

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, October 22, 2018

Visit Sacramento

1608 I Street, Sacramento, CA

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 Kathleen Gilbey 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: Kathleen Gilbey (Chair)

Zone 2: Doug Warren

Zone 3: Steve Young

Zone 4: David Huber (Vice Chair)

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

Mike Testa, John Reyes, Sonya Bradley, Kari Miskit, Sarah Atilano, Mike Sophia, Dan Santucci, Elizabeth Anderson
(Recording Secretary)

Guests present for a portion or the entire meeting

- Holiday Inn Sacramento Downtown-Arena: Karla Weymouth
- Sheraton Grand: Lynda Sagar
- Hyatt Regency: Maria Romero
- Hilton Arden West: Ginger Levert
- DoubleTree by Hilton Sacramento: Yvonne Magneheim
- Hilton Arden West: Jonatha Monetti
- Bacon Fest: Brian Guido

ABSENT

Committee Members

Zone 1: Liz Tavernese and Scott VandenBerg

Zone 2: Sami Qureshi

B. Public Comments – Matters Not on the Agenda

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

C. Review and Approval of STMD Tourism Committee Meeting Minutes

1. Regular Meeting – July 16, 2018

There being no changes to the July 16, 2018 minutes, **David Huber motioned to approve the minutes as submitted; Doug Warren seconded. [Vote: Unanimous]**

D. FY2018-19 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 4: Reconfirmation of Previously Approved Funding: Line of Duty Fitness Challenge (SacPALS/Sacramento Police Foundation) – Date Changed from September 22, 2018 to April 27, 2019 (Initial Request: \$2,500)

Teresa Stephenson stated the agenda item is an acknowledgement of the event date change, and no change to the Committee’s prior funding approval.

2. Zone 2: City of Trees 2018 (Entercom Communications) – September 9, 2018 (Initial Request: \$15,000)

Presenter(s): No one present

Committee Review: Mike Testa stated that he likes that they have provided their ticket sales. He asked Sonya to see if they had any pixel tracking to see if the event was driving room nights to the city. Doug Warren stated that last year the hotels in Zone 2 felt a big impact, but he doesn’t recall that occurring this year and it may have been due to the event being held during a different time of the month. Testa suggested waiting to approve the application until a review of the post-event recap and history.

It was the consensus of the Committee to hold the application until the next meeting due to not having the Post-Event Recap at the meeting.

3. Zone 2: CCSESA – California County Superintendents Educational Services Association (Hilton Arden West/Courtyard Cal Expo) – September 23-26, 2018 (Initial Request: \$3,000)

Presenter(s): Ginger Levert, Hilton Arden West

Presentation: Levert explained the request is for transportation that was provided between the overflow hotel (Courtyard Cal Expo) and the host hotel (Hilton Arden West). The group picked up 90 room nights for three nights at Hilton Arden West and 42 at Courtyard Cal Expo. Levert mentioned that it was important to keep the costs down for transportation so that the group will rebook.

Committee Review: Warren expressed that the hotels received a lot out of this program. Gilbey also mentioned that it was important to keep the transportation cost down to keep the business.

MOTION: Doug Warren motioned to approve the fund request as submitted; David Huber seconded. [Vote: Unanimous]

4. Zone 2: CCAC - Credential Counselors and Analysts of California (DoubleTree by Hilton Sacramento) – October 9-12, 2018 (Initial Request: \$6,000)

Presenter(s): Lisa Burge, DoubleTree by Hilton Sacramento

Presentation: Burge stated that this event is a repeat group of 10 years. It has continued to grow the last few years and is very conservative financially. This money would be used for transportation between DoubleTree and Hilton. Burge noted that this group financially cannot afford to come downtown and the best way to keep them in Sacramento is to provide transportation between these properties.

Committee Review: Warren stated that this is a good piece of business, but very low rated which is why they need transportation. Reyes stated it is a necessity to have transportation and confirmed to Gilbey that the conference attendees also utilize the transportation to go to local restaurants and malls.

