

# SACRAMENTO TOURISM MARKETING DISTRICT

## MINUTES

### Regular Meeting of the Tourism District Committee

Monday, July 25, 2022

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 11:01 a.m. and conducted a roll call of the committee as follows:

##### **PRESENT**

##### STMD Committee Members

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

Zone 2: Royce Pollard

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

- Randy Seevers, Runnin' for Rhett
- David Sobon, Wide Open Walls

##### **ABSENT**

##### STMD Committee Members

Zone 1: Shelly Moranville

Zone 2: Sami Qureshi

#### B. Resignation of Zone 3 Committee Member

The committee discussed that Denia Phillips, Zone 3 Committee Member, retired as of July 22, 2022. Therefore, resigning from her position on the STMD committee. Sacramento Hotel Association Board to appoint new committee member to complete unexpired term through 2023.

#### 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 – April 11, 2022

There being no changes to the April 11, 2022, minutes, **Barry Miller motioned to approve the minutes as submitted; Royce Pollard seconded. [Vote: Unanimous]**

##### 2. Special Meeting – June 28, 2022

There being no changes to the June 28, 2022, minutes, **Barry Miller motioned to approve the minutes as submitted; Royce Pollard seconded. [Vote: Unanimous]**

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

The following fund applications were presented:

1. Zone 1: Spirit Wings (Metro Chamber Foundation) – 2022 – Requested Funding: \$20,000

**Presenter(s):** No Presenter

**Presentation:** No Presentation

**Committee Review:** Mike Testa shared that a member of the committee had shared with him that they felt what was pitched was not what was executed, and the artwork was not as prominent as expected. The committee discussed the marketing plan and their concerns.

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

2. Zone 1-4 Wide Open Walls (Wide Open Walls) – May 12-22, 2022 – Requested Funding: \$50,000

**Presenter(s):** David Sobon, Wide Open Walls

**Presentation:** Sobon shared that during COVID they were limited on what artists they could bring to the city along with the amount of promotion for the event. For 2022 they were able to raise more money and increase their budget allowing for half of the artist to be international, one quarter local, and one quarter regional. Sobon shared that the international artists are who drive visitation during the mural festival. The total murals for this year's festival was 20. In addition to this number there were 35 murals completed through an education and mentoring program. The event works with Sacramento Unified school district, where they arranged to go to Tahoe Elementary School and paint murals on campus. The murals at the school led to out of market media coverage, and now more schools are being looked at for murals in the future.

Sobon continued that after completing this year's festivals there is an estimated 250 murals on the Wide Open Walls map. Testa asked Sobon if they were conducting tours this year. Sobon share that there is no company currently doing tours full time and that when he receives the requests, he often does them himself. It is still a focus for the organization, and they are currently speaking with DSP for signage that can be with each mural and link to the website. They are also creating a pamphlet for hotels to be able to handout.

Sobon shared their media reach and social media engagement numbers with the committee. He also discussed that the date this year was in May instead of September, and it will most likely stay in May.

**Committee Review:** The committee discussed Wide Open Walls previous funding approval amounts. The committee shared the value in the program, as well as discussed media generated from the event and visitor demand.

**MOTION: Nikki Carlson motioned to approve \$30,000 for festival marketing; Barry Miller seconded. [Vote: Unanimous]**

3. Zone 1: Farm to Fort (Runnin' for Rhett) – October 22, 2022 – Requested Funding: \$10,000

**Presenter(s):** Randy Seevers, Runnin' for Rhett

**Presentation:** Seevers shared that Runnin' for Rhett has been working with the Midtown Association for the past few months to drive visitors to Midtown. They decided together to host an event on October 22<sup>nd</sup> at Sutter's Fort. This will be different from the organization's other beer festivals. It will be a smaller event targeted at a more affluent guest.

Seevers added that David Garibaldi will be the live entertainment and they will be auction off his painting at the event. The goal for the event is to have 900 tickets sold, with an estimated room night demand of 100-200 rooms.

**Committee Review:** The committee discussed the request and that they felt the room night estimate was high for it being a first-time event. The committee discussed a lower funding amount because even if it does not have a high room night demand it will support businesses in Midtown.

**MOTION: Nikki Carlson motioned to approve \$5,000 for social media marketing; Barry Miller seconded. [Vote: Unanimous]**

**F. Zone Funding and Post Event Recap Reports**

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

a. Zone Funding Financial Reports June 30, 2022

Dan Santucci reviewed the preliminary funding report and zone-by-zone report. He shared that all approved funding applications from 2019 to the present can be seen on the reports. The report also shows the collections from 2019-2021 and the current budget.

Santucci shared that by October meeting the FY end will be represented, and it is expected to be up 30 % from budget estimate.

2. Post-Event Recap Reports

a. No applicable post-event recap reports

**G. Future Meetings and Agenda Items**

The next regular quarterly meeting is scheduled for October 10, 2022, at 11:00 a.m.

**H. Adjournment**

Chair Huber adjourned the July 25, 2022, meeting at 11:36 a.m.