

SAN FRANCISCO PENINSULA TOURISM MARKETING DISTRICT
TMD COMMITTEE REGULAR MEETING
The SFP Conference Room
111 Anza Blvd.; Ste. 410, Burlingame, CA 94010
Wednesday, November 13, 2025
3:00 p.m. PST

MEETING MINUTES

CALL TO ORDER:

Chair Ongerth called the meeting to order at 3:14 p.m.

Committee members present: Kevin Kretsch, Anthony Buralli, Jonathan Powers, Tina Ongerth, Randy Johnson

Committee members absent: Pravin Punjiya, Lisa Kershner

Guests in attendance: John Hutar, President & CEO; Gina Atwood, Vice President & COO (via zoom); Maggie Lang, Chief Sales & Marketing Officer; Nova Maldonado, Chief Advocacy Officer

INTRODUCTIONS:

Tina Ongerth reported that members of the audience are welcome to address the Committee 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) Approval of Minutes: Anthony Buralli moved to accept the November 13, 2024 minutes. Kevin Kretsch seconded the motion. Yes 4, No 0, Abstain 0. (Jonathan Powers had not yet arrived.)

2) The SFP 2026 Budget: Hutar presented the 2026 budget vision, which continues the 2025 scope of work without the expense of a new website and incorporates strategic and programming changes to better serve the organization.

Atwood outlined key budget components, including a projected 3% growth in TMD Assessments. The administrative budget maintains essential coverage—annual audit, liability,

workers' compensation, Directors and Officers, and cyber insurance—and adds a safe harbor provision to the 401(k) plan to ensure compliance with year-end testing requirements. A Web Manager position has been added to maintain the new website's quality and performance.

Regarding the overall financial outlook, the organization is forecasting a \$1.2 million carryover from 2025, which will offset most of the projected \$1.5 million deficit. The remaining \$300,000 will be addressed through the \$2.4 million deferred revenue carryover from 2024. While these funds were originally earmarked for cash reserves, this allocation enables strategic growth investments while maintaining fiscal responsibility.

Nova Maldonado reported that the budget includes developing a Tourism Master Plan, engaging a PR agency for local communications support, and establishing a Tourism Enhancement Fund.

Maggie Lang detailed sales and marketing budget additions: three new events, Super Bowl and FIFA activation and training support, continued digital advertising for the leisure market, and expanded sponsorships for events, meetings, strategic partners, and familiarization tours.

Jonathan Powers moved to approve the 2026 budget as presented. Anthony Buralli seconded the motion. Yes 5, No 0, Abstain 0. (*Jonathan Powers had arrived.*)

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

Approved _____

Date _____