

SACRAMENTO TOURISM INFRASTRUCTURE DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, December 7, 2020

Video/Teleconference

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

A. Call to Order / Roll Call

Visit Sacramento President & CEO Mike Testa called the meeting to order at 3:02 p.m. and conducted a roll call of the committee as follows:

PRESENT

STID Committee Members, or their Designee's

Rick Jennings, Councilmember

David Huber

Michael Ault

Sami Qureshi

Mike Testa

Scott Vandenberg

Michael Jasso, Assistant City Manager

Doug Warren

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

Sarah Atilano, David Eadie, Elizabeth Anderson (*Recording Secretary*)

ABSENT

Committee Members

Howard Chan, City Manager

Nikki Carlson

B. Public Comments – Matters Not on the Agenda

Visit Sacramento President & CEO Mike Testa called for public comment on items not listed on the agenda; there were no matters presented.

C. Introduction

Testa explained to the group how the Tourism Infrastructure District (TID) is structured and how the initial funds will be spent on building the new ballroom at the SAFE Credit Union Convention Center. Testa continued that if there are any additional funds once the ballroom is complete then that can go towards new tourism infrastructure projects, such as building new sports facilities.

D. Sacramento Tourism Improvement District Overview

Testa shared that prior to COVID-19 the TID was generating more monies than initially projected. Due to the Shelter-in-Place orders this has slowed, as expected. The original timeline would have had excess available in five to six years and that has changed. Once the pandemic is over there will be a better estimate of when to expect the additional funding to be available.

E. District Goals

Testa shared that as a requirement of the Management District Plan a councilmember had to be named as a committee member. Councilmember Jennings was selected as a representative of District 7, which he represents, because it is the only district in Sacramento that does not have a hotel. Testa continued that the additional funds this TID creates can be used to increase tourism opportunities in this underserved district. Testa stated that this committee should be deliberate in using the resources of the STID to foster change in some of Sacramento’s underserved communities.

Testa spoke about the sports tourism study that was commissioned to see what the Sacramento community needed. Dave Eadie shared that the number one need for the community was outdoor sports fields, especially a multi-purpose field that could handle soccer, lacrosse, and other outdoor sports. Eadie continue that the goal would be to build something large enough to attract the bigger events to Sacramento. The other unique outcome of the study was the need for an indoor track facility. Eadie concluded that the report is being finalized and will be shared once complete.

Testa continued that the goal was to gather as much data as possible so that when the funds are available the committee can move forward on getting the needed facilities built. Testa added that this would ideally attract large national events that we cannot currently fit in our city. This is a long-term growth plan for visitation in the market. The committee asked for the report to be received before the next meeting and Testa shared that the Huddle Up group would like to present the report to the committee and that will occur at the first meeting of 2021.

The committee discussed various sporting events and areas of Sacramento that could be targeted for future projects. Councilmember Jennings also suggested repurposing old parks to become new sports facilities. Eadie shared that the report will also address the parks that would be ideal to repurpose.

F. Meeting Schedule

Testa shared that the committee will meet quarterly each year.

G. Future Agenda Items

None presented.

H. Adjournment

Visit Sacramento President & CEO Mike Testa adjourned the December 7, 2020, meeting at 3:16 p.m.