

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: Video/Tele Conference
Link: <https://us02web.zoom.us/j/81483004473?pwd=cmkvVjhYzRlEg1MYUNVZ1IPUIVnUT09>
Dial in: (669) 900-6833
Meeting ID: 814 8300 4473
Password: 662301
Date/Time: Monday, January 10, 2022, 11:00 a.m. – 1:00 p.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, Sami Qureshi
Zone 3: Denia Phillips
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: October 11, 2021
- D. FY2021-22 Zone Funding Applications for Review or Approval Presenters
(In Date Order; Zone Designations Shown Subject to Change)
1. Zone 1-4: Unified Wine & Grape Symposium, Unified Wine & Grape Symposium LLC, January 25-27, 2022
2. Zone 2: RCMA Emerge 2022, Hilton Arden West, February 1-4, 2022
3. Zone 1 & 3: City of Trees Parade 2022, The Curiosity Collaborative, February 26, 2022
4. Zone 1: Capitol Beer Fest, Runnin' for Rhatt, March 5, 2022
5. Zone 1-4: Sacramento Beer Week, Sacramento Area Brewers Guild, April 22 – May 1, 2022
6. Zone 1-4: Sol Blume Music Festival, Sol Blume LLC, April 30 – May 1, 2022
7. Zone 2: Hot Jazz Jubilee, Hot Jazz Jubilee Inc, September 2-5, 2022
- E. STMD Zone Funding and Post-Event Reports Staff
1. Zone Funding Financial Reports as of December 31, 2021
2. Post-Event Recap Reports *(applicable to this meeting's fund applications)*
- F. Review Adara Platform Appraisal Staff
- G. Future Meetings and Agenda Items Committee
1. Regular Meeting: April 11, 2022
- H. Adjournment Chair/Committee

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.