

# 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.*

**Purpose:** Regular Meeting of the Sacramento Tourism Marketing District Committee  
**Location:** Visit Sacramento Office, 1608 I St, Sacramento, CA 95814  
**Date/Time:** Monday, April 17, 2023, 9:30 a.m. – 11:30 a.m.

## AGENDA

- A. Call to Order/Roll Call of Committee Members Chair  
Zone 1: Barry Miller, Nikki Carlson (Vice Chair), Shelly Moranville  
Zone 2: Royce Pollard, Tim Woolslayer  
Zone 3: Doug Warren  
Zone 4: David Huber (Chair)
- B. Public Comments – Matters Not on the Agenda Chair  
*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 9, 2023
- D. FY2022-23 Zone Funding Applications for Review or Approval Presenters  
*(In Date Order; Zone Designations Shown Subject to Change)*
- |               |   |   |                    |
|---------------|---|---|--------------------|
| 1. Zone 1-4:  | PCMA Showcase                               | SAFE Credit Union Convention Center                                 | March 8, 2023      |
| 2. Zone 3-4:  | NCAA March Madness                          | Visit Sacramento Sports Commission                                  | March 16-18, 2023  |
| 3. Zone 1-4:  | DC Sales Mission & Kings Game               | SAFE Credit Union Convention Center                                 | March 18, 2023     |
| 4. Zone 2:    | Bernese Mountain Dog Club of America        | Hilton Sacramento Arden West  | April 2-10, 2023   |
| 5. Zone 1:    | CalSAE Elevate                              | Holiday Inn Sacramento Downtown Arena                               | April 17-19, 2023  |
| 6. Zone 1:    | Wide Open Walls Mural Festival              | Wide Open Walls   | May 11-21, 2023    |
| 7. Zone 1-4:  | NCAA D1 Track & Field                       | Visit Sacramento Sports Commission                                  | May 24-27, 2023    |
| 8. Zone 1:    | Hella Juneteenth                            | Tiger Restaurant and Bar  | June 19, 2023      |
| 9. Zone 1-4:  | Convention Sports & Ent, Facilities Conf.   | SAFE Credit Union Convention Center                                 | July 17-18, 2023   |
| 10. Zone 1-4: | Connect Marketplace                         | SAFE Credit Union Convention Center                                 | August 22-24, 2023 |
| 11. Zone 1:   | Our Street Night Market                     | Yellow Brick Events   | September 9, 2023  |
| 12. Zone 1-4: | Education, Communication & Advocacy Program | California Hotel Lodging Association & Sacramento Hotel Association | 2023               |
- E. STMD Zone Funding and Post-Event Reports Staff  
1. Zone Funding Financial Reports as of March 31, 2023  
2. Post-Event Recap Reports (*applicable to this meeting's fund applications*)
- F. Future Meetings and Agenda Items Committee  
1. Regular Meeting: July 10, 2023
- G. Adjournment Chair/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.