



Walnut Creek Destination Marketing Organization (DMO) Advisory Board Meeting

Wednesday, March 27th 2024

3:30 pm to 4:30 pm

Embassy Suites by Hilton 1345 Treat Blvd Walnut Creek, CA 94597

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

Draft Budget Review Only (Approval in May)	[Hankton]
New Business Incentive Program Updates	[Hankton]
TBID Board Member Roles and Responsibilities	[Hankton]
Sales Report	[Gomes]

B. Lodging Performance

Updates from hotels	[Hotel Representatives]
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C. Strategic Plan Update

[Hankton]

IV. NEXT MEETING DATE: Wednesday, May 22nd 3:30, Location TBD

V. ADJOURN