



Walnut Creek Destination Marketing Organization (DMO) Advisory Board Meeting

Thursday, November 30th 2023

3:30 pm to 4:30 pm

Residence Inn Walnut Creek 2050 N. California Blvd Walnut Creek, CA 94596

I. CALL TO ORDER and WELCOME

II. PUBLIC COMMUNICATIONS. This portion of the meeting is reserved for comment on items not on the agenda. Under the Brown Act, the Board cannot act on items raised during public communications but may respond briefly to statements made of questions posed; request clarification; or refer the item to staff.

III. APPROVAL OF MINUTES

IV. CONSIDERATION / ACTION ITEMS

A. DMO Business

Sales & Marketing: Marketing, promotional and sales efforts [Hankton]

Sales Report [Gomes]

B. Lodging Performance

Update Reports from Hotel Member Representatives [Hotel Reps]

C. Visioning for 2024-2025 [Group]

IV. NEXT MEETING DATE: Wednesday, January 31st at 3:30, Location TBD

V. ADJOURN