

# SACRAMENTO TOURISM MARKETING DISTRICT

## MINUTES

### Regular Meeting of the Tourism District Committee

Monday, January 10, 2022

Visit Sacramento

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

Committee Chair David Huber called the meeting to order at 11:02 a.m. and conducted a roll call of the committee as follows:

##### **PRESENT**

##### STMD Committee Members

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)

##### Sacramento Hotel Association

Teresa Stephenson, Executive Director

##### Visit Sacramento Staff

Mike Testa, Kari Miskit, Sarah Atilano, Dan Santucci, Elizabeth Anderson (*Recording Secretary*)

##### Guests present for a portion or the entire meeting

Randy Seevers, Runnin' for Rhett

Wes Samms, The Curiosity Collaborative

Patrick Stelmach, The Curiosity Collaborative

Sage Smith, Sacramento Area Brewers Guild

Chaez Boswell, Rep of Sol Blume Music Festival

Patti Jones, Hot Jazz Jubilee

##### **ABSENT**

##### STMD Committee Members

None

#### B. Public Comments – Matters Not on the Agenda

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

#### C. Review and Approval of STMD Tourism Committee Meeting Minutes

##### 1. Regular Meeting – October 11, 2021

There being no changes to the October 11, 2021, minutes, ***Nikki Carlson motioned to approve the minutes as submitted; Royce Pollard seconded. [Vote: Unanimous]***

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	Not Present during Vote	
David Huber	X	

**D. FY2021-2 Zone Funding Applications for Review or Approval**

The following fund applications were presented:

1. Zones 1-4: Unified Wine & Grape Symposium (Unified Wine & Grape Symposium LLC) – January 25-27, 2022 - Requested Funding: \$100,000

**Presenter(s):** Mike Testa, Visit Sacramento

**Presentation:** Testa shared that the meeting planners and Visit Sacramento have been in contact every day during the previous week, and they are concerned with the Omicron Variant of COVID-19. Unified Wine and Grape Symposium hired a company in 2021 to model the spread of the disease and how they can safely hold the event. They have also met with Sacramento County Health Director who has shared that the event could move forward. The funding request is fully related to COVID to assist with covering costs for health screenings during the event. They want to encourage attendance and make sure attendees are safe.

**Committee Review:** Chair Huber asked the Zone 1 hoteliers if they were seeing drop off at their hotels due to reduced attendance and the consensus was that there was little to no reduction at many hotels. It was also acknowledged that COVID could change that as the event draws closer. Testa shared that this is a one-time ask due to COVID.

**MOTION: Nikki Carlson motioned to approve the funding request as submitted; Shelly Moranville seconded. [Vote: Unanimous]**

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	X	
David Huber	X	

2. Zone 2: Religious Conference Management Association Emerge 2022 (Hilton Arden West) – February 1-4 2022 - Requested Funding: \$2,000

**Presenter(s):** Sami Qureshi, Hilton Arden West

**Presentation:** Qureshi shared that his sales team will be attending the Religious Conference Management Association (RCMA) Emerge 2022 tradeshow with the Visit Sacramento team and other area hotels.

**Committee Review:** No discussion.

**MOTION: David Huber motioned to approve the funding request as submitted; Barry Miller seconded. [Vote: Unanimous, Sami Qureshi – Recused himself from the vote]**

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	Recused himself	
Denia Phillips	X	
David Huber	X	

3. Zones 1 & 3: City of Trees Parade 2022 (The Curiosity Collaborative) – February 26, 2022 - Requested Funding: \$5,000

**Presenter(s):** Wes Samms and Patrick Stelmach, The Curiosity Collaborative

**Presentation:** Samms shared that the event is a cultural showcase that is geared towards lifting up all parts Sacramento. The format will be a Mardi Gras-style parade but will not be focused on what you typically see in New Orleans. The presenters shared the proposed route of the parade as well as performers who have been confirmed. Approximately 350 people will participate in the parade. There will be a Mardi Gras Ball following the parade in Old Sacramento.

**Committee Review:** The committee discussed that the event was primarily locally driven and does not show how it will drive hotel stays.

**MOTION: Barry Miller motioned to decline the funding request as submitted; Nikki Carlson seconded. [Vote: Unanimous]**

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	X	
David Huber	X	

4. Zone 1: Capitol Beer Fest (Runnin’ for Rhett) – March 5, 2022 - Requested Funding: \$10,000

**Presenter(s):** Randy Seevers, Runnin’ for Rhett

**Presentation:** Seevers shared that this is the 12<sup>th</sup> annual event and that the 2021 event was postponed from March to October. He shared attendance numbers from the event and that their goal for 2022 was to reach 7,500 attendees which would be a growth of 1,500 attendees from 2021. Due to COVID and allowing for social distancing the event has been expanded on Capitol Mall from 3<sup>rd</sup> to 8<sup>th</sup> Street.

In 2021 they tracked 342 room nights and reported that 17% of attendees were from out of town. Seevers shared that for events they have done that received STMD funding they have been able to market to potential attendees who live farther than 30 miles from Sacramento.

**Committee Review:** Dan Santucci shared previous years approved funding amounts from previous years and Testa shared historically that many of the events have been supported by

STMD, that the cause was worthwhile, but that the event makes a profit for Runnin’ for Rhett and these funds are generally used to help an event get off the ground or that was financially struggling.

Carlson stated she remembered a similar conversation in 2021 and that the committee previously decided that last year would be the final year of supporting the event. Carlson agreed with Testa and reminded the committee that these funds are not meant to fund long standing events, but to market new events and drive visitation and overnight stays from out-of-town visitors.

