

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, January 9, 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 11:01 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

Zone 3: Doug Warren

Zone 4: David Huber

Visit Sacramento Staff

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

Guests present for a portion or the entire meeting

- Jana Acosta, Centerplate
- Patrick Stelmach, The Curiosity Collaborative
- Teng Lorenzo, Sheraton Grand
- Maria Romero, Hyatt Regency
- Mataiasi Ahokava, Hilton Arden West

ABSENT

STMD Committee Members

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. 2023 Chair & Vice Chair Vote

The committee discussed their desire to have Chair David Huber and Vice Chair Nikki Carlson continue in their roles for the 2023 calendar year.

There being no other nominations, Chair Huber and Vice Chair Carlson were reaffirmed for 2023; ***Doug Warren motioned to approve the positions as presents; Royce Pollard seconded. [Vote: Unanimous]***

D. Review and Approval of STMD Tourism Committee Meeting Minutes

1. Regular Meeting – October 10, 2022

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

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

The following fund applications were presented:

1. Zone 1-4: CalSAE Seasonal Spectacular (Centerplate) Requested Funding: \$14,176.58

Presenter(s): Jana Acosta, Centerplate

Presentation: Acosta shared that the application was for the CalSAE Seasonal Spectacular luncheon that occurred in December 2022 event at the SAFE Credit Union Convention Center. The event host California based meeting planners and they have very low funds for their luncheon. This application will be to subsidize a portion of the costs for the meals. It was clarified that in previous years Visit Sacramento had completed this application.

Committee Review: No Discussion

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

2. Zone 1: City of Trees Parade 2023 (The Curiosity Collaborative) Requested Funding: \$5,000

Presenter(s): Patrick Stelmach, The Curiosity Collaborative

Presentation: Stelmach shared that they are trying to raise the event to a new level for the second year. In the inaugural year there were 15,000 attendees on Capitol Mall. Stelmach shared a power point that reviewed the layout of the event and showed a recap of who was included last year. They already have many confirmed performances and art installations for the 2023 event, and they will not only be throwing recycled beaded necklaces but also reusable cups similar to what is done in New Orleans. The presentation also reviewed floats they are trying to secure, media partners, current sponsors and what their sponsorship levels are.

Mike Testa asked what marketing is being done outside of Sacramento. Stelmach shared that there is a large Bay Area outreach, and they are also looking at marketing to Reno, NV. Testa asked what the outreach included and Stelmach was unsure and offered to follow up with more information. He believes it is via social media and earned media.

Doug Warren asked how they tracked the 10,000 room nights listed on the application. Stelmach shared that is an estimate and he is not sure how they were tracked. Warren shared that the committee could work with the organizers as they are booking rooms for the groups they are bringing in. Sarah Atilano shared that Visit Sacramento can also help with arranging room blocks and reaching out to hotels. Atilano asked how attendance is tracked and if there are ticket sales. Stelmach stated that there is a free viewing area that does not require registration and also a ticketed event at the end of the parade route for where a food and beer festival is held. The event is expected to be larger this year and they are expected to have up to 20,000 attendees.

Committee Review: The committee discussed the previous year and that no funding was granted. The committee agreed that they wanted to give community support. The group discussed the requested amount and that they would like for the event to submit a zip code report for event attendees to be able to track room night demand.

MOTION: Barry Miller motioned to approve \$2,500 with a requirement for the event organizers to provide a zip code list of event attendees; Doug Warren seconded. [Vote: Unanimous]

3. Zone 1: Washington DC Sales Mission (Sheraton Grand, Hyatt Regency) Requested Funding: \$15,400

Presenter(s): Teng Lorenzo Sheraton Grand, Maria Romero Hyatt Regency

Presentation: Romero shared that the last time this sales mission occurred was in 2019. The sales mission is arranged with Visit Sacramento, and they will host clients at the Kings vs Wizards game and then conduct sales calls to various national associations while in Washington DC. Many of these planners don't typically get to come to Sacramento for site visits so this is a great way to connect with them and share more information about Sacramento. Romero added that they are targeting customers who are interested in Sacramento and that in 2019 they secured a citywide convention that will be occurring in 2023.

Committee Review: The committee discussed the funding request and how it is being used. Atilano shared that Visit Sacramento pays for the majority of the sales mission. The committee discussed that they would like to split the application across all four zones as they are targeting citywide business. The committee discussed how they would like to see funding requests of this nature moving forward.

MOTION: Royce Pollard motioned to approve the funding request as submitted to be split across Zones 1-4; Barry Miller 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 funding for this event will be for transportation between Cal Expo, Hilton Arden West, and DoubleTree, which is the event venue and two host hotels. The shuttle will be running for multiple days between these locations. Ahokava shared that transportation was a key factor in securing this piece of business.

Committee Review: The committee discussed the event and how it was negotiated with the client. Pollard shared that the DoubleTree currently only has one hotel room booked and Warren shared the Courtyard Cal Expo and Fairfield Inn Cal Expo are not seeing any impact either. Warren notated that funding applications should be benefitting two hotels and currently that is not being seen in this application. Warren requested to hold off on voting on this item until the April meeting when a pickup report from both properties could be reviewed.

MOTION: The committee chose to delay voting for this application until the April meeting.

5. Zone 1-4: CHLA/SHA (CHLA/SHA) Requested Funding: \$

A late application was submitted after the agenda was posted for CHLA/SHA. The committee decided to postpone review of the application until the April meeting.

F. Zone Funding and Post Event Recap Reports

1. Zone Funding: The committee reviewed the following reports:
 - a. Zone Funding Financial Reports December 31, 2022
2. Post-Event Recap Reports
 - a. None to review

G. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for April 10, 2023, at 11:00 a.m. Chair Huber shared that the meeting would need to be moved to April 17, 2023, due to scheduling conflicts.

H. Adjournment

Chair Huber adjourned the January 9, 2023, meeting at 12:25 p.m.