

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD ADVISORY COUNCIL MEETING
Hyatt Regency SFO, 1333 Bayshore Blvd., Burlingame, CA 94010
Wednesday, May 7, 2025
8:30 AM PST

MEETING MINUTES

CALL TO ORDER:

Chair Postel called the meeting to order at 8:40 a.m.

Council members present: Melissa Moreno, Rosanne Foust, Jim Wunderman, Gina Simi, Peter Banzhaf, Amy Buckmaster, Krystlyn Giedt, Jackie Speier, Mike Callagy, Matthew Chidester, Martin Yan, Bob Trahan, Ajay Walia, Micheal Maille, Kara Newport, Nicholas Calderon, Dana Stoehr, Allison Keaney, Jim McGuire, Alicia Aguirre.

Council members absent: Lennie Roberts, Julie Lind, Jennifer McCabe.

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Bill Geist, DMO Proz

INTRODUCTIONS:

Mitch Postel reported that members of the audience are welcome to address the Board on items on the agenda and items not on the agenda. In accordance with our antitrust policy, there will be no discussions regarding future prices, pricing policies, or competitive practices.

PUBLIC COMMENT ON ALL ITEMS:

None

INFORMATION ITEMS:

1) Introductions/Review Objectives of Advisory Council Mitch Postel shared that the BAC has different circles of influence and a shared vision for the community. BAC can be an area of influence and provide input to the Board of Directors. BAC members need to be advocates and socialize ideas.

2) Review of The SFP's mission John Hutar shared the history of the CVB's funding. He shared how we rebranded during COVID, and now, with our increased funding, we are better positioned to market The SFP to travelers. Maggie Lang shared highlights from our recent

marketing campaigns. Hutar shared recent success from the Progress Seminar and Peninsula Fresh events.

3) Facilitate Discussion identifying opportunities on how to increase tourism in the region:
Bill Geist shared the results of the focus groups noting the following were presented as opportunities for The SFP: Convention Center and more full service hotels/resorts; sports/music stadium or venue; zero friction transportation; more water and nature based activities; more nightlife/cultural activities/ re-imagined bayside waterfront to be attractive and vibrant; a waterfront innovation and cultural district; a flagship destination-defining event; increased organizational visibility throughout Peninsula; increase resources; every community invested in The SFP.

Bill Geist then facilitated discussion around which of these opportunities should be pursued. Discussion included investment and support of existing opportunities, i.e., dog surfing competitions and other festivals; leverage community college assets for sports and events; Etc; Additional ferry service; Camping and glamping; Build an amphitheater; greater engagement with County and Councils; own the calendar of events for The SFP; Focus on families; Pursue the Rugby World Cup – need additional soccer fields; optimistic that with an improved Event Center, meetings and events can return to San Mateo County; Destination Study; Beautifying the bayside; Opportunities with World Cup and Super Bowl coming; Opportunities when US Open comes.

4) Agenda items for future Board meetings: None

The meeting was adjourned without objection at 10:57 a.m.

Approved _____

Date_____