

San Francisco Tourism Improvement District Management Corporation
Board of Directors Meeting
 March 11, 2025, 2pm – 3pm
 San Francisco Travel Association
 1 Post Street, Suite 2700
 San Francisco, CA 94104

AGENDA

Estimated Time			
2:00pm	I.	CALL MEETING TO ORDER	
2:01pm	II.	CORPORATION POLICIES	
		(a) Anti-Trust Compliance (b) Conflict of Interest	
2:05pm	III.	PERSONS WISHING TO ADDRESS THE BOARD ON ITEMS NOT ON THE AGENDA	
2:08pm	IV.	ACTION ITEMS	
		<ul style="list-style-type: none"> • Approval of Minutes from December 4, 2024 Board Meeting • Discussion: February 2025 Unaudited Financial Report <ul style="list-style-type: none"> ○ ACTION: Approve February 2025 unaudited Financial Report 	
2:45pm	V.	Discussion: SF WELCOME AMBASSADOR PROGRAM UPDATE	
2:55pm	VI.	Discussion: SF TRAVEL ASSOCIATION UPDATE	
2:59pm	VII.	Discussion: FUTURE BOARD AGENDA ITEMS	

2:59pm	VIII.	Discussion: FUTURE BOARD MEETING DATES	
3:00pm	IX.	ADJOURNMENT	

The Board of Directors welcomes participation by the public. A person wishing to speak on any item on or off the agenda will be granted up to 3 minutes. The Board will limit the public comment period on any single item to 15 minutes. Members of the public are invited to submit comments in writing. An opportunity is provided for the public to address the Board on items not appearing on the agenda. However, in compliance with Board policy and the Brown Act, the Board is not permitted to discuss or act on non-agenda items. Estimated times are approximate; actual times may vary. Members of the public who are interested in particular agenda items may wish to arrive early. Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request accommodations at least 48 hours in advance of the meeting by contacting the San Francisco Travel Association, (415) 227-2608. Any documents related to an agenda item for open session of a regular board meeting will not be distributed less than 72 hours before the meeting.