

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
PTMD COMMITTEE REGULAR MEETING MINUTES
Puerto 27 525 Crespi Drive, 2nd Floor, Pacifica, CA 94044
Friday, June 26, 2026
1:00 PM PST

MEETING MINUTES

CALL TO ORDER:

Chair Dimitrov called the meeting to order at 1:11 PM.

Committee members present: Konstantin Dimitrov, Joe Vasquez, Ella Patel, Marty Cerles

Committee members absent: Tania Muqadarati

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

INTRODUCTIONS:

Dimitrov 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) PTMD Committee: Dimitrov asked for a vote to approve PTMD Committee Members. Cerles motioned, and Vasquez seconded. All members agreed. Committee Members were approved. Yes: 4, No: 0, Abstain: 0.

2) The PTMD Budget: Committee Members discussed the 2026/2027 budget proposal. Hutar explained the budget, and Lang went over her recommendations. Patel expressed the need period for the hotels is January – March. Advocacy and beach clean-up efforts were discussed. The Committee Members discussed interest in meeting with the new City Manager of Pacifica; The SFP is to work on setting up that meeting. Committee also expressed interest in getting a “Book Direct” link on the Visit Pacifica website; Dimitrov offered to help as needed with the back-end technology needed for this. Dimitrov asked for a motion to approve the budget.

Vasquez motioned, and Patel seconded. All members agreed. The vote to approve the 2026/2027 Budget passed. Yes: 4, No: 0, Abstain: 0.

3) PTMD Upcoming Committee Meeting Dates: Dimitrov asked for a motion to approve the upcoming Committee Meeting dates of December 9, 2026 at 11:30 PM and June 16, 2027 at 11:30 AM. Cerles motioned, and Patel seconded. The vote to approve the Committee Meeting dates passed. Yes: 4, No: 0, Abstain: 0.

Meeting was adjourned without objection at 2:06 PM

Approved _____

Date _____