

VISIT Oakland

Board of Directors Meeting

September 18, 2024 | 4pm-6pm

Location: Oakland Zoo 9777 Golf Links Rd, Oakland, CA 94605

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

John Albrecht

Dennis Berris

Thomas Cavanagh

Carl Chan

Nik Dehejia

Peter DePaschalis

James Dinnall

Gyasi Edwards

Barney Fonzi

Mieko Hatano

Savlan Hauser

Oscar Mejia

Tyrell Johnson

Autumn King

John Lauritsen

Barbara Leslie

John Marsh

Kymerly Miller

Bryan Osaki

Kenneth Aglubat

Jana Pastena

Dhruv Patel

Nik Patel

Adam Tobin

Angela Tsay

Edward Roe

Susan Garcia

Kurt Hanson

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Staff and Guests:

Peter Gamez
Juan Camero
Kathy Marshall
Carole Manning-Kim
Jasmin Odion

Brook Yciano
Shirley Manan
Renee Roberts
Valeria Mejia
Marilyn Aguilera

Danny Wan
Craig Sullivan
Elizabeth Falkner

1. Welcome and Call to Order

Mr. Albrecht, on behalf of the absent Mr. Patel, called the meeting to order at 4:12 PM. Mr. Albrecht 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 Oakland Zoo

Mr. Dehejia welcomed the Board and guests, introduced staff and provided an overview of the Oakland Zoo.

4. Action Item:

Board Meeting Minutes, June 12, 2024

The minutes from June 12th Board of Directors meeting were approved unanimously on a motion by Mr. Edwards and seconded on a motion by Mr. Johnson.

New Executive Committee Member, September 18, 2024.

The approval of new Executive Committee member, Susan Garcia (Kissel Uptown Oakland), was approved unanimously, no one abstained, on a motion by Ms. Leslie and seconded by a motion by Ms. King.

Mr. Gamez addressed the board and introduced Ms. Garcia.



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5. Business Plan

Mr. Gamez addressed the board regarding the Business Plan and that it will align with the budget. Updated from the August EC meeting is a focus towards increasing hotel room nights as well as a recovery plan up to 2027-28. He advised that he and the team will review each component of the business plan.

Mr. Camero then addressed the board to provide an review of key markets and visitor insights where Visit Oakland will concentrate on in FY 2024/25, this included an overview of geo location.

Dialogue ensued upon completion of his presentation.

Ms. Roberts then addressed the board to discuss plan for upcoming fiscal year for Public Relations and Communications. There will be a concentrated effort with both a regional and national focus, with an emphasis in the Sacramento, New York, Brooklyn, and international market, such as Mexico. There is also a new interest in Canada.

Lastly, Ms. Roberts mentioned a strategy on a crisis management plan.

Dialogue ensued upon completion of her comments.

Ms. Manan then addressed the board and provided an overview for the upcoming year regarding Partnerships. She discussed sponsorship that included a sponsorship intake form, transportation and strategic partnerships.

Dialogue ensued upon completion of her presentation.

Ms. Odion then addressed the board and confirmed a focus on film and entertainment segment to drive revenue to Oakland.

She also discussed the TBID moving from \$1.50 a/room night to 2% a/room night as well as the renewal benefits. Lastly, she mentioned a board development project for the upcoming year.

Dialogue ensued upon completion of her comments.

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Ms. Manning-Kim then addressed the board and gave a roadmap overview of Sales Strategies. Included in her presentation were meetings & events campaign. The campaign will focus on: initial planning and branding, collateral creation and updates, campaign toolkit creation as well as audience and target segments.

Dialogue ensued upon completion of her presentation.

6. Oakland Style

Mr. Gamez addressed the board and presented an update of the upcoming Oakland Style week with assistance from Ms. Roberts. An overview of the week was provided that included attendance, cost and content.

Dialogue ensued once Mr. Gamez and Ms. Roberts concluded their presentation.

7. New Business

Mr. Gamez asked those in attendance if there was any new business. There was no new business presented.

8. Adjourn

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

Meeting adjourned at 6:30 PM