

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, April 11, 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 Vice Chair Nikki Carlson 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: Nikki Carlson (Vice Chair), Shelly Moranville

Zone 2: Royce Pollard

Zone 3: Denia Phillips

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

Mike Testa, Kari Miskit, Sonya Bradley, Dan Santucci, Elizabeth Anderson (*Recording Secretary*)

Guests present for a portion or the entire meeting

- Karina Barney, Sheraton Grand
- Maria Romero, Hyatt Regency
- Bill Stotler, DBA Arts
- Shawn Kahan, Yellow Brick Events
- Curtis Carrier, Yellow Brick Events
- Rose Rasmussen, Yellow Brick Events
- Damian Lynch, Yellow Brick Events
- Phil Tretheway, Position
- Megan Blackwell, Sacramento Metro Chamber of Commerce

ABSENT

STMD Committee Members

Zone 1: Barry Miller

Zone 2: Sami Qureshi

Zone 4: David Huber

B. Election of Chair and Vice Chair

Vice Chair Carlson called for an election of the Chair and Vice Chair. Carlson shared that Chair Huber, and she are interested in continuing their roles as Chair and Vice Chair.

There being no changes to the Chair and Vice Chair nominations, ***Shelly Moranville motioned to approve that the Chair and Vice Chair continue in their respective roles for calendar year 2022; Royce Pollard seconded. [Vote: Unanimous]***

C. Public Comments – Matters Not on the Agenda

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

D. Review and Approval of STMD Tourism Committee Meeting Minutes

1. Regular Meeting – January 10, 2022

There being no changes to the January 10, 2022, minutes, **Royce Pollard motioned to approve the minutes as submitted; Shelly Moranville seconded. [Vote: Unanimous]**

E. FY2021-22 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zones 1: CalSAE Elevate 2022 (Sheraton Grand) – April 25-27, 2022 - Requested Funding: \$3,199.81

Presenter(s): Karina Barney, Sheraton Grand

Presentation: Barney shared that the request is for funds to attend the CalSAE Elevate conference with Visit Sacramento. The funds would be applied to registration, sponsorship, and travel.

Committee Review: The committee discussed if the funding requested for all the CalSAE Elevate applications should be awarded the same amount. The committee concluded that they would approve funding for registration, accommodations, and client event sponsorships.

MOTION: Royce Pollard motioned to approve the funding request as submitted; Shelly Moranville seconded. [Vote: Unanimous]

2. Zones 2: CalSAE Elevate 2022 (Courtyard & Fairfield Cal Expo) – April 25-27, 2022 - Requested Funding: \$3,950

Presenter(s): No Presentation

Committee Review: See item one.

MOTION: Shelly Moranville motioned to approve \$3,250 for event registration and attendee expenses; Royce Pollard seconded. [Vote: Unanimous]

3. Zones 4: CalSAE Elevate 2022 (Wyndham Sacramento) – April 25-27, 2022 - Requested Funding: \$3,000

Presenter(s): No Presentation

Committee Review: See item one.

MOTION: Shelly Moranville motioned to approve \$3,250 for event registration and attendee expenses; Royce Pollard seconded. [Vote: Unanimous]

4. Zones 1: CHEMA FAM (Hyatt Regency) – May 31- June 4, 2022 - Requested Funding: \$29,936.66

Presenter(s): Maria Romero, Hyatt Regency

Presentation: Romero shared that the Hyatt Regency and Sheraton Grand have been working with Visit Sacramento on a familiarization trip (FAM) for the Council of Higher Education Management Association. Romero gave the committee a handout with potential return on investment from the meeting planners who will be attending the event.

The Hyatt Regency is requesting funds to cover the attendee’s room nights, hosted meals in the hotel and audio visual.

Moranville asked if the room blocks were split evenly between the hotels and it was confirmed they were equally divided between the two hotels. Romero confirmed that this is the first time that CHEMA has conducted a FAM in Sacramento.

Moranville asked if Encore Global would be providing any sponsorship. Romero shared that Encore is sponsoring the events at the Convention Center and currently not covering costs for audio visual services at the meetings in the hotel, but if that changes the funding would not be used for that amount.

Committee Review: The committee simultaneously discussed applications from the Hyatt Regency and Sheraton Grand. Moranville shared that STMD funds should not pay for the audio-visual cost as Encore would benefit from these attendees booking in Sacramento as well.

