

# SACRAMENTO TOURISM MARKETING DISTRICT (STMD)

This agenda has been prepared and posted in compliance with the provisions of the Ralph M. Brown Act. Committee action may occur on any identified agenda item.

## Regular Meeting of the Tourism District Committee

**Monday, April 8, 2019 - 11:00 a.m. – 1:00 p.m.**

Visit Sacramento - 1608 I Street, Sacramento, California

### AGENDA

- A. Call to Order/Roll Call of Committee Members Gilbey  
**Zone 1:** Kathleen Gilbey (Chair), Nikki Carlson, Scott VandenBerg  
**Zone 2:** Royce Pollard, Sami Qureshi  
**Zone 3:** Steve Young  
**Zone 4:** David Huber (Vice Chair)
- B. Public Comments – Matters Not on the Agenda Gilbey  
*Public comment on items not listed on the agenda will be heard at this time.*  
*Public comment is taken on items listed on the agenda when those items are addressed.*
- C. Review and Approval of STMD Tourism Committee Meeting Minutes Committee  
1. Regular Meeting: January 14, 2019
- D. FY2018-19 Zone Funding Applications for Review or Approval Presenters  
*(In Date Order; Zone Designations Shown Subject to Change)*
- |               |   |                                     |                       |
|---------------|---|-------------------------------------|-----------------------|
| 1. Zone 2:    | MPINCC Annual Conference & Expo                           | Hilton Arden West                   | February 26, 2019     |
| 2. Zone 1:    | Michelin Guide  | Visit Sacramento                    | March 5, 2019         |
| 3. Zone 1:    | MIC Colorado  | Hyatt Regency & Sheraton Grand      | March 11-14, 2019     |
| 4. Zone 4:    | SSCCC Spring Assembly 2019                                | McClellan Hospitality               | April 5-7, 2019       |
| 5. Zone 2:    | Collaborative for Academic, Social and Emotional Learning | Hilton Arden West                   | April 9-11, 2019      |
| 6. Zone 4:    | CalSAE ELEVATE Annual Conference 2019                     | McClellan Hospitality               | April 28- May 1, 2019 |
| 7. Zone 2:    | Amgen Tour of California 2019                             | DoubleTree Sacramento               | May 4 – 13, 2019      |
| 8. Zone1-4:   | Amgen Tour of California 2019                             | Sacramento Sports Commission        | May 12,2019           |
| 9. Zone 1-4:  | IPW California Plaza Activation/Fam Trip 2019             | Visit Sacramento                    | June 1-7, 2019        |
| 10. Zone 1:   | Sacramento Pride 2019                                     | Sacramento LGBT Community Center    | June 8-9, 2019        |
| 11. Zone 2-4: | Tough Mudder Sacramento                                   | Tough Mudder Event Production Inc.  | June 8-9, 2019        |
| 12. Zone 2:   | SGMP National Education Conference 2019                   | DoubleTree Sacramento               | June 25-27, 2019      |
| 13. Zone 4:   | SGMP National Education Conference 2019                   | Crowne Plaza                        | June 25-27, 2019      |
| 14. Zone 2:   | SGMP National Education Conference 2019                   | Hilton Arden West                   | June 25-27, 2019      |
| 15. Zone 1:   | SGMP National Education Conference 2019                   | Holiday Inn Downtown Arena          | June 25-27, 2019      |
| 16. Zone 2:   | 1 <sup>st</sup> Annual Bear Cup Gaming Tournament         | California Exposition & State Fair  | July 12-18, 2019      |
| 17. Zone 1:   | National Caviar Day 2019                                  | Crave Sacramento/CA Restaurant Assn | July 18-21, 2019      |
| 18. Zone 2:   | 2 <sup>nd</sup> Annual Youth Mariachi Competition         | California Exposition & State Fair  | July 19-21, 2019      |
| 19. Zone 2:   | City of Trees 2019  | Entercom Communications             | September 21, 2019    |
- E. STMD Zone Funding and Post-Event Reports Staff  
1. Zone Funding Financial Reports: Summary and Detail March 31, 2019  
2. Post-Event Recap Reports (*applicable to this meeting's fund applications*)
- F. New Business Committee/Staff
- G. Future Meetings and Agenda Items Committee  
1. Special Meeting of the Committee: Date to be Announced, 2019  
2. Regular Meeting of the Committee, July 8, 2019, 11:00 a.m.
- H. Adjournment Gilbey/Committee

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#### Public Comment

Any member of the public may directly address the Committee on any identified agenda item of interest, either before or during the Committee's consideration of that item. Speakers are requested to restrict comments to the item as it appears on the agenda and stay within a five-minute time limit. The Committee Chair has the discretion of limiting the total discussion time for an item.

#### Written Material Introduced into the Record

Any citizen wishing to introduce written material into the record at the meeting on any item is requested to provide a copy of the written material to the Committee, c/o Visit Sacramento, 1608 I Street, Sacramento, CA 95814.

#### Accommodating Individuals with Special Needs

Meeting facilities are accessible to persons with disabilities. Should you require special assistance to participate in the meeting, please notify Visit Sacramento staff at (916) 808-8992 at least 48 hours prior to the meeting.