

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, April 17, 2023

Visit Sacramento

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 9:33 a.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

Zone 1: Nikki Carlson (Vice Chair), Barry Miller, Shelly Moranville

Zone 2: Royce Pollard, Tim Woolslayer

Zone 3: Doug Warren

Zone 4: David Huber (Chair)

Visit Sacramento Staff

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

Guests present for a portion or the entire meeting

- Mataiasi Ahokara, Hilton Arden West
- David Sobon, Wide Open Walls
- Damian Lynch, Yellow Brick Group
- Rose Rasmussen, Yellow Brick Group
- Shawn Kahan, Yellow Brick Group
- Curtis Currier, Yellow Brick Group
- Jill Culbertson, Visit Sacramento

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 – January 9, 2023

There being no changes to the January 9, 2023, minutes, ***Royce Pollard motioned to approve the minutes as submitted; Doug Warren seconded. [Vote: Unanimous]***

D. FY2022-23 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 1-4: PCMA Showcase (SAFE Credit Union Convention Center) Requested Funding: \$3,000

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano shared that Matt Voreyer from the SAFE Credit Union Convention Center attended PCMA Showcase with Visit Sacramento. Voreyer is a valuable asset to the team at shows as it shows the cohesiveness withing the city. The City of Sacramento does not have a travel fund in their budget. Visit Sacramento will cover any cost over the amount requests.

Committee Review: The committee discussed all of the SAFE Credit Union Convention Center applications at the same time. Shelly Moranville suggested building a travel line items for the Convention Center in Visit Sacramento’s FY 2023 / 2024 budget.

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

2. Zones 2 & 4: NCAA March Madness (Visit Sacramento Sports Commission) Requested Funding: \$10,700

Presenter(s): Davide Eadie, Visit Sacramento

Presentation: Eadie shared that one of the basketball teams was moved from their originally contracted hotel. To ensure good relations with the NCAA, Visit Sacramento covered the cost of the move and was requesting to be reimbursed for those costs.

Committee Review: No Discussion

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

3. Zone 1-4: DC Sales Mission and Kings Game (SAFE Credit Union Convention Center) Requested Funding: \$4,000

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano shared that Voreyer attended the Sales Mission in Washington D.C. that included a client event at the Kings game. Visit Sacramento will cover any additional costs over the requested amount.

Committee Review: The committee discussed all of the SAFE Credit Union Convention Center applications at the same time. Shelly Moranville suggested building a travel line items for the Convention Center in Visit Sacramento’s FY 2023 / 2024 budget.

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

4. Zone 2: Bernese Mountain Dog Club of America (Hilton Arden West) Requested Funding: \$8,250

Presenter(s): Mataiasi Ahokava, Hilton Arden West

Presentation: Ahokava shared that the original request was for \$8,250 and they are reducing that request to \$6,750 based on the group no longer needing bussing on one of the days. Ahokava reviewed the revenue the Hilton Arden West and Cal Expo received from the group. Ahokava also confirmed that some attendees brought RV’s and those were parked at Cal Expo.

Committee Review: Testa shared that moving forward for requests of this nature, the entity being paid, in this case, the bus company, needs to be paid directly, not the hotel. The committee discussed the application and if it was benefiting two hotels and the best course of action for these requests moving forward. It was discussed that groups of this nature also create compression in the city.

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

5. Zone 1: CalSAE Elevate (Holiday Inn Sacramento Downtown Arena) Requested Funding: \$3,400

Presenter(s): Barry Miller, Holiday Inn Downtown Arena

Presentation: Miller shared his sales manager is currently at the show with Visit Sacramento.

Committee Review: Moranville shared that moving forward the committee should not reimburse travel expenses.

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

6. Zone 1: Wide Open Walls Mural Festival (Wide Open Walls) Requested Funding: \$50,000

Presenter(s): David Sobon, Wide Open Walls

Presentation: Sobon reported that the festival is expanding to happen twice a year, once in May and once in the fall. The goal of the event is to beautify the and work towards having a mural on every street. There are additional murals tours being added this year along with bike tours. They are expanding the festival outside of the downtown core and are working more with students. Sac City Unified school district has contracted them and they are painting a new school every month with a minimum of 20 murals and they are contracted to paint all 70 schools in the district. They are working to hit all areas in Sacramento county and will be painting over 300 schools in the next 10 years.

Committee Review: The committee discussed the event and its tenure as well as how it benefits the community.

