



## Board of Directors Meeting Minutes

Wednesday, May 12, 2015

Location: Picán Restaurant

Mark Hochstatter, Chair, Presiding

Present: V. Adams; J. Albrecht; C. Chan; L. Czarnecki; M. Everton, Treasurer; B. Fonzi; C. Hirschfield; M. Hochstatter, Chair; L. Kershner; M. LeBlanc, Vice Chair; L. Meyer; S. Nassif; P. Patel; S. Patel, Past Chair; L. Stewart, Secretary

Absent: M. Clement; D. Davis; B. Leslie; J. Parrot

Staff: N. Alvanez, K. Bardakian, A. Best

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1. Call to Order – 3:11 pm M. Hochstatter
  
2. Public Comments/Announcements
  - John Albrecht advised that Volaris has increased service originating from Oakland Airport to five (5) cities.
  - Sima Patel advised of a group of young Indian women visiting the Bay Area for five (5) days – June 5-11 promoting a play depicting girls and young women being with a performance at Echo Theatre in SF on June 6 – free admission. Sima asked that the hotels reduce room pricing with 4 to a room and the restaurants to provide meals at reduced prices if possible. She is also seeking donations to support their worthy cause while in the Bay Area.
  - Barney Fonzi announced that he has been promoted to President of Diablo Publications.
  
3. Approval of Minutes
  - Moved by B. Fonzi, seconded by S. Nassif, it was moved that the minutes from the board meeting held March 11, 2015 be approved. Motion passed unanimously.
  
4. Approval of Financial Report
  - Following a brief review of the statements, it was moved by Sam Nassif, seconded by Leslee Stewart that the financial reports for the nine-month period, July 1, 2014 through March 31, 2014 be accepted. Motion passed unanimously.
  
5. Nominating Committee
  - Sima Patel advised that she will submit a written report. She noted that C.J. Hirschfield and Leslee Stewart fill the support by the Arts Groups. Currently with 17 members in place, maximum board membership per the by-laws would be 21 and of that number, hoteliers must comprise 50%. With the Marriott and the Courtyard under separate management, Sima advised that she would reach out to the GM for the Courtyard Hotel.
  - It was noted that Mark Hochstatter has served as Board Chair for the last 2 years and with the new fiscal year, Michael LeBlanc will move up to the position of Board Chair, and Leslee Stewart will move up to the position of Vice-Chair. Terms are 2 years.

- The board retreat planned for June 3, 2015 has been postponed until the OTBID issue is resolved. Once resolved, the retreat will focus on a 3-year roadmap including board member advocacy, committee structure and meetings ensuring more committee member involvement thereby strengthening the board.

#### 6. Staff Reports

- Natalie Alvarez provided a Marketing update including an announcement of having graduated as a Certified Destination Management Executive. A discussion ensued on Allied member involvement including, “pay to play” with attractions outside the Oakland community. Natalie also mentioned that the Holiday Ice idea would be pushed back to December 2016 due to time constraints, funding issues, and logistics.
- Kim Bardakian provided a PR & Community Relations report on regional tourism, press coverage, and the, “I AM OAKLAND” program. Discussion ensued on the 2016 Superbowl to be held at Levi Stadium in Santa Clara, with the Superbowl Village in San Francisco and what the involvement may be in Oakland, along with transportation logistical issues in the planning stages. John Albrecht noted that Oakland airport holds a competitive edge with taking private jets over SFO due to their limited runways and fog conditions, along with the curfews at SJC.
- Alison Best distributed the Sales Lead Report for the months of March and April 2015. Alison requested that businesses display the “Welcome Visitors” posters in their storefronts along with “Go Warriors” posters.

#### 7. CEO Report

- OTBID Update – Alison reported that the item was pulled from the Council agenda upon 35 small hotels in his district being opposed to the assessment fees. It was noted that the threshold for the assessment fees to apply has been raised to hotels with 50 or more rooms. Council has been made aware of the change. Currently the limited properties are opposed to the \$2.50 assessment fee. The vote to pass the OTBID requires 51% support. Alison encouraged board members to do whatever they could to help ensure the assessment fee goes into effect.
- Annual Breakfast – Alison noted that the Annual Breakfast was a great success and the Scottish Rite was a beautiful venue.
- Warriors Playoffs – should the Warriors make the playoffs, Alison would like to have the City Hall lit in the blue and gold colors however the cost may be prohibitive. Other ideas were a parade or lights around Lake Merritt. It was suggested that private donations may be the way to go.

8. Adjourn – 4:34 pm  
Minutes recorded by L. Stewart

M. Hochstatter