

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR BOARD MEETING

Fairfield by Marriott
127 W. Harris Avenue. South San Francisco 94080
Thursday, March 21, 2024
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Kershner called the meeting to order at 3:05 p.m.

Board members present: Lisa Kershner, Henning Nopper, Kevin Kretsch, Fettah Aydin, Jonathan Powers, Daniel Herbst, Kara Newport, Cameron Palmer, Anthony Buralli, Hugo Hernandez, Daisy Li, Pravin Punjiya, Yakub Yakubi, Blanca Rivera

Board members absent: Mitch Postel, Gustavo De Almeida, Reggie Kumar, Adora Manalo, Tina Ongerth, Melissa Andretta, Robert Brand, Christopher Holbrook

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Teipo Brown, Director of Sales; B.C. LeDoux, Kelsey Audas, Cathy Davis, Jeff Deikis, and Danni Winter from Noble Studios; Fadi Shahin, SD Mayer; Danielle Gonzalez, CFO by Design (*joined via zoom*)

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) Approval of Minutes: The meeting minutes from the December 14 Board meeting were reviewed. Fettah Aydin moved to approve the minutes. Kevin Kretsch seconded the motion. Yes 14, No 0, Abstain 0.

2) 2022 Audited Financials: Fadi Shahin presented the 2022 audited financial reports noting that they tested 97% of the TBID assessments and 84% of expenses. The result is a clean/unmodified report with no control issues or deficiencies. Kara Newport moved to approve the 2022 audited financials. Yakub Yakubi seconded the motion. Yes 14, No 0, Abstain 0.

3) Financial Report: Danielle Gonzalez from CFO by Design presented the new financial statements through February 29, 2024. She noted that cash is at \$217k with prepaid expenses totaling \$450k. Total liabilities are \$438k. Danielle reported that expenses breakdown as 92% sales, marketing & advocacy and 8% administration which is in line with our Management District Plan. She also explained that she and Fadi Shahin worked together to ensure our processes are in line with tax and auditing standards. Jonathan Powers moved to approve the February 29, 2024 financials. Daniel Herbst seconded the motion. Yes 14, No 0, Abstain 0. Jonathan Powers presented the 2023 year-end statement noting that with outstanding TBID assessments and additional approved expenses, we are within budget by \$20k. The investment account has been liquidated so remaining TBID assets can be spent prior to disestablishing the TBID. Fettah Aydin moved to approve the year-end 2023 financials. Anthony Buralli seconded the motion. Yes 14, No 0, Abstain 0.

4) Board of Directors Appointments: John Hutar explained that five of the 14 jurisdictions we serve are not represented on our Board: Brisbane, Belmont, Pacifica, Redwood City, and San Bruno. Lisa Kershner proposed the following for consideration to our Board: Randy Johnson, CEO Johnson Hotels, Pacifica (Fairfield Pacifica and new Hampton Inn in San Mateo); Benjamin DuVerge, GM of Grand Bay San Francisco, RWC; Prativ Patel, Owner of Hotel Aura and Skye, San Bruno. Kevin Kretsch moved to approve the proposed board members. Anthony Buralli seconded the motion. Yes 14, No 0, Abstain 0.

5) Review Fired Up Culture Proposal for Board + Staff Development: John Hutar report that he, Lisa Kershner and Gina Atwood attended the Board Leadership Symposium for DMOs. All felt that we should focus more on Board and staff development with Chris Ihrig, CEO and founder of Fired Up Culture. His company counts 40 DMO clients in their portfolio. For our consideration today is accepting a consulting proposal for \$20K for Fired Up Culture to work with the Board to set priorities for the organization via a Board retreat. Pre-retreat work includes one on one interviews with Board Members to capture viewpoints from each board member, post retreat work focusses on mentoring the CEO to create a process for these objectives to be actualized. Term of the engagement is six months. Jonathan Powers moved to contract with Fired Up Culture for Board and staff development. Anthony Buralli seconded. There was discussion regarding whether this was budgeted and John Hutar confirmed that we do have the funds budgeted, just wanted to confirm that the Board was interested in the development. Yes 14, No 0, Abstain 0.

6) TMD Update: John Hutar reported that on March 5, Burlingame City Council, as Administrators of the Tourism Marketing District voted to formally expand to include Foster City. Foster City will formally begin participation in the District April 3, 2024. John Hutar received outreach from Palo Alto hoteliers expressing interest to join our District. He met with some key Palo Alto stakeholders. Should we be successful with Palo Alto, it would seem logical to add Menlo Park at the same time. Anthony Buralli moved to move ahead with adding Palo Alto and Menlo Park to our District if they request us to do so. Kevin Kretsch seconded the motion. Yes 14, No 0, Abstain 0.

INFORMATION ITEMS:

1) Advertising Agency Presentation: B.C. LeDoux, Kelsey Audas, Cathy Davis, Jeff Deikis, and Danni Winter from Noble Studios gave a presentation on accomplishments to date and shared creative details of upcoming advertising campaigns. *(Cameron Palmer left the meeting at 5:05pm)*

3) Staff Update: John Hutar presented our 2023 Annual Report. Teipo Brown shared sales figures, noting that we have surpassed pre-covid numbers. Maggie Lang reported that SimpleView data has

DMO traffic outpacing 2018-2019 numbers. She noted that events continue to drive most traffic to our site.

4) Board Updates: Daisy Li shared information on her Cooking with Heart Program and encouraged all to consider sponsoring and/or attending her upcoming Gala. John Hutar shared that Fattah Aydin will be leaving our area for Sacramento. Fattah Aydin was presented with a plaque to commemorate his years of service on our board.

Meeting was adjourned without objection at 5:22 p.m.

Approved _____

Date _____