

**Board of Directors Meeting Minutes**

Thursday, October 1, 2015

Location: Cerruti Cellars, 100 Webster St, Oakland, CA 94607

Michael LeBlanc, Chair, Presiding

Present: V. Adams; C. Chan; L. Czarnecki; D. Davis; M. Everton, Treasurer; B. Fonzi;   
C. Hirschfield; L. Kershner; M. LeBlanc, Chair; B. Leslie; L. Meyer; S. Nassif, Secretary;   
S. Patel; L. Stewart, Vice Chair

Absent: J. Albrecht; M. Clement; M. Hochstatter, Past Chair; J. Parrot; P. Patel;

Staff: N. Alvanez, A. Best; B. Hardy; S. Nash

1. Call to Order – 4:10 pm M. LeBlanc
2. Public Comments/Announcements

* Allison Gash, our host today, welcomed everyone and gave a brief presentation about Cerruti Cellars.
* S. Patel announced the Inn at Temescal is now open
* C. Hirschfield shared that Fairyland celebrated their 60th anniversary
* L. Stewart was named 2015 Women of Influence by Venues Today magazine
* D. Davis joined Million Dollar listing NY producer and VO staff while he visited Oakland.

1. Staff Reports
   * LGBT Market
   * PR
     + Hosted 65 journalists with NLGJA – The association of LGBT Journalists – during their visit to San Francisco for their 25th Annual Conference.
   * Sales
     + The sales team will be attending the Diversity Marketplace in January 2016.
     + National Gay Basketball Association expressed interest in holding their National Tournament in Oakland in 2016. The sales team has taken them on site visits throughout Oakland.
     + Brandi Hardy is on the LGBTQ Sports Task Force with Collinson Media & Events. She will be attending meetings quarterly that will help VO better connect with LGBTQ sporting event organizers to create destination awareness.
   * Marketing
     + Oakland Pride was part of the “Summer is Cool” campaign.
   * Oakland Urban Wine Trail Launch
   * PR
   * 25 local media attended the Oakland Urban Wine Trail launch party on September 21st at The Dock at Linden St./Campovida
   * Marketing
     + An Oakland Urban Wine Trail video was created for the launch party
   * Sports
   * PR
     + K. Bardakian sits on the Super Bowl L Communications Committee
   * Sales
     + Hosted clients during the A’s vs Giants game on September 26th
     + AAU Sports has been looking at both San Jose and Oakland for their winter sports festival to be held in quarter 4 of 2015.
   * Marketing
     + Coordinated to have yarn bombing art put on the overpass between Bart and the Coliseum in colors for the sports teams.
   * Top Chef
   * Oakland will be segment 10 for the show. Once the official announcement of the date has been announced, Visit Oakland will plan and host a viewing party. Details to follow in the near future.
   * Restaurant Week 2016
   * American Express has committed as the presenting sponsor for 2016.
   * Red Oakland Reality has committed as a Silver Fork sponsor.
   * Marketing Committee
   * Following the staff reports, staff was excused from the remainder of the meeting however M. Leblanc requested that N. Alvanez remain to report on the Marketing Committee updates and to answer any questions.
   * B. Fonzi with Diablo Publications was asked to leave the meeting during the Marketing Committee discussion.
   * M. LeBlanc shared with the Board that N. Alvanez has been collecting RFP bids to create the FY 16 Visitor Guide. There was a total of 7 bids received and discussed with the Marketing Committee. Diablo Magazine submitted the most favorable proposal in that they will handle the entire project, plus they provide a quality product for a competitive price. It was discussed and agreed that it was beneficial to have a local company publish the guide since they already have a presence in the community. As B. Fonzi, President of Diablo Publications sits on the Visit Oakland board, there was discussion regarding conflict of interest. It was determined that a conflict of interest will not be an issue as the bids were fully vetted by the VO staff and board, plus B. Fonzi remained out of the meeting room during the board’s discussion and vote, and will be recorded in the minutes.
   * Moved by M. Everton, seconded by V. Toni Adams that Diablo Magazine be approved to produce the FY 16 Visitor Guide at a rate of $47,000. Passed unanimously with the exception of B. Fonzi who was recused from participation.
   * Following the vote, B. Fonzi was invited back into the room and given the news.
2. Approval of Minutes
   * Moved by C. Hirschfield, seconded by M. Everton, that the minutes from the board meeting held July 21, 2015 be approved. Passed unanimously.
3. Financial Report
   * M. Everton discussed meeting with staff and VO accountant, Marsha Rose with Haile Girma & Co, regarding moving the operating checking account from Wells Fargo to Torrey Pines bank. With this move VO will receive a higher interest rate. The reserve fund, which has pre-measure c funds, will stay at Community Bank of the Bay. However, the money from the Wells Fargo CD will be deposited in the current Community Bank of the Bay account. VO concerned with the funding stream being late from the city. As the treasurer, M. Everton agrees with M. Rose that VO needs a 5% reserve allocation. The current premeasure C money is board restricted and can only be used with board approval.
   * Moved by M. Everton, seconded by V. Adams, that Visit Oakland transfer the current operating banking relationship from Wells Fargo Bank to Torrey Pines Bank as Torrey Pines offers a better return and more customized services for Visit Oakland as a non-profit organization. Passed unanimously.
   * Moved by M. Everton, seconded by B. Fonzi, that Visit Oakland create an operating cash reserve of $1 million which is based on a 3-month operating reserve and may only be accessed in the event that scheduled funding from the City of Oakland is delayed. Further, the reserve will be created by segregating 5% of existing cash receipts, on a monthly basis, until the target balance of $1 million is reached and the budgets for FY 2015-16; 2016-17; and 2017-18 will reflect the 5% reserve allocation. Passed unanimously.

* + Review of the July 2015 Financials
  + M. Rose reviewed the July financials with the Board. She explained the new format for the reporting of the financials which included a column for explaining variances over $5,000. In addition, another column will be added to provide information on the variance, i.e. timing or permanent. The tradeshow line item was explanation that the variance was due to a timing issue and is not permanent. For July, revenue was $50,000 higher than anticipated for a total of $200,000, while expenses were $46,000.
  + Moved by L. Stewart, seconded by S. Nassif that the financial reports for the one-month period of July 2015 be approved. Passed unanimously.
  + FY 16 Budget – OTBID & Measure C
  + The proposed FY 16 budget has been presented with both Measure C and OTBID funds. It was included in the program line items and a more detailed line items will be determined before the next meeting. The budget was very conservative for the first year since the amount of OTBID for VO is unknown. The July 2015 Measure C check was significantly higher than expected. Beginning July 1, 2015 Airbnb will be subject to paying TOT. Following a discussion on whether the steering committee or the board should have approval on spending of OTBID money, it was suggested that VO staff along with the VO marketing committee bring items to the steering committee for approval. The OTBID steering committee will be responsible to approve the direction for what the OTBID funds are to be spent on. At this time, no motion was necessary however the discussion and procedure has been documented in the minutes to comply with transparency.

1. CEO Report
   * Staff updates
     + Hired a Destination Services Manager who will be servicing the community
     + Helen Green will transition to a full-time Visitor Center Associate.
     + Kenneth Brown suffered an injury on his personal time and has had to reduce his hours temporarily.
   * M. Leblanc provided a rundown of the executive committee retreat which took place at the end of September. Though VO has accomplished a lot of great things in the last few years, he would like the board to be more proactive and all board members will be expected to participate in some way.
2. Adjourn – 5:50 pm M. LeBlanc  
   Minutes recorded by S. Nash