



BOARD OF DIRECTORS MEETING AGENDA
Wednesday, April 27, 2022 8:30 a.m. – 10:00 a.m.

BOARD MEMBERS IN-PERSON MEETING
2151 Salvio Street Suite T Concord CA 94520

GUESTS - Zoom number: <https://zoom.us/j/92760070536> Meeting ID: 927 6007 0536
Kirk Smith, Chairman, Presiding

MISSION: To promote Concord by increasing the awareness and enhancing the image of our city's distinct assets and amenities

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| 1. Call to order | Smith |
| 2. Public Comment/ Announcements | All |
| 3. Update from Mayor Dominic Aliano | Aliano |
| 4. Update from Hotels and Boardmembers | Smith, All |
| 5. Speaker, Carl Ribaud, SMG Consulting | Ribaud |
| 6. Approval of March 23, 2022 Board of Directors Minutes | Potvin |
| 7. Approval of March 2022 Financial Report | Mellini |
| 8. Marketing, Media and PR Report | Rogers |
| 9. Sales and Engagement Report | Schroth |
| 10. Review and Approve FY2022-23 Board Nominating Committee | Smith |
| 11. CEO Report | Schroth |
| • Advocacy | |
| • Verdin Marketing | |
| • Save Our Schools | |
| • Mt. Diablo Region | |
| • Creative Concord / Visitor Center Events | |
| 12. Chairman's Roundtable | Smith |
| 13. Adjourn to next meeting Wednesday, May 25, 2022, 8:30 a.m. In-Person at Concord Visitor Center. | |