

# SACRAMENTO TOURISM MARKETING DISTRICT (STMD)

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

## Regular Meeting of the Tourism District Committee

**Monday, October 22, 2018**

**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), Liz Tavernese, Scott Vandenberg  
Zone 2: Doug Warren, 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: July 16, 2018
- D. FY2018-19 Zone Funding Applications for Review or Approval Presenters /  
Committee  
*(In Date Order; Zone Designations Shown Subject to Change)*  
1. Zone 4: Reconfirmation of Previously Approved Funding: Line of Duty Fitness Challenge (SacPALS/ Sacramento Police Foundation) – Date Changed from September 22, 2018 to April 27, 2019  
2. Zone 2: City of Trees 2018 (Entercom Communications) – September 9, 2018  
3. Zone 2: CCSESA (Hilton Arden West/Courtyard Cal Expo) – September 23-26, 2018  
4. Zone 2: CCAC - Credential Counselors and Analysts of California (Doubletree) – October 9-12, 2018  
5. Zone 1: IMEX America (Hyatt/Sheraton Grand) – October 16-18, 2018  
6. Zone 2: CAPP/ The Network Conference (Hilton Arden West) – October 17-19, 2018  
7. Zones 1-4: NCAA Div 1 Regional Cross Country (Sacramento Sports Commission) – November 9, 2018  
8. Zone 1: IAEE Annual Meeting & Expo (Convention Center) – December 11-13, 2018  
9. Zones 1-4: SCC Expansion Phase 2 Marketing Campaign (Visit Sacramento) – January–December 2019  
10. Zone 1: RCMA Emerge (Sheraton Grand) – January 29-31, 2019  
11. Zone 1: RCMA Emerge (Holiday Inn Sacramento Downtown-Arena) – January 29-31, 2019  
12. Zone 2: RCMA Emerge (DoubleTree) – January 29-31, 2019  
13. Zone 2: RCMA Emerge (Hilton Arden West) – January 29-31, 2019  
14. Zone 1: Sacramento Bacon Fest (Sacramento Bacon Fest)– February 6-10, 2019  
15. Zone 2: CCAC-Credential Counselors and Analysts of California (Doubletree) – November 5-8, 2019
- E. STMD Zone Funding and Post-Event Reports Staff  
1. Final Application Funding Report: 6/30/18  
2. Zone Funding Financial Reports: Summary and Detail 9/30/18  
3. Post-Event Recap Reports (*applicable to this meeting's fund applications*)
- F. New Business Committee/Staff
- G. Future Meetings and Agenda Items Committee
- H. Adjournment 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) 808-7782 at least 48 hours prior to the meeting.