

**Board of Directors Meeting Minutes**

Tuesday, December 1, 2015

Location: Picán, 2295 Broadway, Oakland, CA 94612

Michael LeBlanc, Chair, Presiding

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

Absent: V. Adams; J. Albrecht; L. Czarnecki; M. Clement; D. Davis

Staff: A. Best; S. Nash

1. Call to Order – 9:41 am M. LeBlanc
2. Public Comments/Announcements

* C. Hirschfield shared that Children’s Fairyland is in negations with the Super Bowl Philanthropy Committee to host a mega family literacy day on the 31st.

1. Guest Speakers - Airbnb
   * Airbnb presented and gave some specific facts about their rentals in Oakland. They emphasized that they are not competing with the hotels and they are attracting renters that want to “live like local”. A. Best is working with Airbnb to host a meet up with restaurants, venues, attractions and rental owners to be able to give the renters a view of what Oakland has to offer.
2. Approval of Minutes
   * Moved by L. Stewart, seconded by B. Fonzi, that the minutes from the board meeting held October 1st, 2015 be approved. Passed unanimously.
3. Financial Report
   * M. Rose, VO’s outside accountant, presented the YTD financials as of October 31, 2015. It was explained that the budget was only approved for Measure C but that TBID expenses are coming in. The joint TBID and Measure C budget are currently being worked on and will finished in January 2016. L. Stewart asked about some specific marketing dollars that would be moved from Measure C to TBID. The budget will be rebuilt to reflect these changes. M. LeBlanc asked if we would have separate budgets for TBID and Measure C. Yes, they will be separated and coded to the appropriate funding source. The first draft of the TBID and Measure C budget will be presented to the TBID Committee and voted on at the January 2016 Board meeting. M. Hochstatter showed concern for overspending since TBID money was not in the bank yet. A. Best explained that the city is providing amounts but we haven’t received disbursements yet. M. Rose explained that we haven’t exceeded the budget and that we are borrowing from Measure C to pay TBID expenses until we receive the funds.
   * Moved by L. Stewart, seconded by S. Nassif, that the financial reports for YTD as of October 31st, 2015 be approved. Passed unanimously.
4. FY 2014/15 Audit Review
   * Iryna Oreshkova, VO’s outside auditor, presented the FY 14/15 audit. She reviewed the audit report and management letter included with the Board packet. Final result was a clean audit and no material weaknesses.
     + Moved by B. Fonzi, seconded by S. Nassif, that the year end 2014/15 Audit Report be approved. Passed unanimously.
5. Marketing Committee Update
   * Restaurant Weeks title sponsor is American Express
   * Red Oak Reality would like to work on a relocation guide for Oakland
   * Visit Oakland has completed a video highlighting Oakland
   * Wineries are very happy with Urban Wine Trail product launch.
6. Nominating Committee – No updates
7. Tourism Advocacy Committee
   * Committee consists of S. Nassif, B. Leslie and J. Albrecht. Held their first meeting discussing the Jack London Inn and the customs issues at OAK.
8. CEO Report
   * The red line Bylaws have gone to our attorney, Zack Wasserman at Wendel Rosen Black & Dean.
   * Final TBID agreement has been sent to the city for signature.
   * Clarion has been purchased and will open by summer.
   * Upcoming important dates:
   * TBID Meeting – December 16th, 3 pm
   * CA Lodging meeting – December 7th
   * Claremont Ribbon Cutting – December 7th
9. Adjourn – 12 Noon M. LeBlanc  
   Minutes recorded by S. Nash