

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Courtyard by Marriott San Mateo Foster City, 550 Shell Blvd., Foster City, CA 94404
Thursday, March 20, 2025
8:30 a.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Ongerth called the meeting to order at 8:38 a.m.

Board members present: Yakub Yakubi, Christina Ongerth, Lisa Kershner, Casper van Eldik Thieme, Jonathan Powers, Blanca Rivera, Anthony Buralli, James Wardell, Randy Johnson, Daisy Li, Christopher Holbrook, Simone Harms, Mitch Postel

Board members absent: Reggie Kumar, Cameron Palmer, Pravin Punjiya, Prativ Patel, Christopher Calo, Adora Manalo, Daniel Herbst, Adrian Vasquez, Kevin Kretsch, Melissa Andretta

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

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

INFORMATION ITEMS:

1) Review of DMO Evolution & Governance: Bill Geist reviewed the history of DMOs. John Hutar reviewed the BAC meeting, Peninsula Fresh and the Progress Seminar.

2) Pre-Session Survey Results Bill Geist shared the opportunities presented from the recent survey and focus groups as well as input from BAC meeting: Convention Center, hotels/resorts, sports/music venues; zero friction transportation; build out ferry system; more water and nature based activities; more nightlife/cultural activities/amphitheater/public art; re-imagined bayside waterfront to be attractive and vibrant; a worldwide recognized event; camping/glamping/more family attractions; greater engagement with County and Councils;

increased organizational visibility throughout Peninsula; increased organizational resources/every community in invested in The SFP; develop the calendar of events.

3) Identification and clarification of Purpose, Vision, and Mission: Bill Geist shared the SFP's existing mission and brainstormed ideas to clarify it.

4) Identification of key stakeholders and Expectations: Bill Geist shared the expectations of Board members.

5) Analysis of Destination & Organizational Opportunities and Threats: Bill Geist suggested we get each community's master plan, pull out their tourism aspects, and support those plans.

6) Prioritization of Opportunities: The Board decided which opportunities to pursue for our strategic plan.

7) Brainstorm top Opportunities for the Board to Pursue: Bill Geist summarized the top opportunities. Destination Asset Development: Convention Center, Event Center Conversation, Sports Complexes (youth and adult), stadium conversation, larger music venue/amphitheater, tourism master plan. Experience Enhancement: More water and trail access, more nightlife/cultural activities, more public art/murals, a destination event/support. Organizational excellence: Increase organizational visibility throughout the Peninsula, actively engage the Advisory Board, greater engagement with County and Councils, increase organizational budget/every community is invested in The SFP, commit to developing the calendar of events for the Peninsula.

Additional Board input included: The Board agreed to remove a stadium from the opportunity list. Hotels would like a QR code that links to our new magazine to post on tabletops/digital displays at check-in and where possible, include on in-room TVs. The Board would like to see government officials back at Board meetings. Board members would like the agenda earlier. Board members can reach out to each BAC member to connect. Ensure that the Board attendance policy is followed and make changes to the Board as needed. Bring back mixers. Board members should attend chamber events and get to know the Economic Development Directors and Councils.

Bill Geist will provide the Board with a final Strategic Plan Document.

8) Agenda items for future Board meetings: Commit 25% of the agenda to reporting governance and 75% to strategy updates, status, and assignments.

The meeting was adjourned without objection at 3:47 p.m.

Approved _____

Date_____