
|--------------------|-------------------|
| Peter Gamez        | Brook Yciano      |
| Juan Camero        | Shirley Manan     |
| Kathy Marshall     | Renee Roberts     |
| Carole Manning-Kim | Valeria Mejia     |
| Jasmin Odion       | Marilyn Aguilera  |
|                    | Elizabeth Falkner |

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**1. Call to order**

Mr. D Patel called the meeting to order at 4:18pm and recognized the anti-trust compliance policy and conflict of interest policy.

**2. Public Comment**

Mr. D Patel opened the meeting to public comment.

**No public comments**

**3. Welcome to Oakland Marriott City Center**

Mr. Hanson welcomed the board and provided an overview of the Oakland Marriott City Center.

**4. Action Items: Board Meeting Minutes, February 21, 2023**

The minutes from the February 21, 2024 Board of Directors meeting were approved unanimously on a motion by Mr. Fonzi and seconded on a motion by Mr. Edwards.

## **5. CEO Updates:**

### **Finance**

Ms. Yciano addressed the board with a financial update and review of the FY 23/24 as well as the FY 24/25 estimated Operating Budget. She discussed the process, timing and revenue scenarios

Dialogue ensued once Ms. Yciano finished her presentation.

Mr. Patel then asked the board if there is a motion to pass the FY 24/25 Fiscal Budget.

The FY 24/25 Budget was approved unanimously on a motion by Ms. Pastena and seconded on a motion by Mr. Dehejia.

### **Public Relations and Communications**

Ms. Roberts addressed the board. She discussed Direct Media Relations which included an International Media FAM trip, Visit California Media Event and IPW. Also mentioned was Vote for Oakland – Conde Nast Best City and James Beard Platform (NYC) and Mexico City. Her presentation concluded with an update on Oakland Style Week (Oct 9-13).

Dialogue ensued upon Ms. Roberts' comments.

### **Marketing**

Mr. Camero addressed the board and provided the following marketing updates. He discussed the digital campaign Oakland Summer Vibes, Love Our Lake as well as a preview of upcoming campaigns including: Juneteenth, VO Brand Immersion, 2025 Inspiration Guide Planning, web redesign and new full time employee.

Dialogue ensued upon Mr. Camero's comments.

### **Partnerships**

Ms. Manan addressed the board and provided an update from partnerships. She gave special thanks to Mr. Dehejia and Ms. Tsay for their participation with the Summer Vibes Passport. She also provided an update on June events, such as: Black Food & Wine Experience, Oakland's First Friday's and Hella Juneteenth "the cookout" at OMCA. She also discussed new air service from San Francisco Bay Oakland International Airport from Delta Airlines and Viva Aerobus.

## **Sales**

Ms. Manning-Kim addressed the board and provided an update on upcoming trade shows, client events and industry events. She also shared on special events like the FIFA 2026, NBA All Star Weekend 2025 and quarterly news letter.

## **6. CEO Update: Peter Gamez**

Mr. Gamez addressed the board and discussed recent employee promotions. Included in the promotions are Mr. Camero to Director of Marketing and Ms. Odion to Director of Operations. Also, it was announced that the office space has renewed its lease for 10 years. An update was provided for the TBID renewal with City Council. July 2<sup>nd</sup> the official announcement will be made.

He let the board know that June 28<sup>th</sup> the members will receive a survey with the intent for development.

August 28<sup>th</sup> will be the next Executive Committee meeting and September 18<sup>th</sup> will be the next board meeting.

Mr. Gamez then asked board members to share about their business and provide updates.

Dialogue ensued.

He concluded the meeting with a new video from partnership and then went on to adjourn the meeting.

## **7. Adjourn**

Meeting adjourned at 6:14 PM

## **8. Adjourn**