

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, July 16, 2018

Visit Sacramento

1608 I Street, Sacramento, CA

The original agenda was prepared and posted in compliance with the provisions of the Ralph M. Brown Act noting that board action may occur on any identified agenda item.

A. Call to Order / Roll Call

Committee Chair Kathleen Gilbey called the meeting to order at 3:02 p.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

Zone 1: Kathleen Gilbey (Chair) and Scott VandenBerg

Zone 2: Doug Warren and Sami Qureshi

Zone 4: David Huber (Vice Chair)

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

Mike Testa, John Reyes, Sonya Bradley, Sarah Atilano, Mike Sophia, Betsy Longmire, Dan Santucci, Sherlynn Clifford (*Recording Secretary*)

Guests present for a portion or the entire meeting

- SSCCC Fall General Assembly: Laura Hover, McClellan Hospitality/McClellan Conference Center
- American Legion 100th Annual Convention: Laura Hover, McClellan Hospitality/McClellan Conference Center
- Joint Denver Sales Trip: Lynda Sagar, Sheraton Grand/Jennifer Mann, Hyatt Regency/Lisa Liddon, Holiday Inn Downtown Arena
- Wide Open Walls: David Sobon and Courtney Tyler, Wide Open Walls
- PBA West/NW Region Capital City Open: Bryan Williams, PBA
- Line of Duty Fitness Challenge: Rebecca Gordon, Flash Events
- Sacramento International Gay and Lesbian Film Festival: Fred Palmer and Michael Dennis
- Brew Street 2018: Randy SeEVERS and Larisa Perryman, Runnin' for Rhett
- IMEX Tradeshow 2018: Brad Ross, Crowne Plaza Sacramento
- CA International Marathon: Scott Abbott, Sacramento Running Association

ABSENT

Committee Members

Zone 1: Liz Tavernese

Zone 3: Steve Young

B. Public Comments – Matters Not on the Agenda

Chair Kathleen Gilbey called for public comment on items not listed on the agenda; there were no matters presented. Gilbey also shared the committee's time limits for presentations.

C. Review and Approval of STMD Tourism Committee Meeting Minutes

1. Regular Meeting – April 9, 2018

There being no changes to the April 9, 2018 minutes, **David Huber motioned to approve the minutes as submitted; Doug Warren seconded. [Vote: Unanimous]**

2. Special Meeting – June 14, 2018

There being no changes to the June 14, 2018 minutes, ***Doug Warren motioned to approve the minutes as submitted; Scott VandenBerg seconded. [Vote: Unanimous]***

D. FY2018-19 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 4: Studen Senate for California Community Colleges (SSCCC) Fall General Assembly 2017-McClellan Conference Center (Initial Request: \$6,000)

Presenter(s): Laura Hover, McClellan Hospitality Conference Center

Presentation: Hover explained that the funding application was for shuttle transportation reimbursement from the Crowne Plaza and Lions Gate to the McClellan Conference Center for this booking.

Committee Review: David Huber said it appeared the shuttle includes the DoubleTree by Hilton in Zone 2 so suggested distributing the funding between Zones 2 and 4. Scott VandenBerg said the request meets ROI.

MOTION: David Huber motioned to approve the fund request as submitted and apply the reimbursement as 50/50 to Zones 2 and 4; Scott VandenBerg seconded. [Vote: Unanimous]

2. Zone 4: Ballbusters Movie Production-Lions Gate/Crowne Plaza (Initial Request: \$55,000)

This fund application was withdrawn and removed from the agenda prior to the meeting.

3. Zone 4: American Legion 100th Annual Convention-McClellan Conference Center (Initial Request: \$10,000; Amended to \$2,775)

Presenter(s): Laura Hover, McClellan Conference Center

Presentation: Hover said this was another funding request for shuttle transportation to the McClellan Conference Center from multiple hotels in Zone 4, the downtown and Roseville. The actual amount was changed from the initial request to \$2,775.

MOTION: Scott VandenBerg motioned to approve the revised fund request as submitted; David Huber seconded. [Vote: Unanimous]

4. Zone 1: Joint Denver Sales Trip-Sheraton/Hyatt/Holiday Inn Downtown (Initial Request: \$12,000: \$4,000 for Each Property)

Presenter(s): Lynda Sagar, Sheraton Grand

Presentation: Sagar explained the fund request was for an annual joint sales trip to Denver to target Colorado-based and third-party planners that have potential citywide business for downtown Sacramento. The hotel representatives will join Visit Sacramento Director of National Accounts, Betsy Longmire, on the trip which will include two lunches, two dinners and a client event. The total requested amount represents \$4,000 per property. Longmire said the opportunity was extended to all properties and the presentation will be further expanded to include information about the Convention Center expansion and all new development in Sacramento.

