

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT  
BOARD OF DIRECTORS BOARD MEETING

Moonstar  
405 S. Canal Street, South San Francisco, CA 94080  
Thursday, June 12, 2025  
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Ongerth called the meeting to order at 3:13 p.m.

Board members present: Lisa Kershner, Casper van Eldik Thieme, Blanca Rivera, Christina Ongerth, Kevin Kretsch, James Wardell, Simone Harms, Pravin Punjiya, Daisy Li, Randy Johnson, Jonathan Powers (*joined meeting in progress*)

Board members absent: Reggie Kumar, Cameron Palmer, Christopher Holbrook, Prativ Patel, Mitch Postel, Christopher Calo, Adora Manalo, Daniel Herbst, Yakub Yakubi, Anthony Buralli

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

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

ACTION ITEMS:

1) Consent Agenda: The items on the consent agenda are the minutes of the March 20, 2025, Board Meeting, the minutes of the May 8, 2025, Board Meeting/Planning Session, and the May 31, 2025, Financial Reports. There was no request to remove any item. Casper van Eldik moved to approve the consent agenda. Randy Johnson seconded the motion. Yes: 10, No: 0, Abstain: 0. (*The vote does not include Jonathan Powers, who had not yet arrived.*)

INFORMATION ITEMS:

2) Staff Report: Maggie Lang reported that the sales team achieved its year-to-date room night goal. Leads have increased by 5%, and the Expedia campaign is projected to surpass its room night target. Lang also noted that discussions have commenced with The Collective and A21 to develop a signature event for The SFP. The new website will also emphasize hotels and meetings and incorporate an AI layer for enhanced functionality. Gina Atwood provided an update on several key initiatives. The Employee Handbook has completed its annual review and update. The audit process has been initiated, and the migration to a new ADP payroll platform is complete. Atwood also discussed Board Effect. John Hutar reported that the Request for Proposal (RFP) period for the San Mateo County Event Center has been extended to June 30, 2025. He also announced that the Board Advisory Council and Board of Directors will hold a joint meeting in October. Hutar stated that the organization will seek to add an advocacy position and a Group B Sales Manager. He also announced Adrian Vasquez's resignation from the Board, as Mr. Vasquez will depart from the Brisbane hotel. Hutar shared Costar's report, indicating April as the strongest month for year-over-year growth.

ACTION ITEMS:

3) Pacifica TMD RFP: John Hutar reported that in September 2023, the Executive Committee voted to initiate discussions with the City of Pacifica concerning their updated Tourism Marketing District (TMD). The Request for Proposal (RFP) for this work has now been published. The scope of the RFP encompasses not only marketing services but also administrative and compliance responsibilities. After reviewing the RFP, the staff recommends that we propose to handle only the digital marketing aspects, specifically focusing on website management and social media. Pravin Punjiya moved to respond to the RFP with a five-year term, with a reevaluation of the agreement scheduled after this period. The proposal would include a \$40,000 administrative fee, with the remaining funds allocated to website management, social media, general digital marketing efforts, and advertising buys. It is important to note that the website's redevelopment is not included in this proposed scope. Casper van Eldik seconded the motion. Yes: 11, No: 0, Abstain: 0. *(The vote includes Jonathan Powers, who had arrived.)*

INFORMATION ITEMS:

4) South San Francisco Presentation: City Manager Sharon Ranals gave an update on housing and upcoming SSF development.

ACTION ITEMS:

5) 2025-2028 Strategic Plan: Bill Geist and Christina Ongerth summarized the Board's strategic plan goals at the last Board Planning Meeting. They presented the goals and strategy for the upcoming three years. Lisa Kershner moved to approve the strategic plan for 2025-2028. Casper van Eldik seconded the motion. Yes: 9, No: 0, Abstain: 0. *(The vote does not include Jonathan Powers and Kevin Kretsch, who had to leave following the City Manager presentation.)*

6) Board Member Expectations: John Hutar reviewed the responsibilities, noting that the number of meetings attended is defined and includes an orientation for all Board members. Daisy Li moved to approve the Board Member Responsibilities. Lisa Kershner seconded the

motion. Yes: 9, No: 0, Abstain: 0. *(The vote does not include Jonathan Powers and Kevin Kretsch, who had to leave following the City Manager presentation.)*

INFORMATION ITEMS:

7) Agenda items for future Board meetings: Simone Harms announced that the Park James has expressed an interest in joining the TMD.

8) Reveal The San Francisco Peninsula Magazine: The magazines were distributed to all Board members.

The meeting was adjourned without objection at 5:40 p.m.

Approved \_\_\_\_\_

Date\_\_\_\_\_