

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS ANNUAL BOARD 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 3:09 p.m.

Board members present: Lisa Kershner, Casper van Eldik Thieme, Jonathan Powers, Hugo Hernandez, Blanca Rivera, Benjamin Duverge, Prativ Patel, Randy Johnson, Adora Manalo, Melissa Andretta, Daniel Herbst, Yakub Yakubi, Mitch Postel, Tina Ongerth

Board members absent: Reggie Kumar, Kara Newport, Cameron Palmer, Kevin Kretsch, Anthony Buralli, Daisy Li, Pravin Punjiya, Christopher Holbrook

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Fadi Shahin, Assurance Partner, SD Mayer

INTRODUCTIONS:

Lisa Kershner reported that members of the audience are welcome to address the Board 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) Consent Agenda: The items on the consent agenda are the minutes of the September 18 Board Meeting, the minutes of the November 13 TMD Committee Meeting, the October 31 financial statement and the 2025 Board meeting dates. There was no request to remove any item. Adora Manalo moved to approve the consent agenda. Yakub Yakubi seconded the motion. Yes 12, No 0, Abstain 0. (Vote does not include Melissa Andretta and Prativ Patel who had not yet arrived.)

2) 2023 Audited Financials: Fadi Shahin reported that in their opinion, the financial statements present fairly, in all material respects, the financial positions of San Mateo County

Convention and Visitors Bureau as of December 31, 2023. In conclusion, there are no mistakes and no non-compliance. Tina Ongerth moved to accept the 2023 audited financial statements. Daniel Herbst seconded the motion. Yes 14, No 0, Abstain 0. (Vote includes Melissa Andretta and Pravin Punjiya who arrived.)

3) Board Officer Elections and Director Appointments: Lisa Kershner recognized Hugo Hernandez and Kara Newport who recently resigned from our Board. We will miss their valuable contributions. The Nominating Committee has nominated the following slate of officers for 2025:

Chair: Tina Ongerth, The Dylan SFO, Millbrae

Chair-Elect: Kevin Kretsch, Hyatt Regency SFO, Burlingame

Immediate Past Chair: Lisa Kershner, SFO Marriott Waterfront, Burlingame

Treasurer: Randy Johnson, Fairfield Pacifica, Pacifica

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

Vice Chair 1: Jonathan Powers, Doubletree SFO, Burlingame

Vice Chair 2: Anthony Buralli, Residence Inn San Carlos/Redwood City, San Carlos

Mitch Postel moved to accept the 2025 Board Officers. Benjamin Duverge seconded the motion.

The Nominating Committee has also nominated Adrian Vasquez, Area General Manager, Homewood Suites Belmont; Chris Calo, General Manager, Doubletree Brisbane; and James Wardell, General Manager Canyon Ranch (Woodside, Unincorporated San Mateo County) to join our Board. Adora Manalo moved to accept the new Board members. Casper van Eldik Thieme seconded the motion. Yes 14, No 0, Abstain 0.

The Nominating Committee also recommends the following Board members renewed for the 2025-2026-2027 term (their term is expiring):

Anthony Buralli, Residence Inn San Carlos/Redwood City, San Carlos

Chris Calo, Doubletree Brisbane

Benjamin DuVerge, Grand Bay SF, Redwood City

Daniel Herbst, Enterprise Rent-a-Car

Christopher Holbrook, Westin & Aloft, Millbrae

Jonathan Powers, Doubletree SFO, Burlingame

Blanca Rivera, Half Moon Bay Lodge, Half Moon Bay

Casper van Eldik Thieme, Grand Hyatt, Unincorporated County

Benjamin Duverge moved to renew the Board members terms. Adora Manalo seconded the motion. Yes 14, No 0, Abstain 0.

4) Board Advisory Committee + 2025 Strategic Planning: John Hutar presented the mission statement of the Board Advisory Council. He and Mitch Postel met with Rosanne Foust, CEO of SAMCEDA, to discuss potential sectors and candidates for the BAC. Leading experts from the following sectors of the San Mateo County community will provide input to the

Board of Directors. The sectors proposed are education, business/tech/biotech, environmental, government, restaurants, labor, attractions, parks and recreation, arts, venues and community. John Hutar shared names of potential candidates for the Board Advisory Council in the sectors. Hutar reported that there will be a kick off meeting on February 11 with the BAC and Bill Geist (DMO Proz) to provide input for our strategic planning session in May. Daniel Herbst moved to accept the recommended sectors and candidates and gave authority to John Hutar and Mitch Postel to fill the remaining seats on the BAC. Tina Ongerth seconded the motion. Yes 14, No 0, Abstain 0.

5) Contract with Ameswell Hotel: John Hutar reported that the Director of Sales of the Ameswell Hotel expressed interest in joining our organization. As the hotel is in Mountain View, which is outside the current TMD jurisdiction, Civitas advised that a contract could be established between our CVB and the hotel. This contract would require the hotel to adhere to all TMD regulations. The Ameswell Hotel is a 250-room luxury boutique hotel with former Board member Simone Harms serving as General Manager. It is estimated to generate between \$450,000 and \$500,000 annually to the TMD. The assessment rate for the hotel would be 1.5%, aligning with other Group A hotels. Casper van Eldik Thieme moved to contract with the Ameswell hotel starting February 1 through the end of the current TMD as well as invite General Manager Simone Harms to join our Board. Randy Johnson seconded the motion. Yes 14, No 0, Abstain 0

6) 2025 Margi Grant Lifetime Award: John Hutar shared the history of the Margi Grant Award which will be presented at our April 9 Annual Meeting. Yakub Yakubi moved to nominate (REDACTED) for the 2025 Margi Grant Lifetime Achievement Award. Jonathan Powers seconded the motion. Yes 14, No 0, Abstain 0

7) Report on Closed Session Executive Committee Meeting: Lisa Kershner reported that the Executive Committee met with Wil Brewer, President of Performance Management Group, to discuss comparable CEO salary and incentive plans. Lisa Kershner expressed gratitude to John Hutar for his exceptional performance in 2024. The Executive Committee recommended adopting the CEO incentive plan as outlined by Wil Brewer, increasing the CEO's salary by 4% for 2025, and awarding a 30% bonus for 2024. Benjamin Duverge moved to accept the recommendations of the Executive Committee. Daniel Herbst seconded the motion. Yes 14, No 0, Abstain 0

8) 2025 Budget: John Hutar reported that the team met with the SFPTMD Committee to seek input and approval for the proposed budget. Maggie Lang presented the budget strategy, emphasizing its alignment with the top priorities established by the Board in August. The key components of the budget include: Doubling digital marketing spend; Developing a new website; Reintroducing the Visitor Guide; Adding additional staff; Prioritizing support for large local events. Jonathan Powers moved to accept the 2025 budget. Tina Ongerth seconded the motion. Yes 13, No 0, Abstain 0 (Randy Johnson left prior to the vote.)

#### INFORMATION ITEMS:

- 9) Board Updates: Mellisa Andretta reported that the new Airport Director Mike Nakornkhet starts on January 2.
- 10) Agenda items for future Board meetings: None
- 11) Passing of Gavel: Lisa Kershner passed the gavel to incoming chair Tina Ongerth.

Meeting was adjourned without objection at 4:31 p.m.

Approved \_\_\_\_\_

Date \_\_\_\_\_