

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, January 14, 2019

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 1:33 p.m. and conducted a roll call of the committee as follows:

PRESENT –

STMD Committee Members

Zone 1: Kathleen Gilbey (Chair), Nikki Carlson

Zone 2: Royce Pollard, Sami Qureshi

Zone 4: David Huber (Vice Chair)

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

Mike Testa, John Reyes, Sonya Bradley, Kari Miskit, Elizabeth Anderson (*Recording Secretary*)

Guests present for a portion or the entire meeting

- Crowne Plaza: Brad Ross
- Runnin' for Rhett: Randy Seevers, Larisa Perryman and Rebecca Gordon
- Sheraton Grand: Lynda Sagar
- Sacramento Brewers Guild: Kate Whelan, Andy Klein, Alex Larrabee
- Hyatt Regency: Jennifer Mann
- Sol Blume: Justin Nordan
- McClellan Hospitality: Kelly Rocha

ABSENT

Committee Members

- Scott VandenBerg
- Steve Young

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 – October 22, 2018

There being no changes to the October 22, 2018 minutes, ***David Huber motioned to approve the minutes as submitted; Sami Qureshi seconded. [Vote: Unanimous]***

2. Special Meeting – November 5, 2018

There being no changes to the October 22, 2018 minutes, ***David Huber motioned to approve the minutes as submitted; Sami Qureshi seconded. [Vote: Unanimous]***

D. Committee Composition

1. Election of Officers: Chair and Vice Chair

Chair Gilbey called for volunteers for Chair and Vice Chair. There were no volunteers. ***Sami Qureshi motioned for the Chair Gilbey and Vice Chair Huber to remain in their positions for 2019, Royce Pollard seconded. [Vote: Unanimous]***

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

The following fund applications were presented:

1. Zone 4: Religious Conference Management Association (RCMA) Emerge 2019 (McClellan Hospitality & Crowne Plaza), January 29-31, 2019 (Initial Request: \$6,200)

Presenter(s): Brad Ross, Crowne Plaza and Kelly Rocha, McClellan Hospitality

Presentation: Ross discussed that the request was to attend RCMA Emerge 2019 in Greensboro and to showcase the properties in Zone 4. Rocha added that they want customers to know that the McClellan Conference Center is an option while the Sacramento Convention Center is closed.

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

2. Zone 1: Meeting Professionals International Northern California Chapter (MPINCC) Annual Conference & Expo (Sheraton Grand & Hyatt Regency), February 26, 2019 (Initial Request: \$2,400)

Presenter(s): Lynda Sagar, Sheraton Grand and Jennifer Mann, Hyatt Regency

Presentation: Sagar and Mann reported that they would be sharing a booth with Visit Sacramento. They will be focusing on business located in the Bay Area and showcasing the new Convention Center. They have attended this show before with Visit Sacramento and found it very beneficial.

Committee Review: Chair Gilbey mentioned that Sagar is the current President of the local Meeting Professionals International Chapter. John Reyes stated that last year this event had great attendance and noted that it is the largest MPI chapter in North America. He added that this show opens doors to tech companies, new associations and other businesses located in the Bay Area.

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

3. Zone 1: Capitol Beer Fest 2019 (Runnin' for Rhett), March 2, 2019 (Initial Request: \$14,100)

Presenter(s): Randy Seevers, Larisa Perryman, Rebecca Gordon, Runnin' for Rhett

Presentation: Seevers stated that this request is in consideration for Capitol Beer Fest's 9th annual event. The last two years have sold out and they are anticipating the same this year. Perryman noted that the event drives attendance from outside a 60-mile radius. Perryman added that they are looking for funding to help assist with driving more attendance from outside the 60-mile radius.

