



## **BOARD OF DIRECTORS MEETING AGENDA**

Tuesday, March 8, 2016 4pm to 6pm

Location: Hilton Oakland Airport, Fountain Room, One Hegenberger Rd  
Michael LeBlanc, Chair, Presiding

1. **Special Guest Speaker** – Kelly Powers, San Francisco Hotel Council
2. **Call to Order** M. LeBlanc
3. **Public Comment/Announcements**
4. **Approval of Minutes** Motion  
February 16<sup>th</sup> Board of Directors minutes
5. **Financial Report -** M. Everton /Motion  
Approval of January Financials
6. **Marketing Committee Report** N. Alvarez
  - Poppy Awards
  - Restaurant Week Final Report
  - Super Bowl Campaign Results
  - Visitor Guide Update
7. **Executive Committee Report** M. LeBlanc
8. **Nominating Committee Report** M. Hochstatter
9. **Tourism Advocacy Committee Report** S. Nassif
10. **CEO Report** A. Best
  - Bloomberg Update
  - Social Media Policy Review
11. **Adjournment** M. LeBlanc

**NEXT MEETING:** Tuesday, April 12, 2016 – 4 pm / Location: TBD

*Thank you Mark and the Hilton team for hosting us today!!*