

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, January 13, 2020

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 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: Nikki Carlson (Vice Chair), Barry Miller, and Scott Vandenberg

Zone 2: Sami Qureshi, Royce Pollard

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

- Crowne Plaza: Brad Ross
- Bonneville International: Karen Rufer
- Bonneville International: Bill Louie
- Bonneville International: Ryan Pierce
- Bonneville International: Jennifer Williams
- McClellan Hospitality: Kelly Rocha
- Hyatt Regency: Jennifer Mann
- Sheraton Grand: Lynda Sagar
- Airbnb Owner/Operator: Cynthia Reddick
- California Restaurant Association Sacramento Chapter: Margaret Schroeder
- me&you: Karlee Hormell
- me&you: Connor Hormell

ABSENT

Committee Members

Zone 3: Steve Young

B. Reaffirmation of Previous Action regarding election of Chair and Vice Chair

The committee unanimously agreed to keep the vote from the October 7, 2019 meeting to have David Huber as Chair and Nikki Carlson as Vice Chair.

C. Public Comments – Matters Not on the Agenda

Chair David Huber called for public comment on items not listed on the agenda. Huber also shared the committee's time limits for presentations.

Cynthia Reddick asked about how the STMD process works and the committee reviewed the process for her.

D. Review and Approval of STMD Tourism Committee Meeting Minutes

1. Regular Meeting – October 7, 2019

There being no changes to the October 7, 2019 minutes, ***Sami Qureshi motioned to approve the minutes as submitted; Royce Pollard seconded. [Vote: Unanimous]***

E. FY2019-20 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 1: IAEE Annual Meeting & Expo (Safe Credit Union Convention Center) – December 3-5, 2019 (Initial Request: \$5,235)

Presenter(s): Sarah Atilano, Visit Sacramento

Presentation: Atilano shared that this application is for Matt Voreyer from the Safe Credit Union Convention Center. He attended the tradeshow with Susan Babich from Visit Sacramento. The request is for his travel expense and the cost to share the booth fee with Visit Sacramento.

Committee Review: No discussion

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

2. Zone 1: Religious Conference Management Association (RCMA) Emerge 2020 (Sheraton Grand) – February 4-6, 2020 (Initial Request: \$4,000)

Presenter(s): Lynda Sagar, Sheraton Grand

Presentation: Sagar shared that the Sheraton Grand is requesting to attend the RCMA Emerge 2020 tradeshow with Visit Sacramento. The request is for the cost of travel and the tradeshow fee. Scott VandenBerg asked if other hotels are attending as well and it was confirmed there are other Sacramento hotels attending RCMA Emerge 2020.

Committee Review: VandenBerg asked if any applications for this show were approved at the last meeting. It was clarified that during the last meeting different hotels applied to attend this show as well. Nikki Carlson noticed that all three applications for this show during this meeting were for a different amount. Carlson stated that she would like to see consistency among applications and approvals for the same tradeshow. Barry Miller pointed out that one application looked to be for three hotels and that may be why their application was higher. Carlson confirmed with the group if McClellan hospitality was a management group. Teresa Stephenson added that often times a hotel will have a difference because of flight prices.

Atilano stated that it would be a good idea to possibly set a budget for this conference participation and have the amount to be equal with what is approved across the board. Carlson agreed and added that hotels have a budget and there is a lot of money going to a single conference. VandenBerg added that there was history with RCMA and that it is good to maintain and build upon the relationship with RCMA. Atilano did add that there are many applications for the 2020 conference because Sacramento is hosting the 2022 RCMA Emerge conference. VandenBerg concluded that if this is a new show for a hotel then STMD funds help otherwise a hotel should be budgeting for its participation.

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

3. Zone 2: RCMA Emerge 2020 (Courtyard by Marriott, Cal Expo) – February 4-6, 2020 (Initial Request: \$4,600)
Presenter(s): No Presenter
Committee Review: No discussion
MOTION: Nikki Carlson motioned to approve the fund request with a reduced amount of \$4,000; Scott VandenBerg seconded. [Vote: Unanimous]

4. Zone 4: RCMA Emerge 2020 (McClellan Hospitality, Lions Gate, and Crowne Plaza) – February 4-6, 2020 (Initial Request: \$7,500)
Presenter(s): Kelly Rocha, McClellan Hospitality
Presentation: McClellan Hospitality is partnering with Crowne Plaza and Lions Gate, with the request being for travel expenses and booth fees.
Committee Review: The committee discussed that this application is for two hotels and Royce Pollard asked if the committee could approve a higher amount. Chair Huber suggested to do so to be consistent, then recused himself from the vote as it involved his property.
MOTION: Nikki Carlson motioned to approve the fund request at an increased amount of \$8,000; Barry Miller seconded. [Vote: Yes-5; Abstain -1]

