Visit Oakland Board of Directors Meeting Minutes

September 21, 2022

1. **Chairman D. Patel’s call to Order at 4:06PM** and recoginized the anti trust compliance policy and conflict of interest policy.
2. **Public Comment** was opened by D. Patel. No comments were provided.
3. **Guest Speaker:** Visit California President & CEO: Caroline Beteta

Caroline Beteta provided background on Visit California’s role in tourism for the state. Updates on Visit California’s for 2022/2023 were provided, and a video used for the Super Bowl was presented. Caroline stated that the stimulus received in 2021 was $95M and additional stimulus in 2022 was $15M. Visit California’s future efforts will be focused on marketing to international tourists (specifically Germany, Mexico, India, and Japan). Lastly, Caroline announced “Visit Native California”. This will be geared towards promoting tourism of California’s 109 tribes and indigenous communities.

1. **Welcome to the Waterfront Hotel.** James Dinnall, the new GM of the Waterfront Hotel, welcomed everyone and took time to introduce himself.
2. **Action Item:** Board Meeting Minutes June 29  
   The minutes from June 29 Board of Directors meeting were approved unanimously on a motion by Mark Ivey and seconded by Taj Tashombe.
3. **Sales Update**Carole presented meetings she has attended in September and October. She recently attended meetings in South California, San Mateo, and Sacramento. She will be IMEX in Las Vegas in October as well as NY and DC. Carole has invited all GM’s in Oakland to meet her at the Oakland Marriott for a meeting to discuss Oakland’s upcoming events and meetings.
4. **Public Relations Update**

Renee presented updates on Press visits for Vegan Trail and Cannabis Trail. The visits had a big response in a positive fashion. There was tremendous positive feedback within regards to the Vegan Trail Launch. More press visits have been booked for the near future, and Renee is hosting a press trip in November focused on FAM. Renee updated the board on the success of the dinner honoring Amy Schneider. Press and media provided great coverage of the event.

1. **Marketing Update**Juan updated the board on the efforts to promote and spread awareness of the Cannabis Trail. Cannabis Trail’s page on VO’s website is continually getting heavy traffic as are the posts on Social Media. Juan shared a video on Oakland’s Cannabis trail and provided statistics on its popularity and details about its messaging. Board members inquired about the idea of celebrity influencers, and where can VO post videos and where it cannot post videos. Juan mentioned YouTube restricted videos with this content as it is not legal in all states. The Vegan trail campaigns did exceptionally well on social media and the VO website. Statistics showed high traffic and high interest in the Vegan Trail. Highest impacts were on Instagram and in particular the collaboration videos with local vegan chefs.
2. **Partnership Update**Shirley presented updates on Dog Fest in partnership with Canine Companions. The goal is to promote Oakland as a pet friendly destination. Visit Oakland will have a “big level” sponsorship on this year’s Dios de Los Muertos celebration. Shirley is continuing to work towards a partnership with Disney to launch a movie premier for Blank Panther 2. She is awaiting a further response from Disney but in the meantime is making efforts to having a day dedicated to the director Ryan K. Up lighting will be located at City Hall and Tribune Tower with the color purple. OCMA board representative suggested to have up lighting at OCMA and Fairyland as well. Shirley asked Thomas C. to provide insight on the abilitiy to do this. Taj Tashombe suggested that VO creates a sub committee to aid and assist in getting Disney on board.
3. **Financial Update**John and Brooke presented updates on VO’s financial situation. The net profit is at $498k, and board was happy to hear that the PPP loans have been forgiven in totality. There is a plan in place to move the funds from CD’s to investment portfolios, and Peter brought up the idea to create a sub committee for deciding on where the funds should be allocated. VO currently has $2.8M cash in hand which will last about 8 months, however there is a total of $1.06M in funds receivable to VO. The city of Oakland has not responded in the last two months in regards to the funds that are owed, VO will continue to reach out to the city.
4. **CEO Update**Peter updated the board on his recent trips with Carole and Renee. He recently had an “Unscripted” event with Kim Bardakian which received a great response. Peter introduced the vodcast “See Things From Our Side” with Taj Tashombe. The vodcast is all about Oakland and will feature stakeholders in Oakland. Peter also announced the new position of Sales and Service Manager to support Carole. Finally, he announced May 10 2023 will be Oakland’s Tourism Day (510 Day).
5. **New Business**- Dhruv announced that Visit Oakland will partner with CHLA to ensure that every hotel is a member of CHLA and the fees will be covered by VO. He went on to explain CHLA’s role in aiding the hotel industry.   
   - Carole and Peter introduced a new team member to the board. Oscar Lee has joined VO to replace Jessica Lum and will take care of the her responsibilities.   
   - Peter announced 12/7 meeting will be the holiday meeting/party at Claremont.
6. **With no further new business, Mr. Patel adjourned the meeting at 6:46pm.**