

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, January 11, 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 11:03 a.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

Zone 1: Barry Miller, Nikki Carlson, Shelly Moranville

Zone 2: Royce Pollard, Sami Qureshi

Zone 4: David Huber (Vice 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

- Runnin' for Rhett: Rebecca Gordon
- Runnin' for Rhett: Randy Seevers
- Hot Jazz Jubilee: Patti Jones
- Hot Jazz Jubilee: Jeffrie Rowland

ABSENT

Committee Members

- Zone 3: Denia Phillips

B. Election of Chair & Vice Chair

Chair Huber stated that it was the responsibility of the committee to elect a Chair and Vice Chair for 2021. Chair Huber and Vice Chair Nikki Carlson shared that they were willing to continue as Chair and Vice Chair if there are no other nominations or volunteers.

There being no other nominations, Chair Huber and Vice Chair Carlson were reaffirmed for 2021; ***Sami Qureshi motioned to approve the positions as presents; Royce Pollard seconded. [Vote: Unanimous]***

Committee Member	Yea	Nay
Barry Miller	X	
Nikki Carlson	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
David Huber	X	

C. 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.

D. Review and Approval of STMD Tourism Committee Meeting Minutes

1. Regular Meeting – October 19, 2020

There being no changes to the October 19, 2020 minutes, ***Nikki Carlson motioned to approve the minutes as submitted; Barry Miller seconded. [Vote: Unanimous]***

Committee Member	Yea	Nay
Barry Miller	X	
Nikki Carlson	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
David Huber	X	

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

The following fund applications were presented:

1. Zone 1: Capitol Beer Fest 2021 (Runnin’ for Rhett) – March 6, 2021 (Back-up date October 16, 2021) (Initial Request: \$15,000)

Presenter(s): Rebecca Gordon and Randy Seevers, Runnin’ for Rhett

Presentation: Seevers shared that this will be the 11th annual Capitol Beer Fest. In 2020 they were able to hold the event as it occurred before the shelter-in-place order was implemented. Currently in 2021 the event is scheduled for March 6 with an alternative date of October 16 if it is not able to be held in March. The event has already started pre-sale tickets and has sold out for the previous four years.

Committee Review: Chair Huber shared that this event has been presented multiple times and last year was approved for \$5,000 in funding. Testa shared that the committee has supported their various events for many years, and it is valuable to the community. He added that the event does make significant profit for the Capitol Beer Fest. Testa continued there are other events that have been approved for many years as well, but they support business in all four districts. Testa believes that the STMD committee has helped this event significantly and that the goal of the committee is to help events get on their feet and that mission has been accomplished for this event.

The committee all agreed with Testa’s comments and discussed having a similar conversation when the group last applied.

MOTION: Shelly Moranville motioned to decline the fund request as submitted; Nikki Carlson seconded. [Vote: Unanimous]

Committee Member	Yea	Nay
Barry Miller	X	
Nikki Carlson	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
David Huber	X	

2. Zone 2: Hot Jazz Jubilee 2021 (Hot Jazz Jubilee Inc) – September 3-6, 2021 (Initial Request: \$12,000)

Presenter(s): Patti Jones and Jeffrie Rowland, Hot Jazz Jubilee

Presentation: Patti Jones shared that the Hot Jazz Jubilee is a non-profit that started hosting events in 2013 in Rancho Cordova. The event was moved to the DoubleTree Sacramento in 2015; the event has been at this location since. The event is held annually on Labor Day weekend.

Jones added that most visitors stay at the DoubleTree, but they also have a contract with the Courtyard by Marriott. The Jubilee board has not tracked visitors from outside the area in previous years.

Jones continued that the funds would be utilized to market the event, redesign the website, and conduct social media marketing. With the new website, they will be able to better track the event. In previous years they were only able to market via radio and a jazz magazine and they would like to expand marketing efforts.

Testa asked about current ticket sales and attendance figures. Jones shared that presales were completed in 2019 during the event and those are rolling into this next event. They have not done any active ticket selling yet as they are waiting for the new website to launch.

Committee Review: Royce Pollard shared that this is a big event at his property, and it brings business to the surrounding area during a need period. He is concerned about attendance since they could not hold the event in 2020. Sami Qureshi agreed and shared that he thought awarding the full funding request was too much. Pollard agreed and suggested \$5,000. Chair Huber asked Sonya Bradley if pixels could be added to their new website and Bradley shared that if the application is approved then pixels can be set up.

MOTION: Sami Qureshi motioned to approve the fund request at \$5,000; Nikki Carlson seconded. [Vote: Unanimous]

Committee Member	Yea	Nay
Barry Miller	X	
Nikki Carlson	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
David Huber	X	

F. Zone Funding and Post Event Recap Reports

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

- a. Zone Funding Financial Reports December 31, 2020 Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date, with balances per zone.

When reviewing the financial reports Testa shared that with the remaining approved money for Visit Sacramento, the organization would like to utilize the funds as a discount for membership fees during calendar year 2021. Moranville asked for clarification if this was only

for hotels or for all partners. Sarah Atilano shared that this would be for all current hotels, restaurants and similar businesses who have a paid membership.

Testa clarified that this is being brought to the committee to review the allocation as agreed upon when the original grant was approved. The money will be utilized to market for these businesses. The committee came to a unanimous consensus that utilizing the grant funding for discounted membership fees was a good use of the funds.

2. Post-Event Recap Reports

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

- Capitol Beer Fest 2020

G. Future Meetings and Agenda Items

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

H. Adjournment

Chair Huber adjourned the January 11, 2021, meeting at 11:41a.m.