MOTION: Doug Warren motioned to approve the fund request as submitted; David Huber seconded. [Vote: Unanimous]

5. Zone 1: IMEX America (Hyatt Regency/Sheraton Grand) – October 16-18, 2018 (Initial Request: \$14,150)

Presenter(s): Lynda Sagar, Sheraton Grand and Maria Romero, Hyatt Regency

Presentation: Romero stated that they attended the conference last week with Visit Sacramento representatives. They shared that the application was submitted a little late as they didn't know who would be attending from the Sheraton Grand. The conference had approximately 5,000 attendees, including those from national associations and third-party planners. They had approximately 35 appointments between everyone and they are looking for funds for tradeshow fees and miscellaneous costs.

Committee Review: Reyes stated that it was important to have all four hotels that attended there and noted that significant traffic came through the booth. 50 appointments total between all hotels. He shared that the representatives sell all convention properties in town; but when selling the Convention Center, it is imperative to have these two downtown properties present. Sarah Atilano agreed and stated they must be there.

MOTION: David Huber motioned to approve the fund request as submitted; Steve Young seconded. [Vote: Unanimous]

6. Zone 2: California Alternative Payment Program Association (CAPPA) and California Resource & Referral Network (The Network Conference) (Hilton Arden West) – October 17-19, 2018 (Initial Request: \$2,500)

Presenter(s): Ginger Levert, Hilton Arden West

Presentation: Levert shared that this is a repeat client of the DoubleTree and that the Hilton assists with an overflow block. This year the block was 45 rooms for two nights. The request is for the cost transportation between the two hotels. Levert also shared that the transportation options allow the group to rebook and sign contracts with both hotels.

MOTION: Doug Warren motioned to approve the fund request as submitted; David Huber seconded. [Vote: Unanimous]

7. Zones 1-4: NCAA Division 1 Regional Cross Country (Sacramento Sports Commission) – November 9, 2018 (Initial Request: \$7,500)

Presenter(s): Mike Sophia, Visit Sacramento

Presentation: Sophia shared that this is the third year in the last six years that Sacramento has hosted the regional event. This event will bring 40 teams and 500 athletes. They are estimating 895 room nights will be booked due to the event. It will be held at Haggin Oaks and is a one-day event. Most teams arrive a day before practice which would be Thursday.

Committee Review: Warren asked if the requested funds are typically divided between all the zones? He believes Zone 2 will get the most benefit. Sophia agreed that Zone 2 would see the most benefit. Warren recommended changing the Zone Designation to be Zone 2 (primary) followed by Zone 1, Zone 3 and Zone 4 (pro-rata share by percentage).

MOTION: *Doug Warren motioned to approve with Zone 2 and Zone 1 alternating their funding percent from the original estimates; David Huber seconded. [Vote: Unanimous]*

8. Zone 1: International Association of Exhibitions and Events (IAEE) Annual Meeting & Expo (Convention Center) – December 11-13, 2018 (Initial Request: \$5,260)

Presenter(s): Sarah Atilano

Presentation: Atilano stated the funding request is for Matt Voreyer to attend the IAEE Annual Meeting & Expo with Visit Sacramento. It is a convention center-specific tradeshow and it is important that Voreyer attends along with the Visit Sacramento representatives. Reyes clarified that the event is an Expo that is specifically marketed to tradeshow managers.

Committee Review: David Huber stated that it makes a lot of sense for Voreyer to attend.

MOTION: *David Huber motioned to approve the fund request as submitted; Doug Warren seconded. [Vote: Unanimous]*

9. Zones 1-4: Sacramento Convention Center (SCC) Expansion Phase 2 Marketing Campaign (Visit Sacramento) – January 2019 – December 2019 (Initial Request: \$300,000)

Presenter(s): Sonya Bradley, Visit Sacramento

Presentation: Bradley noted she understands the request is for a significant amount. The request includes Digital Edge Marketing services, which will be assisting with marketing directly to meeting planners. This marketing plan is to help with the awareness of the expansion, it will also promote self-contained meetings while the center is closed in Q4 of 2019 and all of 2020. Visit Sacramento will be reaching out to media buys that haven't been previously used as well as working with organizations such as NorthStar and PCMA. This marketing plan is targeted to a significant number of decision makers. Visit Sacramento staff have done some activations with Connect Marketplace and Bradley would like to continue doing these. This plan will continue to put Sacramento forward and showcase what is happening in the destination. Bradley stated if needed she can make cuts and that this request takes the Convention Center marketing through mid-2019.

