

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS REGULAR BOARD MEETING
The Westin SFO
1 Old Bayshore Hwy., Millbrae, CA 94030
Thursday, September 19, 2024
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Kershner called the meeting to order at 3:08 p.m.

Board members present: Lisa Kershner, Casper van Eldik Thieme, Kevin Kretsch, Jonathan Powers, Anthony Buralli, Hugo Hernandez, Daisy Li, Pravin Punjiya, Blanca Rivera, Christopher Holbrook, Benjamin Duverge, Prativ Patel, Randy Johnson, Adora Manalo, Melissa Andretta, Daniel Herbst

Board members absent: Reggie Kumar, Yakub Yakubi, Kara Newport, Mitch Postel, Tina Ongerth, Cameron Palmer

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO; Maggie Lang, Chief Sales & Marketing Officer; Mayor Anders Fung, City of Millbrae

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

ACTION ITEMS:

1) Consent Agenda: The items on the consent agenda are minutes of the June 20 Board Meeting, minutes of the August 21 Board Meeting and the August 30 financial statement. There was no request to remove any item. Kevin Kretsch moved to approve the consent agenda. Anthony Buralli seconded the motion. Yes 15, No 0, Abstain 0. (Vote does not include Casper van Eldik Thieme.)

2) Board of Directors Appointments: Kevin Kretsch moved to nominate Casper van Eldik Thieme, general manager of the Grand Hyatt, to the Board of Directors. Adora Manalo

seconded the motion. Yes 15, No 0, Abstain 0. (Vote does not include Casper van Eldik Thieme.)

3) Strategic Planning: John Hutar reviewed the 2025 priorities that were agreed upon at the Board Retreat. Anthony Buralli moved to accept the 2025 top priorities as developed at the Board retreat. Daniel Herbst seconded the motion. Yes 16, No 0, Abstain 0. (Vote includes Casper van Eldik Thieme.) John Hutar also proposed allocating funds to create a multi-year strategic plan. Anthony Buralli moved to allocate funds to create a multi-year strategic plan for the SFP. Adora Manalo seconded the motion. Yes 16, No 0, Abstain 0

4) Nominating Committee Appointment: Lisa Kershner explained that this is the meeting where we appoint a Nominating Committee. Traditionally this is the Chair, Chair-Elect and Past Chairs. Randy Johnson moved to appoint Lisa Kershner, Tina Ongerth and Mitch Postel to the Nominating Committee. Anthony Buralli seconded the motion. Yes 15, No 0, Abstain 1 (Lisa Kershner abstained.)

5) Advocacy Policy: John Hutar complimented Kara Newport for suggesting we adopt an Advocacy Policy. While most DMOs don't have one, we felt it was important. We drafted a policy and had Civitas review it. John Hutar shared the policy in full. Daniel Herbst asked for clarification on Board members using their Board title to endorse candidates. While we feel this is implied, it will be added to the Board Member responsibilities to assure it is clear. Anthony Buralli moved to accept the Advocacy Policy. Pravin Punjiya seconded the motion. Yes 16, No 0, Abstain 0

6) Board Advisory Committee: John Hutar explained that we would like to create a Board Advisory Committee (BAC) to further reach into the community and give recommendations and opinions to the Board. The BAC can also be used as a Board recruiting tool. As our Past Chair, Mitch Postel would chair the BAC. John Hutar and BAC Chair will provide a list of recruits to the Board with the first meeting take place in Q1. Board members must make up less than a quorum on the BAC. Daisy Li moved to create a Board Advisory Committee. Anthony Buralli seconded the motion. Yes 16, No 0, Abstain 0

INFORMATION ITEMS:

7) Millbrae Mayor Presentation: Mayor Fung gave an update on Millbrae initiatives including enhancing public safety and affordable housing. He stressed the importance of the hospitality industry to Millbrae.

8) Staff Report: Maggie Lang reported that our new Director of Marketing started about one month ago. Our new Director of Sales will start on October 1. We have two temporary Task Force Sales Managers on a three-month contract focusing on prospecting for new business. Maggie Lang shared the sales report noting that the team just met Q3 room night goals. Maggie Lang shared the marketing report noting that all website stats are up. Our \$20k Expedia campaign generated \$4.7 million in total gross sales. We are looking into bringing back an official Visitor Guide. We will be featured on airport billboards in Burbank and Sacramento.

9) Board Updates: Mellisa Andretta reported that SFO has more than recovered for international flights with domestic still having 15% to go. Starting November 1, guests may check their bags at the rental car facility or long-term parking for no extra charge.

10) Advocacy Update: John Hutar reported that the City of Menlo Park is looking to increase TOT from 12% to 15.5% and City of Pacifica is looking to increase TOT from 12% to 15%.

11) Agenda items for future Board meetings: None

Meeting was adjourned without objection at 4:53 p.m.

Approved _____

Date _____