MOTION: Scott VandenBerg motioned to approve the fund request as submitted; Sami Qureshi seconded. [Vote: Unanimous]

5. Zone 1: Wide Open Walls-Wide Open Walls (Initial Request: \$50,000)

Presenter(s): David Sobon and Courtney Tyler, Wide Open Walls

Presentation: Sobon said he has created a new vision for this year's Wide Open Walls. Sobon said the event started as Sacramento Mural Festival in 2016 and has since then exceeded expectations, including last year's event being named the largest mural festival in the U.S. Sobon said this year's event had 300 artists apply from around the world and the final list includes artists from 12 other countries, including the first female Muslim graffiti artist coming from Afghanistan. There will also be music and bloggers, with the long-term goal to extend the festival to 11 days. The event marketing extends to the Bay Area and their website has a Visit Sacramento pixel to help track hotel room nights.

Committee Review: Scott Vandenberg asked Sobon if he was receiving any ancillary revenue for a fundraising dinner; Sobon said yes, and his request for STMD funding is to help with the VIP/music portion of the event. Doug Warren said it appeared the Residence Inn Capitol Park seems to be the only hotel with a room block; Sobon said that was correct for the artists and VIP event.

Sonya Bradley asked if Sobon's marketing was primarily social media. Sobon said yes and that he is also using iHeart Media, in addition to assistance from nine magazine stories and full-page advertising.

Kathleen Gilbey asked if there was a website and Sobon said yes and it includes interactive maps, links to hotels using the Visit Sacramento pixel, a downloadable map of where artists are doing their work, and more. Testa said Visit Sacramento has supported the event for two years, contributing \$20K in this year's budget. Doug Warren and Sami Qureshi both agreed that organizers should utilize more than one hotel for the artists room block. After reviewing the ROI, Vandenberg concluded by stating that booking 200 room nights would equal funding of \$30,000.

MOTION: Doug Warren motioned to approve \$30,000 for equipment rental, audio visual, staffing and artists, in addition to meeting the sponsorship requirements; Scott Vandenberg seconded. [Vote: Unanimous]

6. Zone 4: PBA West/NW Regional Capital City Open-Professional Bowlers Association (Initial Request: \$15,000-25,000)

Presenter(s): Bryan Williams, PBA

Presentation: Williams, tournament coordinator, said Visit Sacramento has assisted bringing this tournament to Sacramento since 2013. Last year's event was for the women's pro bowlers, and this year is the men's tournament. Williams said they are working closely with Visit Sacramento staff to do something new this year, including requesting STMD funds to help offset costs for a special event.

Committee Review: The committee reviewed the application and suggested reducing the amount to \$3,000 due to the ROI and only one hotel included in the request.

MOTION: Sami Qureshi motioned to approve \$3,000; Scott Vandenberg seconded. [Vote: Unanimous]

7. Zone 4: Line of Duty Fitness Challenge-SacPALS/Sacramento Police Foundation
(Initial Request: \$13,400)
Presenter(s): Rebecca Gordon, Flash Events

Presentation: Gordon said the event is planned at Depot Park on September 22, 2018 and the request is to help fund marketing efforts outside the Sacramento region.

Committee Review: The committee discussed whether attendees to the event would be primarily local. David Huber suggested reducing the amount to \$2,500.

MOTION: Doug Warren motioned to approve \$2,500; David Huber seconded. [Vote: Unanimous]

8. Zone 1: Sacramento International LGBTQ Film Festival-Sacramento International Gay and Lesbian Film Festival (Initial Request: \$5,000)
Presenter(s): Fred Palmer and Michael Dennis, Sacramento International Gay and Lesbian Film Festival

Presentation: Palmer said this year marks the 27th annual film festival. Palmer said the organization brings in directors, filmmakers and actors to draw attendance, as well as utilizing media sponsorships, radio partners, social media and print advertising. The fund request is to assist with out-of-region marketing to drive attendance and overnight stays.

Committee Review: Scott VandenBerg asked about their marketing programs and Palmer said they do secure some sponsors for print and social media. Palmer added they used the Visit Sacramento pixel last year on their website and will continue to do so this year. Kathleen Gilbey said Sacramento is the seventh largest LGBTQ community in the nation and believes the event should be supported.

MOTION: Doug Warren motioned to approve the fund request as submitted with the caveat that monies are spent for marketing outside the region; Sami Qureshi seconded. [Vote: Unanimous]

9. Zone 2: Brew Street 2018-Runnin' for Rhett (Initial Request: \$15,000)
Presenter(s): Randy Seevers and Larisa Perryman, Runnin' for Rhett

Presentation: Seevers shared some background about his organization and described how they partnered with Deschutes Brewery a few years ago for the Sacramento Street Pub event which grew to 20,000 in attendance. Since Deschutes is not organizing that event this year, Runnin' for Rhett decided to organize Brew Street in partnership with DBI Beverage. The event will include four breweries that will occupy the four corners of the location at 18th and Capitol. The fund request is for assistance with marketing and social media.

