

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS REGULAR BOARD MEETING  
Embassy Suites SFO  
250 Gateway Blvd.; South San Francisco 94080  
Thursday, December 14, 2023  
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Aydin called the meeting to order at 3:10 p.m.

Board members present: Fettah Aydin, Jonathan Powers, Tina Ongerth, Michael McKee, Melissa Andretta, Robert Brand, Daniel Herbst, Christopher Holbrook, Kara Newport, Cameron Palmer (*joined meeting in progress*)

Board members absent: Lisa Kershner, Henning Nopper, Kevin Kretsch, Mitch Postel, Anthony Buralli, Gustavo De Almeida, Hugo Hernandez, Reggie Kumar, Daisy Li, Adora Manalo, Pravin Punjiya, Yakub, Yakubi

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Teipo Brown, Director of Sales; Jarrod Lopiccolo and Kelsey Audas, Noble Studios; Lynn Mohrfeld, CHLA

INTRODUCTIONS:

Fettah Aydin reported that members of the audience are welcome to address the Board on items on the agenda and items not on the agenda. Per the anti-trust policy, there will be no discussions related to future prices, pricing policies, nor competitive practices.

PUBLIC COMMENT ON ALL ITEMS:

None

ACTION ITEMS:

1) Approval of Minutes: The meeting minutes from the October 12 Board meeting were reviewed. Kara Newport moved to approve the minutes. Jonathan Powers seconded the motion. Yes 9, No 0, Abstain 0. (*Cameron Palmer had not yet arrived.*)

2) Adoption of Bylaws: John Hutar explained the recommended changes to the bylaws from the version adopted at the October 12, 2023 Board Meeting. Michael McKee moved to adopt the bylaws. Daniel Herbst seconded the motion. Yes 9, No 0, Abstain 0.

3) Board of Director Appointments: John Hutar explained that the coastside is an important region for us and we currently only have one Board member from that region. The Nominating Committee is recommending Blanca Rivera, general manager from Half Moon Bay Lodge to our Board. Michael McKee moved to appoint Blanca Rivera to our Board. Tina Ongerth seconded the motion. Yes 9, No 0, Abstain 0.

4) Board Office Elections: Fettah Aydin explained that as a formality, the TMD needs to re-adopt the officers agreed upon by the TBID at the October 12 meeting. Gina Atwood read the proposed officers: Chair: Lisa Kershner, SFO Marriott Waterfront, Burlingame; Chair-Elect: Tina Ongerth, The Dylan SFO, Millbrae; Immediate Past Chair: Fettah Aydin, Embassy Suites SFO Waterfront, Burlingame; Secretary: Pravin Punjiya, Fairfield Inn by Marriott, South San Francisco; Treasurer: Jonathan Powers, Courtyard SFO, San Bruno; Vice Chair 1: Henning Nopper, Grand Hyatt SFO – Unincorporated County; Vice Chair 2: Kevin Kretsch, Hyatt Regency SFO, Burlingame; Vice Chair 3: (2nd Past Chair): Mike McKee, Doubletree SFO, Burlingame; Vice Chair 4: (3rd Past Chair): Mitch Postel, SMC Historical Association. . Christopher Holbrook moved to approve the proposed officers. Robert Brand seconded. Yes 9, No 0, Abstain 0.

5) Appoint Executive Committee: Fettah Aydin explained that the TMD Board must appoint the Executive Committee. Gina Atwood read the proposed Executive Committee: Chair: Lisa Kershner, SFO Marriott Waterfront, Burlingame; Chair-Elect: Tina Ongerth, The Dylan SFO, Millbrae; Immediate Past Chair: Fettah Aydin, Embassy Suites SFO Waterfront, Burlingame; Secretary: Pravin Punjiya, Fairfield Inn by Marriott, South San Francisco; Treasurer: Jonathan Powers, Courtyard SFO, San Bruno; Vice Chair 1: Henning Nopper, Grand Hyatt SFO – Unincorporated County; Vice Chair 2: Kevin Kretsch, Hyatt Regency SFO, Burlingame; Vice Chair 3: (2nd Past Chair): Mike McKee, Doubletree SFO, Burlingame; Vice Chair 4: (3rd Past Chair): Mitch Postel, SMC Historical Association Kara Newport moved to approve the proposed Executive Committee. Christopher Holbrook seconded the motion. Yes 9, No 0, Abstain 0.