5. Zone 1: Destinations International Destinations Showcase (Sheraton Grand and Hyatt Regency) – February 2-6, 2020 (Initial Request: \$12,000)
Presenter(s): Lynda Sagar, Sheraton Grand and Jennifer Mann, Hyatt Regency
Presentation: Sagar shared that the Sheraton Grand will be exhibiting with Visit Sacramento and the Hyatt Regency with the goal to capture national business, citywide conventions and other available business. Mike Testa asked what the return on investment was on this show and if it brought in city wide business. Sagar confirmed a majority of the business at the show is what Sacramento considers a citywide.
Committee Review: The committee discussed the return on investment of the program, and it was agreed having a presence at the showcase is important.
MOTION: Barry Miller motioned to approve the fund request as submitted; Royce Pollard seconded. [Vote: Unanimous]

6. Zone 1: Downtown Events Alliance (Bonneville International) – February-April 2020 (Initial Request: \$12,590)
Presenter(s): Karen Rufer, Bill Louie, Ryan Pierce, and Jennifer Williams, Bonneville International
Presentation: The group shared that the application is for promoting events here in Sacramento and driving travelers to stay in local hotels. The marketing would be geared towards all sports and concerts. Their plan is to focus on weekend events and to drive locals to stay in hotels downtown.

This marketing would also be broadcast in the Bay Area. The plan is to run 168 commercials from February to March on air and live stream online. Their goal is to have a discount code

with a hotel and be able to send listeners to the Sports 1140 landing page for them to book reservations. Williams added that there is an email opportunity as well and the paperwork shows the possible impressions.

Testa asked if they could go over the advertising, they would be doing in the Bay Area. The group shared that it would be mainly digital, and it would be very targeted for ideal customers coming from the Bay Area. If someone is buying other tickets online, it would target that person to buy tickets to events at Golden 1 Center. Bonneville International would have the creative for the radio and digital content. They also have stations in San Francisco, but they believe the budget would be maximized on digital marketing.

Committee Review: Chair Huber asked committee members for their thoughts, Testa stated that the presentation and application seem to be an advertising campaign that Visit Sacramento would be able to undertake on its own. Carlson stated that the events listed for promotion are all events that will sell out and there will be no availability for hotel discounts. Kari Miskit added that this is duplicative of what Visit Sacramento does with Entercom and iHeart Radio in other markets. VandenBerg asked if this was essentially a sales pitch and Bradley confirmed that it was an ad buy.

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

7. Zone 1-4: me&you at SXSW (me&you) – March 2020 (Initial Request: \$7,000)

Presenter(s): Karlee Hormell and Connor Hormell, me&you

Presentation: Karlee Hormell shared that they are a homegrown brother and sister duo from Sacramento. They shared a video of them performing as well as their biggest highlights from 2018 and 2019. They have been in the studio working on new music with a five to six song record scheduled to release in May. They have also signed with Trend PR in LA who will be helping them.

They continued by sharing they would like to continue their partnership with Visit Sacramento and have a unique marketing plan to work with STMD. They have been selected as a showcasing artist at SXSW, which is a global music festival held in Austin, TX. Also, the week before SXSW they will be performing at the Magnolia Market in Waco, TX. They would like to promote Sacramento while traveling to and being in Texas.

Karlee Hormell continued that they have two different ways they would like to promote Sacramento. The first being by wrapping their van as a “mobile billboard,” and the second would be Sacramento-themed merchandise to sell. An early idea is a “hotel key” keychain that would come with a link to use to book hotel rooms in Sacramento if it is purchased. The goal would be to have Trend PR and Visit Sacramento working hand-in-hand and seeing Sacramento promoted throughout this trip.

Karlee Hormell added that they are hoping that by going on the road they can have a long-term effect for the tourism industry. Bradley asked how long they are on the road for after SXSW and Karlee Hormell stated they are on the road for three weeks after SXSW there and they are also in talks for another tour starting in May.

Committee Review: Miskit shared that she had met with them previously and they had shared that Patagonia has sponsored a wrap of their van on a previous tour. Miskit added that she

believes they were being innovative in the way they want to market Sacramento. Bradley shared that Visit Sacramento has done wraps like this before and she thinks it is a good idea, especially with them going to SXSW. Bradley continued that the wrap would be a good way to get the message to Sacramento’s target demographic. Testa and Bradley agreed the message should be focused on Sacramento and not the brand Visit Sacramento.