Committee Review: Mike Testa stated that he is very supportive of the event and noted that the organization makes a significant profit on this event. Testa reminded the committee that the

STMD funding is to help programs get off the ground. The committee and Visit Sacramento have been very generous for many years. David Huber asked about how many years funding has been given to this event. Testa stated it has been more than three. Testa added that for a group making a significant profit it is difficult to justify giving them funds. Gilbey asked for guidance and if the committee should stop funding all together or should reduce the amount funded. Testa clarified that the Runnin' for Rhett organization does not need the committee's assistance to stay profitable. The committee discussed the application and the number of room nights the event generates. Qureshi suggested \$2,500, and Huber stated that would be the maximum he would be willing to allocate. Royce Pollard suggested not giving that amount and to stop funding all together. Nikki Carlson agreed with Pollard. There was further discussion and it was agreed that the funding request should be declined.

MOTION: Chair Gilbey motioned to deny the funding application; Royce Pollard Seconded. [Vote: Unanimous]

4. Zone 1: East Coast Sales Mission (Sheraton Grand & Hyatt Regency), March 10-15, 2019 (Initial Request: \$12,950)

Presenter(s): Linda Sagar, Sheraton Grand and Jennifer Mann, Hyatt Regency

Presentation: Sagar explained that this Washington, DC, trip is to undertake joint sales calls with Visit Sacramento. The hotels and Visit Sacramento will be hosting an event at the Wizards vs Kings basketball game. They will also be conducting multiple customer meetings while in Washington, DC.

Committee Review: Huber asked Reyes if any other hotels replied to attend and Reyes stated only the Sheraton Grand and Hyatt Regency responded. Gilbey added that these hotels attended this sales mission in 2017 as well. Reyes stated that the focus of this sales mission is Citywide business for after the Convention Center reopens. The committee asked if Reyes is attending and he said he most likely will attend and that Susan Babich is leading the event as it is her market.

MOTION: Sami Qureshi motioned to approve the fund request as submitted; Nikki Carlson seconded. [Vote: Unanimous]

5. Zone 1-4: Sacramento Beer Week 2019 (Sacramento Area Brewers Guild), April 26- May 5, 2019 (Initial Request: \$15,000)

Presenter(s): Kate Whelan, Andy Klein, Alex Larrabee, Sacramento Area Brewers Guild

Presentation: Whelan stated that this is an amazing tourist opportunity and that the group has already been speaking to Matt Guillory about adding pixels to their website as well as aRes so they can create packages with the hotels. They added that the group recently made the decision to change the dates so that it is not at the same time as San Francisco Beer Week. This change moved them from March to the end of April. They are looking to create ways to make the visit easier for attendees by creating hotel packages. Testa added that Visit Sacramento has been involved before and congratulated them on their 11th year.

Committee Review: Testa asked Sonya Bradley if there is any history on this and she did not have the information available at the time. Testa said it does bring people to town; however, he was curious to know if pixels had been used previously. Testa said this is a powerful event as it helps to support Farm-to-Fork. Huber asked if the group provides a map for participants to know

where events are taking place. Testa stated that they do and local breweries and restaurants pair up to showcase specific beers. Bradley suggested that this funding could be used to help upgrade their map as it is a good marketing tool. Qureshi discussed the number of room nights on the application and it was confirmed that the number is an estimate. Bradley stated that last year they were late with planning and marketing and they are starting much earlier this year. Qureshi and Gilbey discussed lowering the amount and they discussed that the committee would like Visit Sacramento to help with creating the map. Huber asked how much is needed to update the map and Bradley said approximately \$3,000. Qureshi suggested \$10,000.

MOTION: Qureshi motioned to approve the fund request for \$10,000 split across all Zones; Huber seconded. [Vote: Unanimous]

6. Zone 1: Sol Blume, LLC (Sol Blume, LLC), April 27, 2019 (Initial Request: \$25,000)

Presenter(s): Justin Nordan, Sol Blume LLC

Presentation: Nordan stated that last year was their first event and they had 6,300 attendees from 11 different countries. The attendees were tracked with the help of Visit Sacramento with pixels on the event website. The festival last year received national recognition with a very positive review. Sol Blume’s goal for the future is to remain in Caesar Chavez Park and if they need to move out, they would want to create another festival to take its place. The event’s sold-out capacity is 7,000 attendees. Testa stated that Nordan has helped with many events in the past and applauded how well the festival did last year for it being their first event.