Committee Review: Testa stated that one of the things he and Bradley talked about is that this is a significant request. It was noted that Bradley has looked at how costs can be reduced, so it doesn't decimate Zone 4 funding. Bradley stated that the request takes into consideration many areas including media buys and customer activation. There are certain items in the request that

she believes are essential to retain such as Digital Edge and PCMA. Bradley believes this is a very important piece for the marketing campaign and reaching the correct audience. Bradley will evaluate items she can remove and try to reduce the requested amount; she believes she can reduce it by approximately 50%. Bradley did state that reducing it by this much may hinder some important marketing opportunities.

Testa shared that while Visit Sacramento has re-directed much of its marketing budget for this fiscal year, it was not enough, and more is needed, especially with construction on the expansion beginning in December. Reyes shared the three areas that would be focused on: media, customer activation with Digital Edge, and strategic partnerships. Third-party planners will also be critical.

The committee discussed the project and Huber shared he had reached out to Testa when the packet was sent and asked for some fine tuning and reduction of costs.

Bradley shared that the marketing plan was built in phases and they can adjust the plan as unexpected opportunities arise. They are carefully looking at the different types of media. With all proposals combined, the cost came to \$300,000.

Bradley stated next year's Visit Sacramento budget can be adjusted to reflect more of these needs, but that staff cannot wait to start marketing the expansion. The committee and Visit Sacramento staff discussed the need to do everything they can as the groundbreaking is occurring in December.

Huber asked if Bradley can put together a new request that starts in second quarter of 2019 and has reduced costs. Huber would like to see what would be hitting the bottom line for everyone in 2019.

Chair Gilbey stated the committee will wait to vote until the revised plan is created and the committee agreed. Chair Gilbey will call a special meeting within the next few weeks to readdress the request and vote.

10. Zone 1: Religious Conference Management Association (RCMA) Emerge (Sheraton Grand) – January 29-31, 2019 (Initial Request: \$3,500)

Presenter(s): Lynda Sagar, Sheraton Grand

Presentation: Sagar reported that the fund request is to attend the tradeshow with Visit Sacramento. Having attended the conference for five years, they are confident about booking a large conference or citywide from the tradeshow.

MOTION: *Doug Warren motioned to approve the fund request as submitted; David Huber seconded. [Vote: Unanimous]*

11. Zone 1: Religious Conference Management Association (RCMA) Emerge (Holiday Inn Sacramento Downtown-Arena) – January 29-31, 2019 (Initial Request: \$4,000)
Presenter(s): Karla Weymouth, Holiday Inn Sacramento Downtown-Arena
Presentation: Weymouth and Magneheim presented together that they would like to attend the conference again. They attended last year and were very impressed with the show. They had 17 appointments and hosted client meals between appointments. They received multiple referrals from the conference and continue to build on those relationships.
MOTION: David Huber motioned to approve the fund request as submitted; Steve Young seconded. [Vote: Unanimous]

12. Zone 2: Religious Conference Management Association (RCMA) Emerge (DoubleTree by Hilton Sacramento) – January 29-31, 2019 (Initial Request: \$4,000)
Presenter(s): Yvonne Magneheim, DoubleTree by Hilton Sacramento
Presentation: Weymouth and Magneheim presented together that they would like to attend the conference again. They attended last year and were very impressed with the show. They had 17 appointments and hosted client meals between appointments. They received multiple referrals from the conference and continue to build on those relationships.
MOTION: Doug Warren motioned to approve the fund request as submitted; David Huber seconded. [Vote: Unanimous]

13. Zone 2: Religious Conference Management Association (RCMA) Emerge (Hilton Arden West) – January 29-31, 2019 (Initial Request: \$4,000)
Presenter(s): Jonatha Monetti, Hilton Arden West
Presentation: Monetti presented that they are looking to attend again as it was a privilege to attend last year. At last year’s conference they met many new clients and had significant networking opportunities.
MOTION: Doug Warren motioned to approve the fund request as submitted; David Huber seconded. [Vote: Unanimous]

14. Zone 1: Sacramento Bacon Fest (Sacramento Bacon Fest)– February 6-10, 2019 (Initial Request: \$15,000)
Presenter(s): Bryan Guido
Presentation: Guido started by saying it was the 8th year of the Bacon Fest. His team believes the festival is all about having the best ingredients and they work with local farms to keep it Farm to Fork relevant. They have had events with as many as 4,000 people in attendance. The events are held in restaurants and it helps bring business during a slower part of the year. There is a final competition at Mulvaney’s with 10 chefs. They are working on adding more events with other Sacramento companies including the River Train. Guido did state he has turned down money from other companies as their values did not align with the organization or they were not locally owned. Guido is asking for STMD funds to use to help grow the event. It was in the Top 14 Food Fest listing last year on CNN.

