

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR BOARD MEETING
San Francisco Wine School
415 Grand Avenue, #301 South San Francisco, CA 94080
Wednesday, February 12, 2025
8:00 A.M. PST

MEETING MINUTES

CALL TO ORDER:

Chair Ongerth called the meeting to order at 8:33 p.m.

Board members present: Lisa Kershner, Casper van Eldik Thieme, Blanca Rivera, Benjamin Duverge, Randy Johnson, Mitch Postel, Christina Ongerth, Kevin Kretsch, Daisy Li, Pravin Punjiya, Christopher Holbrook, Adrian Vasquez, James Wardell, Simone Harms

Board members absent: Reggie Kumar, Cameron Palmer, Anthony Buralli, Jonathan Powers, Prativ Patel, Adora Manalo, Melissa Andretta, Daniel Herbst, Yakub Yakubi

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Bill Geist, CEO of DMOProz

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. 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

INFORMATION ITEMS:

- 1) Evolution of Tourism Boards: Bill Geist shared the history of CVBs and best governance examples.
- 2) Roles, Duties, Responsibilities, and Rights: Bill Geist explained the responsibilities of each board member which includes Board members liaising with city officials.
- 3) Board Meetings: Bill Geist reviewed the rules that must be followed at all Board meetings.

4) Board Succession Process: Bill Geist explained what Board orientation and onboarding should look like. He encouraged term limits and an understanding that all Board members are candidates for Chair.

5) Developing a Strategic Plan: Bill Geist explained our strategic plan development process, starting with the May 8 Board Planning Session.

6) Review Action Items: Christina Ongerth encouraged all to buy a table at the April 9 Annual Meeting.

7) Agenda items for future Board meetings: Christina Ongerth asked all Board members to let us know what you'd like to see on the next Board meeting agenda.

The meeting was adjourned without objection at 12:13 p.m.

Approved _____

Date _____