



Walnut Creek Destination Marketing Organization (DMO) Advisory Board Meeting

Wednesday, January 31st 2024

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

Budget Update	[Linscheid/Hankton]
Sales Report	[Gomes]
Sales Leads	[Hankton/Gomes]

B. Community Updates

Short Term Rental Update	[Kilgore/Tsui]
Heather Farm Aquatic Center	[Kilgore/Tsui]

C. Lodging Performance

Updates from Hotel Member Representatives	[Hotel Reps]
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C. Strategic Plan Comments	[Group]
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IV. NEXT MEETING DATE: Wednesday, March 27th at 3:30, Location TBD

V. ADJOURN