



BOARD OF DIRECTORS MEETING

Agenda

Tuesday, September 9, 2014 – 4 pm

Location: Executive Inn & Suites – Bayside Room, 1755 Embarcadero, Oakland

Mark Hochstatter, Chair, Presiding

1. **Call to Order** M. Hochstatter

2. **Public Comment/Announcements**

3. **Approval of Minutes** Motion
 - Minutes – Board of Directors July 15, 2014

4. **PR & Community Relations Update** K. Bardakian
 - Media Roundtable
 - I AM Oakland
 - Raiders and A's

5. **Marketing Update** A. Best
 - Campaign metrics
 - Summer Campaign
 - Visitor Guide

6. **Approval of Financial Report** Motion

7. **CEO Report** A. Best
 - Staff update
 - Strategic Plan
 - Open House
 - Sports Development
 - TID Update

8. **Adjournment** M. Hochstatter

NEXT MEETING: Tuesday, November 18th – 4 pm at the Hilton Oakland Airport
Thank you Mark Hochstatter and the Executive Inn & Suites staff for hosting us today