

Visit Berkeley Board of Directors Meeting

Tue., Sept. 23, 2025, 11:00am-12:00pm

[Click Here for Zoom Link](#)

Invited: Jack Hlavac, Dell Dellinger, Luis Valdivia, Michael Martinez, Momi Asayag, Jordan Stephens, Jeroen Buiks, Theresa Ajari, Jodi Munson, Matt McGee

Visit Berkeley Staff: Jeffrey Church, Dan Marengo, Shelbi Quintana (Walker), Justine Tobias

AGENDA

Call to Order / Introductions:

Jack Hlavac, Chairman of the Board

Public Comment:

Time allowed for comments on subject matters pertaining to the agenda. Each speaker will be allowed three minutes. No action can be taken on items mentioned in public comment at this time.

Consent Items: Board will consider approval of all consent items.

1) Approve 5.27.25 Board Minutes-Jeffrey Church

Meeting was held at the Hotel Shattuck Plaza

2) Approve Potential Board Members- Jeffrey Church

- **Fern Solomon- Owner of Fern's Garden**
- **Ruben Lizardo- Office of the Chancellor, Community Relations**
- **Keeshan Patel- Signature Inn by SONESTA**
- **Beth Tafolla-Voetsch- Cal Athletics, Executive Senior Director, External Relations**

3) Approve Superbowl Celebrity Sweat Game- Jeffrey Church & Shelbi Quintana (Walker)

NFL Super Bowl Celebrity Game- Visit Berkeley hosting with Sponsorship Revenue and Ticket Sale Revenue to Offset Cost. Hosted at Cal Memorial Stadium Feb 5. 2026.

Information Items:

1) President & CEO- Jeffrey Church

TBID Renewal Complete, Symphony Overview, Night Council, Cal Travel, IGLTA, Board Retreat 11/16-18.

2) Director of Marketing & Communications Update- Dan Marengo

Expedia Campaign, Media Efforts, Social Media Realignment

3) Director of Sales & Strategic Partnerships Update- Shelbi Quintana (Walker)

Shows attended since May and upcoming shows, FAM Recap, Upcoming Social, Sponsorship Form

4) Sales & Marketing Manager Update- Justine Tobias

Social Media Update, Creator & Writer Support, IDSS Extranet Training, One West Tourism Conference

Good of the Order

Adjournment of Committee Meeting

Next Meeting: Board Retreat, November 16-18, 2025, Paradox Hotel, Santa Cruz, CA

ADA: Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify the Visit Berkeley office at (510) 549-7040 at least 48 hours prior to the meeting. **NOTICE TO PUBLIC:** You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Visit Berkeley Board of Directors may take action on other than what is recommended.

Locations where Zoom Meeting is being held by Board of Directors

DoubleTree by Hilton Berkeley Marina- 200 Marina Boulevard, Berkeley, CA, 94710

Hotel Shattuck Plaza- 2086 Allston Way, Berkeley, CA, 94704

Holiday Inn Express and Suites- 1175 University Ave, Berkeley, CA 94702

Aiden by Best Western Berkeley- 1499 University Ave, Berkeley, CA 94702

Residence Inn by Marriott Berkeley- 2121 Center Street, Berkeley, CA 94704

Graduate by Hilton Berkeley- 2600 Durant Ave, Berkeley, CA 94704

Berkeley City Club- 2315 Durant Ave, Berkeley, CA 94704

Gather Restaurant- 2200 Oxford Street, Berkeley, CA 94704

ASUC Student Union- Eshleman Hall, 2465 Bancroft Way, Berkeley, CA 94720

Berkeley Police Department – 2100 Martin Luther King Jr Way, Berkeley, CA 94704

Visit Berkeley Office- 2030 Addison Street, Suite #102, Berkeley, CA 94704