

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.

Regular Meeting of the Tourism District Committee

Monday, October 7, 2019

11:00 a.m. – 1:00 p.m.

Visit Sacramento - 1608 I Street, Sacramento, California

AGENDA

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| A. | Call to Order/Roll Call of Committee Members
Zone 1: Nikki Carlson, Barry Miller, Scott VandenBerg
Zone 2: Royce Pollard, Sami Qureshi | Huber
Zone 3: Steve Young
Zone 4: David Huber (Vice Chair) |
| B. | Public Comments – Matters Not on the Agenda
<i>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.</i> | Huber |
| C. | Review and Approval of STMD Tourism Committee Meeting Minutes
1. Regular Meeting: July 8, 2019 | Committee |
| D. | Committee Composition
1. Election of Officers: Chair and Vice Chair | Committee |
| E. | FY2019-20 Zone Funding Applications for Review or Approval
<i>(In Date Order; Zone Designations Shown Subject to Change)</i>
1. Zone 1: IMEX America 2019, Hyatt Regency and Sheraton Grand, September 10-12, 2019
2. Zone 1: 2019 DMA West Education Summit & Vendor Showcase, Visit Sacramento, October 2-4, 2019
3. Zone 2: CAPPA/The Network Conference, Hilton Arden West, October 2-4, 2019
4. Zone 1-4: Aftershock Festival 2019, Danny Wimmer Presents, October 11-13, 2019
5. Zone 2: California Community Colleges Student Affairs, Hilton Arden West, October 25-26, 2019
6. Zone 1-4: 2019 NCAA Div II Cross Country Championship, Sacramento Sports Commission, November 23, 2019
7. Zone 1: 2019 CalSAE Seasonal Spectacular, Visit Sacramento, December 16-17, 2019
8. Zone 1: 2020 PCMA Convening Leaders San Francisco, Visit Sacramento, January 5-8, 2020
9. Zone 1-4: Wine & Grape Symposium 2020, Visit Sacramento, February 4-6, 2020
10. Zone 1: RCMA Emerge 2020, Holiday Inn Downtown Arena, February 4-6, 2020
11. Zone 2: RCMA Emerge 2020, Hilton Arden West, February 4-6, 2020
12. Zone 2: RCMA Emerge 2020, DoubleTree by Hilton Sacramento, February 4-6, 2020
13. Zone 1: Capitol Beer Fest 2020, Runnin' For Rhett, March 7, 2020
14. Zone 1-4: 2019 NCAA Div I T & F Prelim Championships, Sacramento Sports Commission, May 23-25, 2019
15. Zone 2: 1st Annual Bear Cup Gaming Tournament, California Exposition & State Fair, July 12-18, 2019
16. Zone 2: 2 nd Annual Youth Mariachi Competition, California Exposition & State Fair, July 19-21, 2019
17. Zone 1: Brew Street 2019, Runnin' for Rhett – Event Cancelled for 2019 | Presenters |
| F. | STMD Zone Funding and Post-Event Reports
1. Final Application Funding Report: Summary and Detail June 30, 2019
2. Zone Funding Financial Reports: Summary and Detail September 30, 2019
3. Post-Event Recap Reports <i>(applicable to this meeting's fund applications)</i> | Staff |
| G. | New Business | Committee/Staff |
| H. | Future Meetings and Agenda Items
1. Next Meeting, January 13, 2020 | Committee |
| I. | Adjournment | Huber/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.