Committee Review: Doug Warren said that though this year's event will be different, he's attended the two Street Pub events in the past and both were well attended. The committee discussed room night potential stating they believe the event may be more local. VandenBerg reviewed the ROI and per further discussion, the committee agreed to reduce the requested amount for approval.

MOTION: David Huber motioned to approve \$5,000 based on the organization meeting ROI by booking 175 room nights; Scott VandenBerg seconded. [Vote: Unanimous]

10. Zones 1-4: Aftershock Festival 2018-Danny Wimmer Presents (Initial Request: \$50,000)

Presenter(s): Mike Testa, Visit Sacramento

Presentation: Testa said the dates were moved to a better weekend in 2018 and that attendance was expected to be 30,000 for the weekend event. Testa said he is meeting soon with event promoter Danny Hayes and County Supervisor Phil Serna to discuss a three-day festival in 2019, and that according to a survey that tracks attendees by zip codes, last year's room nights were estimated at 13,000. Thus far, this year's event is tracking 7,000 room nights. Testa added this year's musical lineup is very strong.

MOTION: Doug Warren motioned to approve the fund request as submitted; Sami Qureshi seconded. [Vote: Unanimous]

11. Zone 4: IMEX 2018 Tradeshow-Crowne Plaza/McClellan Hospitality (Initial Request: \$15,000)

Presenter(s): Brad Ross, Crowne Plaza Sacramento

Presentation: Ross said the request was revised to ask for \$12,000 since his hotel team will be joining Visit Sacramento staff inside the tradeshow booth. This tradeshow is important to attend as it will help showcase Zone 4 opportunities during the convention center expansion.

Committee Review: Sarah Atilano said Visit Sacramento purchased a larger booth for this tradeshow and costs will be split evenly depending on the number of participants and properties.

MOTION: Scott VandenBerg motioned to approve the fund request as submitted; Doug Warren seconded. [Vote: Unanimous]

12. Zone 1: California International Marathon-Sacramento Running Association (SRA) (Initial Request: \$45,000)

Presenter(s): Scott Abbott, Sacramento Running Association

Presentation: SRA Executive Director Abbott said the event brings \$11M in revenue to the Sacramento region with attendance of 75,000 and room nights estimated at 5,000. The event continues to grow with registration up 30% for 2018. The fund request is to assist with transportation between hotel properties and the event location.

Committee Review: Doug Warren asked about room nights extending to zones other than Zone 1. Scott VandenBerg said yes but commented that bussing between properties should be less than what is being requested. After further committee discussion, Mike Sophia clarified the request should be for Zones 1 and 2. Sophia added organizers need to present their transportation plan and list of hotel properties they are utilizing for Zone 2. The committee agreed the event is valuable to the community, though complex and challenging.

MOTION: Doug Warren motioned to approve \$35K for Zone 1, and \$10K for Zone 2; Scott VandenBerg seconded. [Vote: Unanimous]

E. Zone Funding and Post Event Recap Reports

Prior to presenting the quarterly zone funding reports, Testa described how zone funding is set aside for each zone's spending. As a follow up to the previous meeting's direction, the committee discussed zone rollover amounts that had been committed to qualifying events over previous fiscal years. Based on a review of those events, it was determined that because of those prior years commitments and spends, the rollover fund balance was \$0 and that was to be reflected in the new FY budget. Scott VandenBerg asked about the new preliminary fund report and whether those funds are placed in a separate account, and Dan Santucci explained those funds are deposited into the City's GL account after a 2% administrative fee is deducted, plus the 1% reserve as previously agreed. The committee concurred the 1% reserve amount should be deposited into a separate account.

MOTION: David Huber motioned to approve the allocation of the estimated rollover amounts of 6/30/18; Sami Qureshi seconded. [Vote: Unanimous]

MOTION: Doug Warren motioned to approve separation of the 1% reserves into a new account in the City's GL; David Huber seconded. [Vote: Unanimous]

1. Zone Funding: The committee reviewed the following reports:
 - a. Preliminary Application Funding 6/30/18: This report provides a summary of applications presented at this meeting and still to be approved with the projected fund balance by zone.
 - b. Zone Funding 6/30/18: Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date, with balances per zone.
2. Post-Event Recap Reports
The following post-event recap reports were distributed for the committee's review prior to the meeting: Aftershock Festival 2017 (Danny Wimmer Presents); and IMEX America 2018 (Hyatt/Sheraton).

F. New Business

None to report.

G. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for October 22, 2018, at 11:00 a.m.

H. Adjournment

Chair Gilbey adjourned the July 16, 2018, meeting at 4:59 p.m.