



Board of Directors Meeting Minutes

Tuesday, July 15, 2014

Location: Oakland Zoo

Mark Hochstatter, Chair, Presiding

Present: J. Albrecht; C. Chan; M. Clement; C. Hirschfield; M. Hochstatter, Chair;
L. Kershner; B. Leslie; S. Nassif; J. Parrot; S. Patel, Past Chair;
L. Stewart, Secretary

Absent: T. Adams; K. Brewer; B. Dalleske; M. Everton, Treasurer; B. Fonzi;
M. LeBlanc, Vice Chair; L. Meyer; C. Wright

Staff: N. Alvarez, K. Bardakian, A. Best, S. Nash

1. Call to Order – 4:30 pm M. Hochstatter
2. Consent Agenda
 - Minutes – M. Hochstatter asked for a motion to approve the May 13th Board of Directors Minutes. M – J. Parrot, S – S. Nassif. Passed unanimously.
3. Nominations Committee –
 - S. Patel put forth a motion to approve Paul Patel, owner of the Washington Inn to join the Visit Oakland Board of Directors.
M – S. Patel, S – L. Kershner. Passed unanimously.
 - S. Patel asked for a motion to approve a representative, GM or DOSM, from the Claremont Hotel Club & Spa to join the Visit Oakland Board of Directors.
M – C. Hirschfield, S – C. Chan. Passed unanimously.
4. Marketing Committee Report – N. Alvarez gave a marketing update including a recap of the “Summer is Cool” campaign, SF Magazine advertorial and upcoming ad buys.
5. PR and Partnership Report – K. Bardakian gave a PR and Partnership update including a recap of the Stanford fellows fam, the National Geographic article and the Media Roundtable on July 17. The next Chat & Chew will be at the Fox Theater in the Telegraph Room on August 20th.
6. Sales Update – A. Best gave a sales update including recapping the lead report for May and June included in the Board packet and announced the Sales training on July 29th at the Waterfront Hotel.
7. Financial Report – A. Best reviewed the financials included with the Board packet.
 - A. Best asked for a motion to approve the Financials.
M – M. Hochstatter, S – J. Albrecht. Passed unanimously.

8. Presentation of Draft Budget & Strategic Plan –
 - A. Best reviewed the draft budget and draft strategic plan. These drafts were emailed to the Board prior to the meeting to review.
 - A. Best asked for a motion to approve the draft Budget as presented.
M – L. Stewart, S – B. Leslie. Passed unanimously.
 - A. Best asked for a motion to approve the draft Strategic Plan as presented.
M – J. Albrecht, S – S. Nassif. Passed unanimously.
9. TID Update – S. Nassif gave a brief update on the TID meeting on July 14th. The proposed amount was agreed upon by the Hotel Committee. Next step for Visit Oakland is to draft the TID document and obtain hotel signatures.
10. Minimum Wage Update – B. Leslie gave an update on ongoing minimum wage issue.
11. CEO Report – A. Best gave an update including the launch of the I AM Oakland program. First program will be at the Oakland Museum of California on August 12th. All Board members are invited to join.
12. Adjourn – 5:40 pm M. Hochstatter

Minutes recorded by S. Nash