

**San Francisco Tourism Improvement District Management Corporation**  
**Board of Directors Meeting**  
 July 12, 2023, 3pm – 4pm  
 San Francisco Travel Association

**AGENDA**

Estimated Time			
3:00pm	<b>I.</b>	<b>CALL MEETING TO ORDER</b>	
3:01pm	<b>II.</b>	<b>CORPORATION POLICIES</b>	
		(a) Anti-Trust Compliance (b) Conflict of Interest	
3:05pm	<b>III.</b>	<b>PERSONS WISHING TO ADDRESS THE BOARD ON ITEMS NOT ON THE AGENDA</b>	
3:08pm	<b>IV.</b>	<b>ACTION ITEMS</b>	
		<ul style="list-style-type: none"> <li>• <b>APPROVAL OF MINUTES FROM June 13, 2023, BOARD MEETING</b></li> <li>• <b>Discussion: FY23/24 Forecast</b> <ul style="list-style-type: none"> <li>○ <b>ACTION:</b> Approve the FY 23/24 Forecast</li> </ul> </li> <li>• <b>Discussion: Board Member Approval</b> <ul style="list-style-type: none"> <li>○ <b>ACTION:</b> Approve Board Members</li> </ul> </li> <li>• <b>Discussion: Audit Committee</b> <ul style="list-style-type: none"> <li>○ <b>ACTION:</b> Approve Audit Committee</li> </ul> </li> </ul>	

		<ul style="list-style-type: none"> <li>• <b>DISUSSION:</b> Allocation of \$75,000 from Moscone Sales Incentive Fund to Downtown Streets Program, with a presentation from Downtown Streets. <ul style="list-style-type: none"> <li>○ <b>ACTION:</b> Accept the Allocation of \$75,000 from Moscone Sales Incentive Fund to Downtown Streets Program</li> </ul> </li> <li>• <b>DISCUSSION:</b> Welcome Ambassador Grant FY23-24 <p style="margin-left: 40px;"><b>ACTION:</b> Approve grant agreement negotiations of \$4MM for Welcome Ambassador Program for FY23-24</p> </li> </ul>	
3:45pm	<b>V.</b>	<b>Discussion: SFCBD Alliance Update</b>	
3:50pm	<b>VI.</b>	<b>Discussion: SF Welcome AMBASSADOR PROGRAM UPDATE</b>	
3:55pm	<b>VII.</b>	<b>Discussion: SF TRAVEL ASSOCIATION UPDATE</b>	
3:59pm	<b>VIII.</b>	<b>Discussion: FUTURE BOARD AGENDA ITEMS</b>	
3:59pm	<b>IX.</b>	<b>Discussion: FUTURE BOARD MEETING DATES</b>	
4:00pm	<b>X.</b>	<b>ADJOURNMENT</b>	

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.