



Board of Directors Meeting Minutes
October 20, 2021

Location: Lake Chalet - 1520 Lakeside Dr, Oakland, CA

Attendees

V. Toni Adams
John Albrecht
Thomas Cavanagh
Peter DePaschalis
Gyasi Edwards
Kurt Hanson
Mieko Hatano

Mark Ive
Tyrell Johnson
Barbara Leslie
John Marsh
Shannon McIssac
Kyle Overaker
Jana Pastena

Anand Patel
Dhruv Patel
Mark Pope
Taj Tashombe
Paul Tormey

Absent

Dennis Berris
Carl Chan
Nik Dehejia
Barney Fonzi
Sam Nassif

Bryan Osaki
Nikhil Patel
Jr Reynolds
Carlos Rosales

Staff and Guests:

Peter Gamez
Jordan Park
Jasmin Odion
Carolina Data
Jean Marie Durant

1. Call to order

Mr. D. Patel called the meeting to order at 4pm 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 made.

3. Guest Speaker: Carolina Data, Lake Chalet

Ms. Data welcomed the board and presented an overview of Lake Chalet.

4. Guest Speaker: Jean Marie Durant, Oakland Art Murmur

Ms. Durant presented an overview of Oakland's art scene and highlighted Art Murmur's First Friday self-guided street walk. Ms. Durant also presented potential marketing and partnership opportunities for the tourism industry. Discussion ensued.

5. Guest Speaker: Taj Tashombe, Oakland Athletics

Mr. Tashombe reviewed the Oakland A's stadium project and timeline. Discussion ensued.

6. Action Item: Board Meeting Minutes, August 30

The minutes from the August 30 Board of Directors meeting were approved unanimously on a motion by Mr. Ive and seconded on a motion by Ms. Adams.

7. Department Updates

Marketing: Mr. Gamez presented an update on searching for a new Director of Marketing and the "See Things from Our Side" campaign.

Sales: Mr. Gamez presented an update on city-wide opportunities and upcoming trade shows, as well as the addition of Darrell Stokes as a sales consultant to the team.

Partnerships: Mr. Gamez presented an update on the “What If” campaign, reopening video series, and the Top Chef event.

8. Committees and Task Force Updates

Mr. Patel recommended temporarily combining the Sales and Marketing committees and Arts and Culture committees due to limited capacity at this time. Mr. Patel also recommended creating a Restaurant Week Task Force. Mr. Patel also noted that the Nominating committee will be heavily focused on equity and diversity.

9. CEO Updates

Mr. Gamez reported that Shirley Manan will join the team as a Partnership consultant and Jasmin Odion as Accounting and Administration Manager.

10. New Business

Mr. Tormey reported that the Claremont Hotel and Spa ranked #2 hotel in California and Top 25 in the United States for haunted hotels.

11. Adjourn

With no further new business, Mr. Patel adjourned the meeting at 5:45pm.