Chair Huber stated he liked the idea and Bradley agreed that it would be a good fit for the rebranding that Visit Sacramento is in the process of implementing. The committee reviewed the handout from the presenters and the costs the request would cover.

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

8. Zone 1: MIC of Colorado and Denver Sales Mission (Sheraton Grand and Hyatt Regency) – March 9-12, 2020 (Initial Request: \$8,000)

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

Presentation: Mann shared that in partnership with Visit Sacramento and the Sheraton Grand they are excited to return to Colorado. They will be attending the largest industry council meeting in Colorado, which brings together planners, regional and national associations. Mann continued that they have been attending this annually and have seen relationships grow and business come to Sacramento. Mann added that there will also be a client event while there for clients who don’t attend the conference but are based in the Colorado area.

Committee Review: Atilano shared upon the committee’s request that this show has been very successful and typically consists of meals and appointments with various clients and represents potential group business for Sacramento.

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

9. Zone 1: Meeting Professionals International Northern California Chapter Annual Conference and Expo (MPI NCC ACE) (Sheraton Grand and Hyatt Regency) – May 1-3, 2020 (Initial Request: \$5,500)

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

Presentation: Mann shared that this is a tradeshow with an education format. They will be attending with Visit Sacramento and have also planned a client event for the night before the tradeshow begins.

Committee Review: The committee discussed the location of the event and that MPI is a good organization with which to build relationships.

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

10. Zone 1: Old Sacramento Ragtime-Banjo-Dixieland Jubilee 2020 (Sacramento Banjo Band) – May 1-3, 2020 (Initial Request: \$9,000)

Presenter(s): No Presenter

Committee Review: Stephenson clarified that a presentation is not mandatory for applicants. Testa shared specifics from the application including that it was the first year for the event. The committee agreed that it was difficult to make a decision as they were unable to ask the applicant questions. Chair Huber suggested requesting that a representative or representatives attend the April meeting.

MOTION: Royce Pollard motioned to postpone the decision until the April meeting; Nikki Carlson seconded. [Vote: Unanimous]

11. Zone 2: Country in the Park 2020 (Bonneville International) – May 9-10, 2020 (Initial Request: \$11,300)

Presenter(s): Karen Rufer, Bill Louie, and Jennifer Williams, Bonneville International

Presentation: The group from Bonneville International started their presentation by playing a Country in the Park radio ad. They shared that this is the 20th anniversary of Concert in the Park and the first time that they will be expanding it to a two-day event. Williams shared their marketing plan consisting of radio ads and targeted emails to those who bought tickets to try and drive hotel room nights. They would also be doing a broadcast and digital campaign outside of the Sacramento area. The event's maximum capacity for one day is 18,000 and it has sold out for the last two years.

Testa asked if they have surveyed attendees in the past and if they had a zip code report of their ticket sales that could be used to analyze and estimate room night demand. Louie shared that they would be able to do a survey this year, and that they have not tracked this information in the past but would moving forward.

Committee Review: Testa shared that he is glad they added a second night to give people a reason to stay the night. He stated that he asked the question about surveying attendees so that the committee can see the number of room nights it is truly generating. Atilano added that if they can share a zip code report from ticket sales, Visit Sacramento Staff can run it through Destination's International Overnight Room Demand Analysis to see the demand.

Testa also reminded the committee that they can require a portion of the funding to be used to market to the Bay Area. Chair Huber asked the committee if they thought the amount requested was suitable or if it should be adjusted. VandenBerg shared that he would like to see a pro forma with their profit before approving funding. Carlson added that this is already a very established event, and she understands the second day is new, but there is still a good chance they will sell out.

The committee discussed the zone designation and how much it would reduce funding in the zone. Chair Huber suggested postponing a decision until additional information could be requested and received from the applicant. Atilano added that there is also still time to have a courtesy block set up with a rate code at surrounding hotels and then to look at a zip code report post event.

MOTION: Barry Miller motioned to postpone the decision until the April Meeting when additional data can be reviewed; Nikki Carlson seconded. [Vote: Unanimous]

12. Zone 4: Society of Government Meeting Planners National Education Conference (SGMP NEC) (Crowne Plaza) – May 19-21, 2020 (Initial Request: \$4,350)

Presenter(s): Brad Ross, Crowne Plaza

Presentation: Ross shared that the Crowne Plaza is requesting funding to attend SGMP NEC along with Visit Sacramento. By attending this show, it allows Crowne Plaza to represent Sacramento and talk about STMD Zone 4 properties if the downtown properties are sold out or cannot offer the government per diem. Ross concluded by stating that the goal is to make sure Sacramento doesn't lose the business.

Committee Review: The committee asked how many hotels were on the application and it was clarified it was only one and Atilano added that other hotels can attend, but none had applied yet.

