



BOARD OF DIRECTORS MEETING AGENDA
Wednesday, May 25, 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 April 27, 2022 Board of Directors Minutes | Potvin |
| 6. Approval of April 2022 Financial Report <ul style="list-style-type: none">• Review and Approve FY2022-2023 Budget | Mellini |
| 7. Presentation of 2021 Concord Impact Report by Dean Runyan Assoc. | Schroth |
| 8. Marketing, Media and PR Report | Rogers |
| 9. Sales and Engagement Report | Schroth |
| 10. Review and Approve FY2022-23 Board Nomination Slate | Smith |
| 11. Review and Approve FY2022-23 Board Meeting Dates | Smith |
| 12. CEO Report <ul style="list-style-type: none">• Advocacy / Downtown Workshop Session / Sustainability• Creative Concord / Visitor Center Events• Room Night Generation | Schroth |
| 13. Chairman's Roundtable <ul style="list-style-type: none">• CEO Review | Smith |
| 14. Adjourn to next meeting Wednesday, June 22, 2022, 8:30 a.m. In-Person at Concord Visitor Center. | |