Warren asked about the current event funding. Guido explained that currently it is funded through ticket sales from the final night competition and they barely break even with that

amount. Any additional funds they have received in the past have been used to support teaching. Warren asked about tracking hotel stays for events associated with Bacon Fest. Guido responded they have not previously and are not currently tracking hotel stays but knows there are people every year from the Bay Area, Lake Tahoe, etc. and there are multiple news stations promoting the event. He would like to grow the event and work with hotels to provide room blocks for attendees.

Gilbey asked if there was a Bacon Fest website; Guido responded that there is a website as well as Twitter and Facebook accounts. Guido noted that most of their promotion is on social media as it is faster to update and promote as changes occur.

Committee Review: Huber asked if this is a first-time request. Warren did not recall them coming to STMD for funding in the past; he liked the information, but he said Guido seemed unsure about some facets of the event. Gilbey pointed out that he couldn't answer the questions about room nights. Testa responded that room nights weren't on Guido's radar before. He believes that it has great national exposure from CNN and since they have been successful in the past they could use our partnership.

Kari Miskit stated that there is a lot of interest around this event each year. In the past, Visit Sacramento staff had been hesitant to comment as they did not know much about the event. This would give Visit Sacramento staff more confidence to help with event promotion.

Warren stated that Guido is associated with great people, but he needs help with tracking and marketing. Testa agreed and stated that is the value of pixel being on the websites to be able to track the event. He suggested making a commitment to the event and having Bradley play a role so that staff can track what is happening. Testa suggested approving some funding, but perhaps not the full amount.

Gilbey agreed with Testa's recommendation. Warren suggested \$7,500-\$8,000 and Gilbey agreed with \$7,500.

MOTION: Doug Warren motioned for \$7,500 with the requirement that Visit Sacramento is to assist with marketing and tracking (pixel on the website) to see the production of room nights; David Huber seconded. [Vote: Unanimous]

15. Zone 2: CCAC-Credential Counselors and Analysts of California (Doubletree by Hilton Sacramento) – November 5-8, 2019 (Initial Request: \$6,000)

Presenter(s): Lisa Burge, Doubletree by Hilton Sacramento

Presentation: Burge stated this is the same request as for the 2018 program and that the group will once again need transportation in 2019. For 2019 they were able to have the group change from October to November; this is the first year that the group has considered making this change. Burge noted it was a win to book them in November and the hotel would like to be able to continue to assist with the transportation needs. In the future, Burge hopes the group will sign contracts with other hotels for their overflow reservations. Burge shared that all of Point West is sold out during this program, but there are no official room blocks at other properties.

Committee Review: Warren stated he is willing to approve if the group retains November event dates. There was no further discussion.

MOTION: *Doug Warren motioned to approve provided they retain November event dates; Steve Young seconded. [Vote: Unanimous]*

E. Zone Funding and Post Event Recap Reports

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

- a. Final Application Funding 6/30/18: This report provides a summary of applications presented at this meeting and still to be approved with the projected fund balance by zone.
- b. Zone Funding Financial Reports Summary and Detail 9/30/18: Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date, with balances per zone.

2. Post-Event Recap Reports

The following post-event recap reports were distributed for the committee's review prior to the meeting:

- CCSESA 2017 (Hilton Arden West / Courtyard Cal Expo)
- IMEX America 2017(Hyatt Regency / Sheraton Grand)
- RCMA Emerge 2018 (Sheraton Grand)
- RCMA Emerge 2018 (DoubleTree by Hilton Sacramento)
- RCMA Emerge 2018 (Hilton Arden West)

F. New Business

None to report.

G. Future Meetings and Agenda Items

Chair Gilbey plans to call a special meeting of the committee within the next few weeks to review the Sacramento Convention Center (SCC) Expansion Phase 2 Marketing Campaign revised plan as well as any other outstanding applications.

The next regular quarterly meeting is scheduled for January 14, 2019, at 11:00 a.m.

H. Adjournment

Chair Gilbey adjourned the October 22, 2018, meeting at 12:14 pm.