

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
EXECUTIVE COMMITTEE REGULAR MEETING
Atlas Pizza Parlor, 637 San Mateo Avenue, San Bruno, CA 94066
Wednesday, April 8, 2026
2:00 – 2:30 PM PST

MEETING MINUTES

CALL TO ORDER:

Chair Kretsch called the meeting to order at 1:54 PM.

Committee members present: Kevin Kretsch, Christina Ongerth, Casper van Eldik Thieme, Pravin Punjiya, Jonathan Powers, Anthony Buralli

Committee members absent: Randy Johnson

Guests in attendance: John Hutar (President & CEO), Nova Maldonado (CAO), Maggie Lang (CSMO). No members of the public were present.

INTRODUCTIONS:

Kevin Kretsch 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) Approval of the Minutes: Kevin Kretsch asked for approval of the minutes. Anthony Buralli motioned, and Casper van Eldik Thieme seconded. All members agreed. Minutes were approved. Yes: 6, No: 0, Abstain: 0.
- 2) Nominating Committee: Committee members discussed the addition of the new General Manager of the Westin, Millbrae, to the Board of Directors when hired. Anthony Buralli motioned, and Jonathan Powers seconded. All members agreed. The vote to add the new General Manager of The Westin, when hired, passed. Yes: 6, No: 0, Abstain: 0.
- 3) Pacifica TMD Contract: Kevin Kretsch and John Hutar explained that a limited scope was initially discussed. We have since recommended that Nobel work on the Visit Pacifica website, and there was a miscommunication with the City of Pacifica regarding

the management of the PTMD. Consequently, the Executive Committee must re-vote on whether The San Francisco Peninsula will manage the entire PTMD. With assistance from Civitas, the Pacifica PTMD Committee is being formed. It will consist of PTMD stakeholders, meet twice annually, and hold full authority over the fund. Per the City's request, Airbnb will not be involved at this time. Civitas recommends that the PTMD eventually establish its own independent non-profit. Christina Ongerth and Casper van Eldik Thieme raised questions regarding staff allocation, fund collection, and TSFP's management fees. Hutar explained that staff time will include 8–10 hours per week from marketing staff and 2–3 hours per week from administrative staff. TSFP will charge a \$40,000 fee, with all remaining funds dedicated strictly to marketing. Kretsch asked for a vote – Ongerth and Powers both voted “not in favor”; Kretsch, van Eldik Thieme, Buralli, and Punjiya voted “in favor”; the vote to amend the Pacifica Contract passes. Yes: 4, No: 2, Abstain: 0.

- 4) Formation of the PTMD Committee: Kresch asked for a motion to approve the formation of the Pacifica PTMD Committee as discussed in the previous item. Anthony Buralli motioned, and Pravin Punjiya seconded. Jonathan Powers voted “not in favor”, all others voted “in favor”; motion passed. Yes: 5, No: 1, Abstain: 0.
- 5) CEO Incentive: Kevin Kretsch reviewed changes with the Executive Committee. John Hutar explained the new definitions that will be used for the CEO Incentive. Casper van Eldik Thieme asked to clarify who sets the sales goals. Hutar replied that The San Francisco Peninsula leadership team sets the goals with Hutar's approval. Kretsch asked for a motion to approve; Jonathan Powers motioned, Christina Ongerth seconded; all in favor. The motion passes. Yes: 6, No: 0, Abstain: 0.
- 6) Meeting was adjourned without objection at 2:34 PM

Approved _____

Date _____