

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, April 12, 2021

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 11:01a.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

Zone 1: Barry Miller, Shelly Moranville

Zone 2: Royce Pollard

Zone 3: Denia Phillips

Zone 4: David Huber (Chair)

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

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

Guests present for a portion or the entire meeting

Hot Jazz Jubilee: Patti Jones

ABSENT

Committee Members

Zone 1: Nikki Carlson (Vice Chair)

Zone 2: Sami Qureshi

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 – January 11, 2021

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

Committee Member	Yea	Nay
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	X	
Denia Phillips	X	
David Huber	X	

D. FY2020-21 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 2: Hot Jazz Jubilee 2022 (Hot Jazz Jubilee Inc) – Postponed 2021 to 2022 (Initial Approved Funding: \$5,000)

Presenter(s): Patti Jones, Hot Jazz Jubilee

Presentation: Jones shared that a grant was approved for the 2021 Hot Jazz Jubilee and the event organizers have made the decision to postpone the event to 2022. Jones requested that the grant be reassigned to the 2022 event.

Jones asked the committee if the funding previously granted for a 2021 event, which will now not be held, could be moved to the 2022 Jubilee. She also asked if the Hot Jazz Jubilee would be able to apply for additional funds in 2022.

Chair Huber shared that any applicant could apply year over year for an event, but not multiple times for the same event.

Committee Review: Chair Huber asked for Mike Testa’s opinion on the matter of reassigning the funds to future years. Testa shared that they could apply for multiple years if they like, but that it is the committee’s choice about how to proceed with awarding the grants. Testa continued that this would set a precedent of funds being granted for an event not being held in the year they are requesting and reminded the committee that the funds are meant to drive hotel room nights not to be for event operations.

Barry Miller suggested not approving the reassignment of funds to 2022 and asking Hot Jazz Jubilee representatives to reapply for funding in 2022.

Committee decided to not allow her to transfer funds and to allow her to apply for the 2022 event.

MOTION: David Huber motioned to decline the exception request as submitted; Barry Miller seconded. [Vote: Unanimous]

Committee Member	Yea	Nay
Barry Miller	X	
Shelly Moranville	X	
Royce Pollard	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 March 31, 2021, 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
There were no post-event recap reports to be reviewed for the April meeting.

F. Review of New STMD Application Form

Visit Sacramento Staff discussed the new fillable PDF application form that was sent to the committee for review. The committee came to a consensus that the new form will allow for applicants to apply for funds more easily.

G. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for July 12, 2021, at 11:00 a.m.

H. Adjournment

Chair Huber adjourned the April 12, 2021, meeting at 11:18 a.m.