

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, July 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 11:06 a.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

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

Zone 2: Royce Pollard, Sami Qureshi

Zone 3: Denia Phillips

Zone 4: David Huber (Chair)

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

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

Guests present for a portion or the entire meeting

Wide Open Walls: David Sobon

ABSENT

STMD Committee Members

Zone 1: Barry Miller

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. Special Meeting – June 29, 2021

There being no changes to the June 29, 2021, minutes, ***Nikki Carlson motioned to approve the minutes as submitted; Royce Pollard seconded. [Vote: Unanimous]***

Committee Member	Yea	Nay
Nikki Carlson	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	X	
Denia Phillips	X	
David Huber	X	

D. FY2021-2 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 1: Wide Open Walls Mural Festival (Wide Open Walls) – September 9-19, 2021 - Requested Funding: \$50,000

Presenter(s): David Sobon, Wide Open Walls

Presentation: Sobon informed the committee that in 2020 the organization did not hold a festival or have any public events, instead they only had artists paint murals. In 2021 they are planning to hold events, but with more conservative numbers. They will have 60-70 artists this year and select properties downtown will receive 12 murals each.

Sobon shared the planned activities for the 2021 event include movie premieres and gallery openings. There will be an opening party on Del Paso Boulevard that honors the 20-year anniversary of 9/11 as well as other events on R Street and at Sacramento State throughout the 10 days.

Sobon added that the organization is looking to extend the murals to surrounding areas in the region. Chair Huber asked if there are any plans for the Natomas and Arden markets. Sobon shared that they are working on it but do need landlord approval in those areas. Adding that there has been a large issue with graffiti this year that has not occurred in the past and they are working to try and fix the 20 murals affected.

Shelly Moranville mentioned that she did not see an educational piece to the event and if that is something that could be added. Sobon clarified that they are working with McClatchy High School to paint a classroom mural and they are trying to find smaller walls for the students to paint. During the pandemic the organization did provide virtual art education classes.

Committee Review:

Moranville shared that she is in favor of the application and Nikki Carlson concurred but would like to see the funds spread out over more zones. The committee discussed how the festival could benefit other zones and if it was doing that this year. Daniel Santucci shared the standard spread when a funding request is using all zones is: Zone 1 – 54%, Zone 2 – 20%, Zone 3 – 16% and Zone 4 – 9%. *[Note: The final zone percentages for FY2021 have been updated: Zone 1 – 45.5%, Zone 2 – 21.4%, Zone 3 – 21.9% and Zone 4 – 11.2%.]*

Sami Qureshi asked about previous room night usage as the recap only shows 75 total room nights. Kari Miskit reminded the committee that in previous years they had trouble with using Pixels on their website. Sarah Atilano added that she believes the 75 room nights on the application are for staff and artists. Moranville requested Wide Open Walls to get demographic data and/or zip code reports for their events to better judge the room night demand of the event.

Qureshi discussed the funding amount as it was an increase from the previous two years requests. Miskit spoke about the market prestige that the event creates, which is an intangible metric. It is used in almost every pitch for marketing and are used for sales familiarization trips as well.

Chair Huber agreed with spreading the funding through all zones with the requirement of events in all four STMD zones, pixels on their website, and zip code reports from their events.

MOTION: Shelly Moranville motioned to approve the funding request as submitted as long as the following requirements are accomplished – install digital pixel on event website, provide zip codes reports for attendee events/tours to track room night demand and sponsor a minimum of one festival-associated event in each STMD Zone ; Sami Qureshi seconded. [Vote: Unanimous]

Committee Member	Yea	Nay
Nikki Carlson	X	
Shelly Moranville	X	
Royce Pollard	X	
Sami Qureshi	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 June 30, 2021

Dan Santucci 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

Wide Open Walls Street Festival – 2019

F. Future Meetings and Agenda Items

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

G. Adjournment

Chair Huber adjourned the July 12, 2021, meeting at 11:56 a.m.