

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR BOARD MEETING
Grand Bay
222 Twin Dolphin Drive, Redwood City, 94065
Wednesday, August 21, 2024
8:30 a.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Kershner called the meeting to order at 9:05 a.m.

Board members present: Lisa Kershner, Jonathan Powers, Kara Newport, Anthony Buralli, Hugo Hernandez, Daisy Li, Pravin Punjiya, Blanca Rivera, Mitch Postel, Tina Ongerth, Christopher Holbrook, Randy Johnson

Board members absent: Reggie Kumar, Adora Manalo, Melissa Andretta, Daniel Herbst, Cameron Palmer, Kevin Kretsch, Yakub Yakubi, Benjamin Duverge, Prativ Patel

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Melissa Stevenson Diaz, City Manager, City of Redwood City; Chris Ihrig and Linda John, Fired Up! Culture

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

INFORMATION ITEMS:

- 1) The Board of Directors prioritized their ideal future for the organization as follows:
 - Enhance sales efforts to ensure more robust lead generation.
 - Establish Destination Brand as top-of-mind easily recognized identity.
 - Leverage existing events for tourism growth.
 - Leverage access to existing venues/facilities.
 - Focus on best practices philosophy by identifying comp sets and comparable benchmarks.
 - Prioritize/Leverage key partner relationships to meet facility development goals.

- Create compression business via new event development.
- Invest in/support the creation of a new destination signature event.
- Focus on thought leadership by staying current on trends, research and destination organization best practices.

Meeting was adjourned without objection at 4:32 p.m.

Approved _____

Date _____