MOTION: Scott VandenBerg motioned to approve the fund request as submitted; Barry Miller seconded. [Vote: Unanimous]

13. Zone 1: Celebrate Caviar Week (CRAVE Sacramento) – July 16-19, 2020 (Initial Request: \$4,000)

Presenter(s): Margaret Schroeder, California Restaurant Association Sacramento Chapter

Presentation: Schroeder shared that 2019 was the first year of Caviar Week. They partnered with local restaurants and had specials and events. There were also complimentary farm tours during the event week. Schroeder continued that with the partnership last year they worked with Visit Sacramento's PR agency and secured 14 television segments including Martha Stewart and Open Table.

Schroeder shared that caviar is no longer for the rich and famous, but that the largest growing segment of caviar enthusiasts are millennials. Last year they had 1,000 searched through pixels and started later in the year than they are looking to start this year. The funding request would be to work with the Visit Sacramento PR Agency and California Restaurant Association PR agency to promote the event.

Committee Review: Miskit shared that this event was good for the market, but Visit Sacramento put a lot of work into the event last year. Miskit would like to request that the committee put in a stipulation that the money be used for PR. In 2019 a lot of money came from the Visit Sacramento budget or hotels around the table. Miskit continued that it is a valuable event, but there needs to be some parameters set.

VandenBerg asked if there were any out-of-market visitors. Bradley shared that there were, but they got the pixels up late on their site. Miskit added that it was because they thought Visit Sacramento was doing the pixels and there was some confusion. Testa shared that it was good exposure, but he is not sure that it translated into rooms.

The committee discussed the funding amount requested and shared that they would like to see some stipulation on the approval and to have advertisements be more than local.

MOTION: Nikki Carlson motioned to approve the fund request amount as submitted with the addition that Visit Sacramento can support and pitch the event, but advertising and PR will need to be directed by third parties; Sami Qureshi seconded. [Vote: Unanimous]

14. Zone 1-4: 2019 NCAA Division 1 Track & Field Preliminary Championships (Sacramento Sports Commission) – May 23-25, 2019 (Initial Request: \$50,000)

Presenter(s): Dave Eadie, Sacramento Sports Commission

Presentation: Eadie shared that he was presenting the previously requested profit and loss statement for the 2019 NCAA Division 1 Track and Field Preliminary Championship. He shared that based on the profit and loss statement only \$15,954.13 is being requested for reimbursement. Testa added that originally the application asked for \$50,000.

Committee Review: It was clarified that no motion was needed as the application was previously approved, and this was a stipulation of the prior approval. VandenBerg asked if this is normally an event that breaks even. Dan Santucci shared that in prior years the event did not break even and that is why the original application was for \$50,000.

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, 2019: Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date, with balances per zone.
 - a. Santucci shared that the packets are now condensed as they do not include all the prior years. The packets now are for fiscal year 2019 and forward because this is when the different cash accounts were set up. The second page on the Summary Zone Report shows expenses of what was already approved and what has not been spent yet. These numbers will change due to track and field and there will be an updated statement before the next meeting.
 - b. The Detail shows what has been approved and what is remaining in that Zone.

2. Post-Event Recap Reports

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

- MIC Colorado 2019 – Sheraton Grand
- MIC Colorado 2019 – Hyatt Regency
- SGMP 2019 – Crowne Plaza
- RCMA 2019 – Sheraton Grand
- RCMA 2019 – McClellan Hospitality
- RCMA 2019 – Crowne Plaza
- NCAA Division I Track & Field Preliminary Championship 2019 – Sacramento Sports Commission
- National Caviar Day 2019 – CRAVER Sacramento
- MPI NCC 2019 – Sheraton Grand

G. New Business

Testa shared that Visit Sacramento has been in discussion with the city about doing an audit of TOT and STMD. The results of the audit are expected to be received by the end of the first quarter. Testa continued that there is a \$60,000 cost to the city. They want Visit Sacramento to pay a fair share and Testa would like to confirm that is still agreeable. Vandenberg asked if this was already in the budget. Testa and Santucci confirmed it is accounted for in the budget. Santucci reviewed the percentage breakdown from the district plan and clarified that there will be a period of time where legal fees will only need to be spent if a legal matter occurs, as the payment from the STMD renewal process will be complete.

MOTION: Scott Vandenberg motioned to approve the \$60,000 payment to the city for the audit of TOT and STMD that was already budgeted for; Royce Pollard Seconded. [Vote: Unanimous]

H. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for April 13, 2020, at 11:00 a.m.

I. Adjournment

Chair Huber adjourned the January 13, 2020, meeting at 12:48p.m.