MOTION: Shelly Moranville motioned to approve the Hyatt Regency funding request in the amount of \$27,765.74 for guest rooms, food and beverage, and amenities; Nikki Carlson seconded. [Vote: Unanimous]

5. Zones 1: CHEMA FAM (Sheraton Grand) – May 31- June 4, 2022 - Requested Funding: \$19,616,45

Presenter(s): Karina Barney, Sheraton Grand

Presentation: No additional items presented

Committee Review: See item four.

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

6. Zones 1: Our Street NGT MKT (Yellow Brick Events) – September 10, 2022 - Requested Funding: \$25,000

Presenter(s): Shawn Kahan, Curtis Currier, Rose Rasmussen and Damian Lynch

Presentation: Kahan shared that the Yellow Brick group is an agency in Sacramento that founded the NGT MKT in 2018 and it is one of the largest night markets in the United States. The 2022 market will have an emphasis on food and is inspired by Ali Youseffi. More than 50% of the vendors will represent minority-owned businesses. The group shared a PowerPoint presentation that reviewed specifics about their social media impressions and demographics.

Mike Testa asked about how they are marketing to attendees outside of the market. Kahan shared that there is a significant emphasis on digital presence. They have never had a significant marketing budget, but there are marquee spots on local radio stations.

Committee Review: Testa shared that the event is a great concept and that it could turn into an iconic event for Sacramento. To help with that alignment, the event is specifically on this date so that Our Street NGT MKT would be able to be used as an activity for media attending the Tower Bridge Dinner as well.

Carlson shared concern about funding the full amount and setting a precedent for being the title sponsor. The committee discussed that they cannot be a title sponsor every year but can help with the full amount the first year and will reduce the amount approved for any future requests.

MOTION: Shelly Moranville motioned to approve the funding request as submitted; Denia Phillips seconded. [Vote: Unanimous]

7. Zones 1: Articulator Sacramento Edition (DBA Arts) – September 2022 – February 2023-
Requested Funding: \$10,000

Presenter(s): Bill Stotler, DBA Arts

Presentation: Stotler presented that the goal of the Articulator Sacramento Edition is to tell visitors about Sacramento and the cultural institutions. Stotler continued that he has met with ten local hotels who are involved in the distribution of the books. The consensus is that they don't want it filled with ads unless those ads are centered on arts. The funding request would be to cover the printing and distribution of the book to the hotels.

Carlson shared that the Kimpton Sawyer Hotel currently has these books in the guest rooms and that once they were placed the website was seeing traffic from demographics outside of the region. Many Sacramento Hotel Association members were also interested in having these books in their properties.

Moranville asked if Stotler has spoken with Wide Open Walls, and he shared they are on his list to contact as well as Sacramento365. Stotler added that hotels can still join the partnership if interested. Moranville and Stotler also discussed previous years' budgets.

Committee Review: Testa commented that this project is based on the premise that our local arts community offers tourists the personality of the city, which is something that we want to convey to visitors.

MOTION: Royce Pollard motioned to approve the funding request as submitted with the funding being divided across all four Zones; Shelly Moranville seconded. [Vote: Unanimous]

8. Zones 1: Spirit Wings (Metro Chamber Foundation) – 2022 - Requested Funding: \$20,000

Presenter(s): Phil Tretheway, Position and Megan Blackwell, Sacramento Metro Chamber of Commerce

Presentation: Tretheway and Black provided an overview of the Spirit Wings art project that spans K Street from the Old Sacramento Waterfront to the SAFE Credit Union Convention Center. The duo shared that this is the second time presenting to the committee and since the first presentation all seven of the sculptures are now installed and they are looking to promote

them. If awarded the funding it would be used towards a website, rack cards, social media marketing, media outreach and a ribbon-cutting event.

Committee Review: The committee shared concern regarding the lack of a marketing plan for the project and that there is no website with more information.

MOTION: *Shelly Moranville motioned to approve \$10,000 contingent on the receipt of a marketing plan by June 30, 2022, to be reviewed at the July 2022 STMD Committee meeting; Nikki Carlson 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 March 31, 2022

Dan 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.

When reviewing the reports the committee discussed how to engage the zones that are not utilizing their funds as often as other zones.

2. Post-Event Recap Reports

a. No applicable post-event recap reports

G. Future Meetings and Agenda Items

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

[Note: The July meeting was subsequently rescheduled to July 25, 2022, at 11:00 a.m.]

H. Adjournment

Vice Chair Carlson adjourned the April 11, 2022, meeting at 12:15 p.m.