



Walnut Creek Destination Marketing Organization (DMO) Advisory Board Meeting

Wednesday, September 27th, 2023

3:30 pm to 4:30 pm

Walnut Creek Marriott 2355 N. Main Street 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. Hotel Performance

STR Report [Hankton]

Short-term rental Performance (AirDNA) [Reiser]

Update Reports from Hotel Member Representatives [Members]

C. Revel Race Half Marathon Update/Discussion [Hankton]

D. New Business: Strategic Plan Update [Hankton]

IV. NEXT MEETING DATE: Wednesday, November 15th at 3:30, Residence I

V. ADJOURN