**MOTION: Shelly Moranville motioned to decline the funding request as submitted; Sami Qureshi seconded. [Vote: Unanimous]**

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	X	
David Huber	x	

- 5. Zone 1-4: Sacramento Beer Week (Sacramento Area Brewers Guild) – April 22 – May 1, 2022 - Requested Funding: \$20,380

**Presenter (s):** Sage Smith, Sacramento Area Brewers Guild

**Presentation:** Smith shared the event is a celebration of the local craft beer industry. The event has advertng in the Bay Area and throughout California. They intend to advertise via print and radio. Organizers are also hoping to secure free advertising through interviews and appearances. They will also have a Social Media influence campaign with influencers from the Bay Area. They have also collaborated with over 25 breweries to create a beer called “Rising Together” and it will be brewed and released on the same day throughout the city. The event will kick off with a Mac & Beer battle where over 30 breweries and over 10 restaurants will be in attendance for the competition. The kickoff battle is expected to have 1,500 attendees. Events held by breweries will also happen during the week and these are all submitted to a website in April.

**Committee Review:** Teresa Stephenson shared that \$10,000 was approved in 2019 for advertising and the creation of a map. Carlson shared that this is an established event and does not show that it is focused on driving tourism.

**MOTION: Nikki Carlson motioned to decline the funding request as submitted; David Huber seconded. [Vote: Unanimous]**

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	X	
David Huber	X	

6. Zone 1-4: Sol Blume Music Festival (Sol Blume, LLC) – April 30 – May 1, 2022 - Requested Funding: \$75,000

**Presenter(s):** Chaez Boswell, Sol Blume Music Festival

**Presentation:** Boswell shared that the festival features R & B and Soul Music and will be two-day event. It originally began in 2018 at Cesar Chavez Plaza as a one-day festival. Due to the pandemic they had to cancel the 2020 and 2021 festivals. This year they are expanding into Discovery Park and will have two stages for performances, space for an art show, and 50 food and beverage vendors. The attendance target is 25,000. Their goal is to develop local partnerships, spotlight local artists, provide opportunities for local workers and showcase Sacramento for music festivals.

They have not tracked guest rooms in the past, but they do know that previously 25% of attendees were local and 75% were from out of town. The event has a large social media presence, which is impactful in the months leading up to the festival.

Boswell stated that the organization is interested in working with hotels on room blocks and in the past have only done these for staff and artists. This year they would like to create a feature on their website to drive attendees to local hotels and track what they can.

**Committee Review:** Testa shared the event has a lot of potential and with the move to Discovery Park it gives them room to grow. Cesar Chavez Park had a capacity limit much smaller than the new location. Testa and the committee discussed that the funding request amount was high and there was a concern that they are not yet contracted with hotels. Atilano and Testa shared that the group should be asked to provide a zip code report for the event as well as actively pursue and track hotel rooms.

Carlson stated that this event is a good investment and suggested reducing the funding amount to \$35,000. Barry Miller agreed and added that approval will require room night tracking and a zip code report.

**MOTION: Barry Miller motioned to approve the funding request as submitted with the requirement of a Pixel on the website, actively working with Visit Sacramento to pursue room blocks and providing a zip code list of attendees; Nikki Carlson seconded. [Vote: Unanimous]**

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	X	
David Huber	X	

7. Zone 2: Hot Jazz Jubilee (Hot Jazz Jubilee Inc.) – September 2-5, 2022 - Requested Funding: \$5,000

**Presenter(s):** Patti Jones, Hot Jazz Jubilee

**Presentation:** Jones shared that the event takes place on Labor Day weekend at the DoubleTree Hotel and was cancelled in 2020 and 2021 due to COVID. The event brings attendees to the Arden area with approximately 25 bands performing. Most attendee’s stay an average of four nights. The demographic is largely older people, but the group is trying to bring younger participants in with the assistance of a youth scholarship. They have also redone their website to make it more user friendly.

**Committee Review:** The committee discussed that the previously approved 2021 application was cancelled due to COVID. The group normally has overflow rooms at the Hilton Arden West as well. The group received funding from 2015-2017 at \$10,000 a year and then did not request any funds again until 2021.

**MOTION:** Barry Miller motioned to approve the funding request as submitted; Shelly Moranville seconded. [Vote: Unanimous]

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	X	
David Huber	X	

**E. Zone Funding and Post Event Recap Reports**

1. Zone Funding: The committee reviewed the following reports:

a. Zone Funding Financial Reports December 31, 2021

Santucci reviewed the preliminary funding report and zone-by-zone report. He shared that all approved funding applications from 2019 to the present can be seen on the reports. The report also shows the collections from 2019-2021 and the current budget.

2. Post-Event Recap Reports

- RCMA 2020 – Hilton Arden West
- Capitol Beer Fest 2020 – Runnin’ for Rhett

**F. Review Adara Platform Appraisal**

Atilano shared that the platform Pixels that go on websites to track hotel rooms is being blocked on many devices and is not tracking correctly. The Visit Sacramento team is currently meeting with different companies that could possibly track this information. Kari Miskit shared that this was discovered when some previous repeat events’ tracking information came in very low, and the team asked key questions to ascertain the reasons for the variance. Visit Sacramento wanted to ensure that the committee knew this situation was taking place.

Chair Huber asked if it was not tracking due to COVID and Atilano said no it is due to new privacy laws and has not been tracking correctly for some time. Atilano shared that the company who runs the Pixels has admitted that there is an issue.

**G. Future Meetings and Agenda Items**

The next regular quarterly meeting is scheduled for April 11, 2022, at 11:00 a.m.

**H. Adjournment**

Chair Huber adjourned the January 10, 2022, meeting at 12:14 p.m.