

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS BOARD MEETING
DoubleTree by Hilton San Francisco South Airport Blvd.
275 South Airport Blvd. South San Francisco, CA 94080
Thursday, September 17, 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, Melissa Andretta, Casper van Eldik Thieme, Michael Holloway, Randy Johnson, Daisy Li, Lisa Kershner, Prativ Patel, Daniel Herbst, Cynthia Chow, Sam Kim, Simone Harms, Christina Ongerth, Mitch Postel, Blanca Rivera. Hartmut Ott and Chris Holbrook (*arrived late*)

Board members absent: Anthony Buralli, Yakub Yakubi, Jonathan Powers, Pravin Punjiya, Cameron Palmer

Staff and Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Nova Maldonado, Chief Advocacy Officer; Mike Gamble and Nicole Newman from SearchWide Global.

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: Casper van Eldik Thieme moved to approve the June 11, 2026, meeting minutes and August 31, 2026, financial report. Cynthia Chow seconded the motion. Yes: 16, No: 0, Abstain: 0. (*Hartmut Ott and Chris Holbrook had not yet arrived.*)
2. Nominating Committee Appointment: Daisy Li moved to nominate Christina Ongerth, Lisa Kershner, Mitch Postel, and Kevin Kretsch to the Nominating Committee. Sam Kim seconded the motion. Yes: 16, No: 0, Abstain: 0. (*Hartmut Ott and Chris Holbrook had not yet arrived.*)

3. Board Advisory Council Appointment: John Hutar reviewed the new Board Advisory Council members. Mitch Postel moved to nominate Donna Colson to the Board Advisory Council. Sam Kim seconded the motion. Yes: 16, No: 0, Abstain: 0. *(Hartmut Ott and Chris Holbrook had not yet arrived.)*
4. TMD Renewal Task Force (Ad Hoc) Creation: John Hutar reported that the Tourism Marketing District (TMD) renewal process begins in July 2027. An ad hoc task force is recommended to evaluate renewal rate structures, evaluate potential automatic annual increases, and identify additional funding options. Randy Johnson moved to nominate Casper van Eldik Thieme to chair the task force with members Christina Ongerth, Hartmut Ott, Lisa Kershner, Georges Safi, and Cynthia Chow. Michael Holloway seconded the motion. Yes: 16, No: 0, Abstain: 0. *(Hartmut Ott and Chris Holbrook had not yet arrived.)*

INFORMATION ITEMS:

5. Report out on Executive Committee: Kevin Kretsch provided an update on recent Executive Committee actions and approvals. The Committee voted to nominate Chris Holbrook and Lyle Taneka to the Board. The Committee voted to add three Advisory Council Members: Lenny Mendonca, Former Chief Economic and Business Advisor to the Governor of California, Gavin Newsom, and Chair of the California High Speed Rail Authority, Owner of Half Moon Bay Brewing Company and Coastside News Group; Zoe Kersteen-Tucker, Director, Midpeninsula Regional Open Space District; and Chris Calo, General Manager, DoubleTree by Hilton San Francisco Airport North (Brisbane). The Committee approved engaging SearchWide Global for the CEO search, finalized the recruitment timeline, and established the target compensation framework. *(Hartmut Ott and Chris Holbrook had arrived.)*
6. SearchWide Global Presentation: Nicole Newman shared the CEO recruitment timeline as follows:
 - September 25: Search officially opens/goes live.
 - November 11: Initial review of 8–10 candidate summaries and resumes.
 - November 30 & December 1: First-round interviews via Zoom (5–6 candidates).
 - December 8 & 9: Final in-person interviews (3 candidates).
 - December 10: Final candidate presented to the Board for formal approval.
7. Report out on Pacifica TMD: Nova Maldonado reported that the Pacifica TMD Committee met on June 26 to approve its annual budget and marketing plan. PTMD assessment disbursements were received on July 31, and marketing initiatives launched on August 1. The committee's next meeting is scheduled for December 6. Maggie Lang noted that initial digital setup is complete, including website optimization, social media channels, and SEO.
8. Staff Report: John Hutar shared that we have engaged David Naczycz of Coraggio Group to facilitate the upcoming Board Advisory Council, with plans to retain him for future Board communication workshops. Nova Maldonado reported that progress continues regarding Daly City's incorporation into the TMD. Gina Atwood reported that following three annual culture surveys, the organization achieved top-tier benchmark results, positioning the team for a workplace culture award from Fired Up! Culture. The team has centralized and

automated the full recruitment and onboarding cycle in BambooHR. In finance, a \$37,990 check was intercepted and fraudulently washed; the bank issued a provisional credit, and all accounts payable have transitioned to Bill.com with Positive Pay protection. Maggie Lang reported that as of August 31, sales production reached 11,261 new room nights and 9,500 repeat room nights. The Expedia leisure campaign generated 107,799 room nights, keeping the organization well on pace toward annual targets. Website partner referrals rose 171% year over year. John Hutar and Narimel Tarver explained our sales mission and strategy. Narimel Tarver presented the 2027 trade show schedule, highlighting partnership opportunities for hotel stakeholders. Maggie Lang reported that we are re-expanding into international and tour & travel segments. She also shared that we will be working with Wheel the World to identify 20 properties as "Above ADA Compliant". Maggie Lang also shared that we received a Visit California Poppy Award and earned an ESTO Award nomination for Best Website.

9. Agenda items for future Board meetings: Christina Ongerth requested that an update and discussion regarding the Film Commission be placed on the agenda for the next Board meeting.

10. The meeting was adjourned without objection at 4:53 p.m.

Approved _____

Date _____