Committee Review: Testa stated that out of all applications this is the most attractive. Nordan has the data to back up his presentation. Testa continued that the requested amount is high, but this is an event that did well previously, and it is a destination event. Visit Sacramento tracked 39 room nights with pixels which is lower than Testa expected. Bradley stated that the Pixels were on their Eventbrite page so many attendees probably searched for the room nights before getting to the Eventbrite page. The committee discussed how to track this year’s event and remedy the issue. Huber stated that it is going to be a busy weekend in Sacramento as it is the same time frame as Sacramento Beer Week. Gilbey asked the committee for input about the requested amount and suggested \$15,000.

MOTION: Nikki Carlson motioned to approve the fund request as \$15,000; Royce Pollard seconded. [Vote: Unanimous]

F. Zone Funding and Post Event Recap Reports

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

- a. Zone Funding Financial Reports Summary and Detail December 31, 2018: Mike Testa 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:

- RCMA 2017 (Lions Gate/McClellan Hospitality)
- MPINCC 2018 (Sheraton Grand)
- East Coast Sales Trip 2017 (Sheraton Grand / Hyatt Regency)
- Capitol Beer Fest 2018 (Runnin’ for Rhett)

G. New Business

Carlson asked about how funds are allocated and how her hotel could have access to them. Testa and Reyes discussed that Carlson and Reyes can have a meeting to go over the process of applying for STMD funding.

Qureshi noted that he does not want STMD funds to become a marketing budget for organizations/events. He would like to see a guarantee that the event must meet before they are given the funds. Qureshi believes that there needs to be tracking of how many room nights are being generated by the applicants. Carlson added that she would also like to see the demographics of the attendees as well as how they are benefiting the city. Gilbey suggested adding this as a field in the required post-event recap.

Testa added that many are using pixels on their websites and it is difficult for us to expect them to know our business like we do, and it is challenging to show the ROI for certain events. For example, Wide Open Walls has brought lots of color to the city, but they didn't enter the pixels into the website correctly. Testa added that now we need to compel people to hold up their end as it is free money otherwise. Qureshi agreed with Testa and added that the end results of promoting the area is to garner room nights and TOT. Testa added that anything TOT is used for must be replenished and STMD is the same. He understands that sometimes a risk is taken on an event/activity.

Reyes added that this group may want to do a workshop for non-industry event approvals. It would help to create a criterion that needs to be met when it is approved or not approved. It would be weighted by marketing, room nights, etc. Reyes recommend bringing in someone who is an expert and has a formula already created; it would be similar to a room-to-space ratio in a hotel. Reyes stated he has seen other committee's similar to STMD utilize this method. Reyes asked Teresa Stephenson if this is allowed and she stated that there is always an exception to the criteria. Qureshi agreed and added that this will help the committee's decision-making process. Gilbey added that sometimes risks will be taken on events such as Sol Blume. Testa agreed and stated that with the Convention Center closing for the renovation that, hopefully, Sol Blume will reach capacity by 2020.

Ralph M. Brown Act/ Open Meeting Law Training

Stephenson stated that when the STMD was first formed that there was a training session for committee members and interested Visit Sacramento Board Members and senior staff. Stephenson suggested that a training session be conducted for the current committee members and interested others, with the recommended trainer being attorney John Lambeth with Civitas Advisors. It would be open to STMD committee members and any Visit Sacramento Board members and senior staff who would like to attend. Stephenson will check the attorney's availability and work with Chair Gilbey to schedule the training session.

H. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for April 8, 2019, at 11:00 a.m.

I. Adjournment

Chair Gilbey adjourned the January 14, 2019, meeting at 2:19 p.m.