

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Four Seasons Hotel Silicon Valley at East Palo Alto
2050 University Avenue, East Palo Alto, CA 94303
Thursday, December 11, 2025
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Ongerth called the meeting to order at 3:06 p.m.

Board members present: Christina Ongerth, Mitch Postel, Anthony Buralli, Casper van Eldik Thieme, Simone Harms, Daisy Li, Randy Johnson, Adora Manalo, Lisa Kershner Yakub Yakubi, Blanca Rivera (*joined meeting in progress*), Jonathan Powers (*joined meeting in progress*)

Board members absent: Kevin Kretsch, Pravin Punjiya, Reggie Kumar, Cameron Palmer, Christopher Holbrook, Prativ Patel, Christopher Calo, Daniel Herbst, James Wardell

Staff in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Nova Maldonado, Chief Advocacy Officer

Guests in attendance: East Palo Alto Mayor Emeritus Martha Barragan, East Palo Alto Vice Mayor Emeritus Mark Dinan, and City Manager Melvin E. Gaines.

INTRODUCTIONS:

Christina Ongerth 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

ACTION ITEMS:

1) Consent Agenda: The items on the consent agenda are the Minutes of the September 18, 2025, Board Meeting, the November 30, 2025, Financial Report, and the 2026 Meeting Dates. There was no request to remove any item. Anthony Buralli moved to approve the consent agenda. Simone Harms seconded the motion. Yes: 10, No: 0, Abstain: 0. (*The vote does not include Blanca Rivera and Jonathan Powers, who had not yet arrived.*)

- Nominating Committee Slate of Officers and Directors for 2026: Mitch Postel moved to elect the slate of officers as presented by the Nominating Committee:

Chair: Kevin Kretsch, Hyatt Regency SFO, Burlingame

Chair-Elect: Jonathan Powers, Doubletree SFO, Burlingame

Immediate Past Chair: Tina Ongerth, The Dylan SFO, Millbrae

Treasurer: Casper van Eldik Thieme, Grand Hyatt, Unincorporated County

Secretary: Pravin Punjiya, Fairfield Inn by Marriott, South San Francisco

Vice Chair 1: Anthony Buralli, Residence Inn San Carlos/Redwood City, San Carlos

Vice Chair 2: Randy Johnson, Fairfield Pacifica, Pacifica.

Yakub Yakubi seconded the motion. Yes: 11, No: 0, Abstain: 0. (*The vote does not include Blanca Rivera, who had not yet arrived. The vote includes Jonathan Powers, who had arrived.*)

Anthony Buralli moved to approve the slate of directors for 2026-2027-2028 as presented by the Nominating Committee:

Melissa Andretta, SFO

Cynthia Chow, Embassy Suites, South San Francisco (NEW)

Sam Kim, Embassy Suites, Burlingame (NEW)

Adora Manalo, Four Seasons Silicon Valley, East Palo Alto

Christina Ongerth, The Dylan Hotel at SFO, Millbrae

Cameron Palmer, Cameron's Restaurant & Pub, Half Moon Bay

Pravin Punjiya, Best Western Inn & Suites, San Mateo

Yakub Yakubi, Courtyard by Marriott, Foster City.

Randy Johnson seconded the motion. Yes: 12, No: 0, Abstain: 0. (*The vote includes Blanca Rivera, who had arrived.*)

Mitch Postel moved to approve the nominated Board members: Paul Wilson, General Manager of the Grand Bay (Redwood City); and Michael Holloway, General Manager of Hyatt House Belmont. Casper van Eldik Thieme seconded the motion. Yes: 12, No: 0, Abstain: 0.

2) Board Support at City Meetings: John Hutar presented the proposed 2026 City Council Roadshow schedule, outlining the specific support required from Board Members for each meeting. Yakub Yakubi requested a scheduling adjustment for the Foster City meeting. The Board suggested expanding the presentation schedule to include the City Councils of Mountain View, Menlo Park, Daly City, and Palo Alto. Anthony Buralli moved to support the proposed schedule. Simone Harms seconded the motion. Yes: 12, No: 0, Abstain: 0.

3) 2026 Budget: Staff presented the comprehensive 2026 budget for Board review. Gina Atwood presented operational assumptions. Revenue projections include a 3% growth in TMD Assessments. Membership income, program/event income, and "As Fresh As It Gets" funding are budgeted conservatively with zero growth projected. Under expenses, the 1% TMD fee allocation remains mandatory. AFAIG expenses align with the County contract. Membership expenses remain flat. The budget covers the annual audit, liability/D&O/Cyber insurance, and reflects a rent reduction (due to the conclusion of office remodeling costs). Personnel includes a new Web Manager position to support digital infrastructure. A safe harbor provision was added to the 401(k) plan (\$90,000 investment) to ensure year-end testing compliance. The budget projects a \$1.5 million deficit. This will be funded via a forecasted \$1.2 million carryover

from 2025 operations and the utilization of \$300,000 from the \$2.4 million deferred revenue (2024).

Maggie Lang presented the Sales & Marketing budget. Leisure will continue focus on the "It's Kind of Wild" campaign evolution. Group sales will reallocate funds toward high-conversion activities, including qualified planner FAM trips, strategic partnerships, and events with Maritz and HPN. Initiatives added include implementation of FIFA support strategy, regional tradeshow recruitment, two signature events, and a partnership event with the Chambers of Commerce.

John Hutar shared our TMD renewal and strategic planning, which includes funds allocated for advocacy in preparation for the 2027 TMD renewal.

Nova Maldonado shared that the budget provides for the development of a Tourism Master Plan and the launch of a Community Tourism Enhancement Pilot Program to sponsor room-night-driving community events.

There was a discussion on the budget. Anthony Buralli moved to approve the 2026 budget. Lisa Kershner seconded the motion. Yes: 12, No: 0, Abstain: 0.

INFORMATION ITEMS:

4) Staff Report: John Hutar reported on the success of the recent Visit California CEO Trade Mission to Canada. Nova Maldonado provided an update on the progress toward completing the 500-mile Bay Trail. Maggie Lang reported booking 29,369 room nights year-to-date (goal: 30,250). Leisure room nights are tracking ahead of goal at 98,121. An update regarding the Pacifica TMD was also provided. Gina Atwood confirmed the completion of the 2024 Financial Audit and the HR Assessment.

5) Agenda items for future Board meetings: Christina Ongerth requested a future update regarding the integration of Short-Term Rentals (STRs) into the TMD assessment structure.

The meeting was adjourned without objection at 4:45 p.m.

East Palo Alto Mayor Emeritus Martha Barragan, East Palo Alto Vice Mayor Emeritus Mark Dinan, and City Manager Melvin E. Gaines gave an update on the City of East Palo Alto and plans for the future.

Approved _____

Date _____