6) Establishment of SFPTMD Committee: Gina Atwood explained that the SFPTMD Committee is tasked with determining how SFPTMD funds are spent, within the designated programs in the Management District Plan, subject to final approval by the SFP Board. The SFPTMD Committee shall include lodging business owners or representatives paying the SFPTMD assessment. The SFPTMD committee shall have a maximum of nine (9) members. Gina Atwood read the proposed SFPTMD Committee: Lisa Kershner, SFO Marriott Waterfront, Burlingame; Tina Ongerth, The Dylan SFO, Millbrae; Fettah Aydin, Embassy Suites SFO Waterfront, Burlingame; Pravin Punjiya, Fairfield Inn by Marriott, South San Francisco; Jonathan Powers, Courtyard SFO, San Bruno; Kevin Kretsch, Hyatt Regency SFO, Burlingame; Mike McKee, Doubletree SFO, Burlingame; Anthony Buralli, Residence Inn San Carlos/Redwood City; Henning Nopper, Grand Hyatt, Unincorporated County. Michael McKee moved to approve the SFPTMD Committee. Tina Ongerth seconded the motion. Yes 9, No 0, Abstain 0.

7) Financial Report: Jonathan powers reported on the November 30 financial reports. He noted that legal, equipment maintenance and convention promotion will remain over budget. Recruitment is over budget due to contract with SearchWide for CSMO position and public relations over budget due to initial payment to Noble Studios. John Hutar also explained that we did get additional trade show partners which does offset the convention promotion expense some. Robert Brand moved to approve the financials. Kara Newport seconded the motion. Yes 10, No 0, Abstain 0. (*Cameron Palmer arrived.*)

8) SFPTMD 2024 Budget: Jonathan Powers presented the 2024 budget noting that it looks very different from prior budgets due Q1 revenues being based on residual TBID collects with TMD collections starting Q2 for the remainder of the year. John Hutar explained that the budget is balanced and includes all

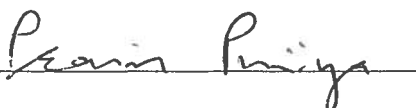
the commitments included in the TMD Management District Plan. He also explained that SMG Advisors prepared three revenue scenarios for 2024. The number used is halfway between the conservative and moderate estimate, prorated April – December. John Hutar also reviewed expenses: Recurring Expenses are: 1% District Administrative Fee; 1% Mandatory Reserve, and CHLA Fee. Other expenses include reserves spent down from TBID being built back up in year one; Marketing Expense includes creative, media buys, augmenting photo library, market research; additional trade show participation, group incentives and FAMS and receptions; Michelin Event (August 2024); IPW California Village (May 2024); construction of new tradeshow booth (IMEX). In addition, we will be contracting with Noble Studios on PR/Marketing. Kara Newport moved to approve the proposed budget. Robert Brand seconded the motion. There was discussion about the organization being flexible with the spending down of the TBID funds and arrival of TMD funds. Cash flow will be monitored closely. Yes 10, No 0, Abstain 0.

9) Establishment of Regular Meeting Schedule: John Hutar explained that to be Brown Act compliant, we must set our regular meeting schedule for the year. Thirteen members responded to the board meeting date survey and the majority preferred the proposed dates at 3 p.m. Robert Brand moved to schedule the regular meeting dates as March 21, June 20, September 19 and December 12. Christopher Holbrook seconded. Yes 10, No 0, Abstain 0. *(Michael McKee left the meeting in progress.)*

INFORMATION ITEMS:

- 1) CHLA Presentation: Fettah Aydin announced this item be moved to later in the meeting.
- 2) Advertising Agency Presentation: Jarrod Lopiccolo and Kelsey Audas from Noble Studios gave a presentation on their company and our process for 2024.
- 3) CHLA Presentation: Lynn Mohrfeld gave a presentation on CHLA advocacy efforts and our partnership for 2024.
- 4) Staff Report: Fettah Aydin announced that the staff report would be continued due to lack of meeting time.
- 5) Board Updates: Melissa Andretta gave an update on SFO. Daniel Herbst gave an update on the rental car industry. Kara Newport gave an update on recent successes and upcoming events at Filoli. Cameron Palmer gave an update on coastside business and events.

Meeting was adjourned without objection at 5:03 p.m.

Approved 

Date 3/21/24