

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Special Meeting of the Tourism District Committee

Tuesday, July 9, 2024

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 Vice Chair Royce Pollard 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: Patrick Miller, Nikki Glass

Zone 2: Royce Pollard (Vice Chair), Tim Woolslayer

Zone 3: Doug Warren

Zone 4: David Huber

Sacramento Staff

Mike Testa, Kari Miskit, Sonya Bradley, Mariles Krok, Elizabeth Anderson (*Recording Secretary*)

Guest

John Lambeth

ABSENT

STMD Committee Members

- Jeroen Gerrese

B. Public Comments – Matters Not on the Agenda

Vice Chair Pollard 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

- Regular Meeting April 11, 2024**, there being no changes to the April 11, 2024, minutes, **David Huber motioned to approve the minutes as submitted; Doug Warren seconded. [Vote: Unanimous]**
- Special Meeting June 6, 2024**, there being no changes to the June 6, 2024, minutes, **David Huber motioned to approve the minutes as submitted; Doug Warren seconded. [Vote: Unanimous]**

D. Review and Discussion of MDP Changes

John Lambeth presented updates on the management district plan (MDP) changes and the California Hotel & Lodging Association sub-contractor agreement. The committee discussed that with the new MDP applications for funding will no longer be accepted or reviewed by the

committee. Visit Sacramento will oversee utilizing the funds for events and marketing that drives visitor spending to the destination.

Testa shared that the city has also been in contact with all short-term rental platforms to ensure that the STMD assessment is being charged. They are working with any platforms who pushed back to get them within compliance.

E. Future Meeting Schedule

The committee discussed the meeting schedule moving forward as applications are no longer being reviewed. Lambeth suggested that the committee meet one to two times a year. The committee agreed to meet two times a year with the understanding if there is nothing for the agenda the meeting will be cancelled, or if there is an urgent need a meeting can be added. Quarterly reporting on funding was requested by the committee.

F. Future Agenda Items

None at this time.

G. Adjournment

Vice Chair Pollard adjourned the July 9, 2024, meeting at 11:40 p.m.