MOTION: Nikki Carlson motioned to decline the funding request as submitted; Doug Warren seconded. [Vote: Unanimous]

7. Zone 1-4: NCAA D1 Track & Field (Visit Sacramento Sports Commission) Requested Funding: \$75,000

Presenter(s): David Eadie and Jill Culbertson, Visit Sacramento Sports Commission

Presentation: Eadie shared the most recent year that Sacramento hosted this event was 2019. The event is the semi-finals for the West, similar to 2019 this request is to help the event break even. The request covers additional staffing that may be needed to prepare Sacramento State for the event if their graduation has to move to on campus due to the Kings playoff games. The request also covers costs that have increased from 2019. The majority of revenue comes from ticket sales, but there is no way to guarantee what that amount will be.

Committee Review: Warren asked if there was a way to generate additional revenue at the event. Testa shared that in the past events like this used to lose half a million dollars and that is no longer the case, and the goal is to break even. Moranville agreed that she would not want to see a profit on these types of events. Testa confirmed that the organization feels the same way and the most important number is the number of room nights and overall economic impact that the event generates.

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

8. Zone 1: Hella Juneteenth (Tiger Restaurant and Bar) Requested Funding: \$4,500

Presentation: No presentation given

Committee Review: Committee requested for applicants to return during the July meeting to present their event.

9. Zone 1-4: Convention Sports and Entertainment Facilities Conference (SAFE Credit Union Convention Center) Requested Funding: \$3,000

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano shared this is the fourth year that Voreyer and Atilano will be attending and in 2022 they sat on two different panels during the conference. They have not yet booked a panel for 2023, but have pitched a few ideas. Visit Sacramento will cover any additional costs over the requested amount.

Committee Review: The committee discussed all of the SAFE Credit Union Convention Center applications at the same time. Shelly Moranville suggested building a travel line items for the Convention Center in Visit Sacramento's FY 2023 / 2024 budget.

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

10. Zone 1-4: Connect Marketplace (SAFE Credit Union Convention Center) Requested Funding: \$5,000

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano shared that this is the largest tradeshow that Visit Sacramento attends annually. Each person in attendance conducts approximately 40 one-on-one appointments with meeting planners. Visit Sacramento will cover any additional costs over the requested amount.

Committee Review: The committee discussed all of the SAFE Credit Union Convention Center applications at the same time. Shelly Moranville suggested building a travel line items for the Convention Center in Visit Sacramento's FY 2023 / 2024 budget.

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

11. Zone 1: Our Street Night Market (Yellow Brick Events) Requested Funding: \$30,000

Presenter(s): Shawn Kahan, Damian Lynch, Curtis Carrier, Rose Rasmussen, Yellow Brick Group

Presentation: Kahan shared that the event began in 2018 and was designed to be for when people get off work they have a place to go. The event celebrates street food, culture and highlights another side of Sacramento’s food scene. There is an emphasis on connecting with lesser known family owned restaurants. This year the event is scheduled for September 9th to integrated with Visit Sacramento’s Farm-to-Fork month events. There will be over 50 vendors, four bars, the largest silent disco, a retail experience and more. The event is free to the public and open to all ages.

There was a large climb in attendance pre-pandemic and then after the pandemic it has been slower but expect a larger number of attendees this years versus last year. The group shared the examples of how they showcased hotels in 2022 and their campaign on best places to stay.

Warren asked if vendors pay to participate and Kahan confirmed they do but that Yellow Brick Events pays for entertainment, security, permitting, and police officers among other expenses which have all increased.

Committee Review: Testa shared this has been a good event in the past and aligns with Tower Bridge Dinner, it highlights the variety of activity that happens in Sacramento. The committee discussed marketing outside of the area and showcasing hotels and STRs. They also discussed how long they would support an event and it was reminded that at a previous meeting it was discussed that three years would be the limit. Moranville noted that with needing to rebuild events after the pandemic that this would count as year two.

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

12. Zone 1-4: Education, Communication, and Advocacy Program (California Hotel & Lodging Association) Requested Funding: \$341,761

Presentation: None

Committee Review: The committee discussed the application and that it did not fit the management district plan (MDP) in the way the application was written.

No motion called on application and the Sacramento Hotel Association is to make a decision regarding how they would like to move forward.

E. Zone Funding and Post Event Recap Reports

1. Zone Funding: The committee reviewed the following reports:
 - a. Zone Funding Financial Reports March 31, 2023
2. Post-Event Recap Reports
 - a. Wide Open Walls 2022

F. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for July 10, 2023, at 11:00 a.m.

G. Adjournment

Chair Huber adjourned the April 17, 2023, meeting at 10:45 a.m.