

VISIT CONCORD BOARD OF DIRECTORS MEETING AGENDA

June 28, 2023, 8:30 a.m. – 10:00 a.m.

Chris Mellini, Chairman, Presiding

In-Person Board Member Meeting
2151 Salvio Street Suite T Concord CA 94520

NOTICE: Members of the public will be able to participate either in-person or remotely via Teleconferencing. Pursuant to AB 2449, Visit Concord is authorized to hold provide both a virtual and in-person option or the public to attend. [Click here to join the Microsoft Teams meeting: https://bit.ly/46llz17](#) Meeting ID: 269 028 847 514, Passcode: skeJJA

MISSION: To promote Concord by increasing the awareness and enhancing the image of our city's distinct assets and amenities

1. Call to order Mellini
2. Public Comment All
3. Receive Presentation from Zartico – Annual Analytics Rich
4. Update from City Representative, Hotels & Board Members Mellini, All
5. Welcome Presentation from Concord Mayor Laura Hoffmeister
6. Approval of May 24, 2023 Board of Directors Minutes Mellini
7. Approval of May 2023 Financial Report Mellini
8. Marketing & Sales Report Walker
9. Executive Director Report Javens
 - Introduction – first 30 – 60 days
 - Grant Updates – Creative Concord / Accessible Concord
 - Advocacy – Downtown / Sustainability / Meetings
 - Visitor Center / Events (Concord Jazz Around Town, Annual Tourism Breakfast)
 - Room Night Generation
10. Adjourn to next meeting Wednesday, August 23, 2023, 8:30 a.m., Concord Visitor Center.