

Board of Directors Meeting Minutes

June 29, 2022

Oakland Arena

**Attendees (Red denotes NOT in attendance)**

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| --- | --- | --- |
| John Albrecht Dennis Berris Thomas Cavanagh Carl ChanNik DehejiaPeter DePaschalisGyasi EdwardsBarney FonziKurt Hanson | Mieko HatanoMark IveTyrell JohnsonAutumn KingBarbara LeslieJohn MarshShannon McIssacBryan OsakiKyle Overaker | Jana PastenaAnand Patel Dhruv PatelNik PatelTaj Tashombe Adam TobinPaul Tormey |

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| --- | --- | --- |
| **Staff and Guests:** |  |  |
| Peter Gamez | Jessica Lum | Nicole Strange |
| Juan CameroCarol Manning-Kim | Shirley MananRenee Roberts | Jeff BellisarioEdreece Arghandiwal |
| Jasmin Odion |  |  |

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1. **Call to order**

Mr. D. Patel called the meeting to order at **\_\_4:07\_\_** and recognized the anti-trust compliance policy and conflict of interest policy. **NONE**

1. **Public Comment**

Mr. D Patel opened the meeting to public comment. No public comments made.

1. **Welcome to the Oakland Arena**

Mr. Patel addressed the attendees**.**

1. **Guest Speaker: Bay Area Economic Forecast | Jeff Bellisario, Bay Area Economic Institute**

Mr. Bellisario provided an economic overview of the Bay Area and California. Some of the highlights covered job recovery, return to office, real-estate, crime and a look ahead.

1. **Guest Speaker: Oakland Roots | Edreece Arghandiwal, Oakland Roots**

Mr. Arghandiwai was introduced by Ms. Manan and provided a presentation on the efforts of the Oakland Roots and their involvement and impact on the community.

1. **Action Item: Board Meeting Minutes, February 23**

The minutes from the February 23 Board of Directors meeting were approved unanimously on a motion by **\_\_Mr. Tormey\_\_\_\_ \_** and seconded on a motion by **\_\_\_\_Mr. Tashombe\_.**

**Action Item: Approve 2022-23 Budget**

The new 2022-23 Budget was unanimously approved on a motion by **\_\_Mr. Cavanaugh\_\_\_\_\_** and seconded on a motion by **\_\_\_Mr. Edwards\_\_\_\_.**

Ms. Yciano presented upcoming budget to the attendees and reviewed statement of financial position.

Discussion ensued when presenting financials.

**Action Item: Approve new board members**

The new board members were approved on a unanimously on a motion by **\_\_\_Mr. Chan**\_\_\_\_ and seconded on a motion by **\_\_\_\_\_Mr. Tashombe\_\_\_\_\_.**

1. **CEO Updates**

Mr. Gamez addressed the attendees and advised of new format where he would provide department updates to avoid duplicity from previous meetings. He also touched on Task Force for BID 2025, Office and Visitors office refresh, meetings and events for upcoming quarter. He then provided more in depth department overviews.

Public Relations: provided an overview of progress such as April Press Trip, Cannibals & Vegan Trail Launch, Summer ’22 Outreach, and what department is doing moving forward, such as: 510 in 24 for you, vodcast launch Sept 6th, New York Media Outreach Sept 11-13.

Partnerships: Rolling out Ted Talk Oakland “Breakfast of Champions” starting in June. Discussed AMTRAK opportunity, as well as Oakland Symphony summer series and Pridefest.

Marketing: an update was given on the progress made of the VO website and metrics. Key highlights included over 60K users and 2.8M people reached. Also reviewed was social media highlights and recent newsletter (May 24th release).

Sales: Mr. Gamez covered the Sales trade show, meeting and events from April to August. Highlighted meetings included Bay Area Business Travel in July, where Mr. Gamez will be presenting, and an August client event at the Oakland A’s game.

1. **New Business**

Mr. Patel asked for any new business. No new business was presented.

1. **Closed Session**

This was for board only and led by Mr. Patel

1. **Adjourn**

With no further new business, Mr. Patel adjourned the meeting at **\_\_\_6:30 PM\_\_\_\_\_\_**