

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
EXECUTIVE COMMITTEE REGULAR MEETING
Four Seasons Silicon Valley
2050 University Avenue, East Palo Alto, CA 94303
Thursday, December 12, 2024
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Kershner called the meeting to order at 2:05 p.m.

Committee members present: Lisa Kershner, Tina Ongerth, Jonathan Powers, Mitch Postel

Committee members absent: Kevin Kretsch, Anthony Buralli, Pravin Punjiya, Kara Newport

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Wil Brewer, President, Performance Solutions Group (via zoom)

INTRODUCTIONS:

Lisa Kershner reported that members of the audience are welcome to address the Committee 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) CEO Compensation and Incentive Structure: Lisa Kershner explained that they would be going into a closed session and would reconvene after discussing CEO performance, incentive and salary. John Hutar and Gina Atwood were dismissed. Wil Brewer presented comparable salary data as well as a CEO incentive program. Motion by Lisa Kershner to give a 30% CEO bonus for the successful 2024; adopt the proposed CEO incentive plan; and increase CEO salary by 4% for 2025. Tina Ongerth seconded the motion. Yes 4, No 0, Abstain 0.

Meeting was adjourned without objection at 2:56 p.m.

Approved _____

Date _____