



## Walnut Creek CVB Advisory Board Meeting Agenda

**Date:** Sept 30, 2021      **Time:** 1:00 p.m. to 2:30 p.m.

**Location:** Virtual Meeting – **Live:** Walnut Creek Chamber of Commerce Conference Room  
1280 Civic Drive Suite 100 Walnut Creek

**Via Zoom:** Join Zoom Meeting  
Join Zoom Meeting  
<https://us02web.zoom.us/j/89133509532>  
Meeting ID: 891 3350 9532

### I. 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. CONSIDERATION / ACTION ITEMS

#### A. CVB Update

- Update on digital marketing efforts

**Nicole Hankton**

#### B. Discussion: Bob Linscheid on leave

- Work groups for Conference Center Feasibility Study

**Hankton/Smith**

#### C. TOT Tax on Short Term Rentals

How can the CVB help move this forward?

**Nicole Hankton**

#### D. Approval of July and Special Board Meeting Minutes

**Board**

**IV. NEXT MEETING:** Proposed date: November 18, 2021 1:00 to 2:30 pm  
(November 25<sup>th</sup> is the Thanksgiving Holiday)

### V. ADJOURN

**BROWN ACT:** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Colleen Anderson at (619) 557-2854 at least 48 hours prior to the meeting.

**NOTICE TO PUBLIC:** You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.