

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
Embassy Suites by Hilton SFO Waterfront
150 Anza Blvd., Burlingame, CA 94010
Thursday, June 11, 2026
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Kretsch called the meeting to order at 3:11 p.m.

Board members present: Kevin Kretsch, Georges Safi, Hartmut Ott, Pravin Punjiya, Casper van Eldik Thieme, Daisy Li, Lisa Kershner, Jonathan Powers, Prativ Patel, Daniel Herbst, Cynthia Chow, Paul Wilson, Sam Kim, Yakub Yakubi, Simone Harms, Christina Ongerth, Mitch Postel, Anthony Buralli, Blanca Rivera (*arrived late*)

Board members absent: Michael Holloway, Randy Johnson, Cameron Palmer, Melissa Andretta

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

INTRODUCTIONS:

Kevin Kretsch 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: Anthony Burralli moved to approve the February 19, 2026, meeting minutes. Simone Harms seconded the motion. Yes: 18, No: 0, Abstain: 0. (*Blanca Rivera had not yet arrived.*)
2. Initiate steps to expand the TMD to include Daly City: John Hutar informed the Board that representatives from the City of Daly City approached The SFP to explore partnership opportunities. Daly City currently has seven hotel properties, including the Hampton Inn, which features meeting space and has expressed direct interest in joining the Tourism Marketing District (TMD) if the municipality moves forward. To proceed, The SFP would need to contract Civitas to

conduct necessary legal research and draft both the Resolution and the Management District Plan. Anthony Burralli moved to engage Civitas if needed to do the research and draft the Resolution and Management District plan should Daly City want to join the TMD. Jonathan Powers seconded the motion. Yes: 19, No: 0, Abstain: 0. (*Blanca Rivera had arrived.*)

INFORMATION ITEMS:

3. Reserve Policy: John Hutar presented the organization's current cash reserve position and policy, noting an ongoing non-compliance issue with the 1% reserve cap currently mandated by the TMD Management District Plan. The organization's goal is to maintain 180 days of the total operating budget in the cash account and 120 days in the reserve account. Because the TMD restricts reserve contributions to 1% of assessments, the organization consistently falls short of this target. Leadership noted that the organization may need to either revise its internal cash and reserve targets or seek a formal amendment to the TMD parameters during the next renewal cycle.
4. Report out on Executive Committee: Kevin Kretsch provided an update on recent executive committee actions and approvals. The Committee voted to nominate the incoming General Manager of The Westin/Aloft to the Board. The Committee approved expanding The SFP's involvement in the Pacifica TMD by managing the PTMD and formally establishing a Pacifica TMD Committee. The Committee reviewed the CEO incentive plan metrics.
5. Staff Report: Gina Atwood reported that the organization has launched the OrgAlign 360 and Leadership 360 assessment processes. Additionally, Directors and Officers (D&O) insurance has been successfully renewed, and Bitwarden has been fully deployed across the organization for centralized password management. Maggie Lang shared that the sales team has successfully booked 6,415 new room nights and 8,280 repeat room nights to date. Leisure room bookings reached 55,500, with all website metrics pacing ahead of established targets. John Hutar announced the rollout of the Board-approved Tourism Enhancement Program. He is requesting that two to three Board members volunteer to serve on an ad hoc committee to review incoming program applications. Casper van Eldik Thieme graciously agreed to volunteer. Maggie Lang shared completed marketing sizzle reels for Burlingame and Pacifica, noting that Millbrae is currently in production as part of a broader initiative to cover all partner cities. The recent Flavors culinary event concluded successfully with 141 participating restaurants. The initiative drove a 424% year-over-year (YoY) increase in dining referrals, accounting for 64% of total referral volume. Total Booking Actions rose 94% YoY, and lodging referrals increased by 171%. The Heritage Fire event is scheduled for July 26, 2026. Board members interested in attending were asked to submit requests for complimentary tickets. John Hutar informed the Board that a former employee has filed a workers' compensation claim. The organization anticipates no direct financial liability from this claim, outside of a potential adjustment to future premium rates.
6. Agenda items for future Board meetings: None
7. The meeting was adjourned without objection at 5:13 p.m.

Approved _____

Date _____