

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
EXECUTIVE COMMITTEE REGULAR MEETING
DoubleTree by Hilton SF South Airport Blvd., South San Francisco, CA 94080
Thursday, September 17, 2026
2:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Kretsch called the meeting to order at 2:00 p.m.

Committee members present: Kevin Kretsch, Christina Ongerth, Casper van Eldik Thieme, Pravin Punjiya, Randy Johnson

Committee members absent: Anthony Buralli

Staff and Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Nicole Newman and Mike Gamble, SearchWide Global

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 Meeting Minutes: Christina Ongerth moved to approve the minutes from the July 28, 2026, Executive Committee meeting. Casper van Eldik Thieme seconded the motion. Yes: 5, No: 0, Abstain: 0.

2) CEO Recruitment Process and Timeline: Nicole Newman and Mike Gamble presented the proposed recruitment and interview timeline:

- September 25: Search officially opens/goes live.
- November 11: Initial review of 8–10 candidate summaries and resumes.
- November 30 & December 1: First-round interviews via Zoom (5–6 candidates).
- December 8 & 9: Final in-person interviews (3 candidates).

- December 10: Final candidate presented to the Board for formal approval.

Casper van Eldik Thieme moved to approve the proposed timeline. Christina Ongerth seconded the motion. Yes: 5, No: 0, Abstain: 0.

3) Conference with Labor Negotiators: Kevin Kretsch announced that the Board would enter closed session to discuss CEO compensation and job description, incentives and benefits, reconvening in open session immediately following the discussion.

4) Closed Session Report Out and Action on CEO Compensation: Motion by Randy Johnson moved to approve a target CEO compensation package consisting of a base salary of \$270,000–\$300,000, a 25% annual performance incentive, up to \$30,000 in taxable relocation assistance (if required), and up to \$10,000 for temporary housing (up to 60 days). Casper van Eldik Thieme seconded the motion. Yes 5, No 0, Abstain 0. Motion by Pravin Punjiya to approve the CEO job description, subject to final revisions incorporating Nicole Newman's Needs Assessment findings. Casper van Eldik Thieme seconded the motion. Yes 5, No 0, Abstain 0.

5) Meeting was adjourned without objection at 2:58 p.m.

Approved _____

Date_____