



BOARD OF DIRECTORS MEETING AGENDA
Wednesday, June 22, 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 City Representative | Potvin |
| 4. Update from Hotels and Boardmembers | Smith, All |
| 5. Approval of May 25, 2022 Board of Directors Minutes | Potvin |
| 6. Approval of May 2022 Financial Report | Mellini |
| 7. Marketing, Media and PR Report | Rogers |
| 8. Sales and Engagement Report <ul style="list-style-type: none">• MPIWEC – San Francisco | Schroth |
| 9. Discuss and Approve FY2022-23 Advisory Committee Board members | Smith |
| 10. Review and Approve Accessibility and Sensory Training Program | Schroth |
| 11. Present 2021 Zartico Analytics/ May 2022 | Schroth |
| 12. CEO Report <ul style="list-style-type: none">• Advocacy – CalTravel, SFTravel, Visit CA• Downtown Workshop Session / Sustainability• Creative Concord / Jazz Festival / Visitor Center Events | Schroth |
| 13. Chairman's Roundtable | Smith |
| 14. Closed Session: Review and Approve CEO Contract | Smith |
| 15. Adjourn to next meeting Wednesday, August 24, 2022, 8:30 a.m. In-Person at Concord Visitor Center. | |