

# SACRAMENTO TOURISM MARKETING DISTRICT

## MINUTES

### Regular Meeting of the Tourism District Committee

Monday, October 11, 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 11:05 a.m. and conducted a roll call of the committee as follows:

##### **PRESENT**

##### STMD Committee Members

Zone 1: Barry Miller, 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

Mike Testa, Sonya Bradley, Kari Miskit, Sarah Atilano, David Eadie, Elizabeth Anderson (*Recording Secretary*)

##### Guests present for a portion or the entire meeting

Scott Abbott – Sacramento Running Association

Marie Cicogni – Crowne Plaza

Karina Barney – Sheraton Grand

##### **ABSENT**

##### STMD Committee Members

None

#### 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. Regular Meeting – July 12, 2021

There being no changes to the July 12, 2021, minutes, ***Sami Qureshi motioned to approve the minutes as submitted; Nikki Carlson seconded. [Vote: Unanimous]***

Committee Member	Yea	Nay
Nikki Carlson	X	
Barry Miller	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 1-4: Connect Marketplace (SAFE Credit Union Convention Center) – August 30-September 1, 2021 - Requested Funding: \$4,250

**Presenter(s):** Sarah Atilano, Visit Sacramento

**Presentation:** Atilano shared that the request is for Matt Voreyer who attended Connect Marketplace with Visit Sacramento. The requested funding amount would be applied to hotel accommodations, food, beverage, and registration costs. Atilano added that the registration cost may be reduced due to a discount being provided by the event organizers.

The event had 99 face-to-face appointments with staff from Visit Sacramento and the SAFE Credit Union Convention center. The team was able to target multiple markets, introduced a speakers series, and sponsored the meet-and-greet for the keynote speaker at the general session.

**Committee Review:** Chair Huber and the committee members discussed changing the original suggested funding designation of Zone 1 to divide the funding across all four Zones.

**MOTION: Shelly Moranville motioned to approve the funding request as submitted with funding being divided across all four Zones; Nikki Carlson seconded. [Vote: Unanimous]**

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

2. Zone 1-4: Meeting Professional International Sacramento Sierra Nevada Luncheon (Centerplate) – October 2021 - Requested Funding: \$2,774.34

**Presenter(s):** Sarah Atilano, Visit Sacramento

**Presentation:** Atilano shared that the funding application was for Centerplate the exclusive food and beverage provider at the SAFE Credit Union Convention Center. Centerplate will be hosting the Meeting Professionals International – Sacramento Sierra Nevada Chapter event in October. The funding will cover the difference between what MPI has budgeted and the cost to host the lunch.

**Committee Review:** Chair Huber and the committee members discussed changing the original suggested funding designation of Zone 1 to divide the funding across all four Zones.

**MOTION: Sami Qureshi motioned to approve the funding request as submitted with funding being divided across all four Zones; Nikki Carlson seconded. [Vote: Unanimous]**

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

3. Zone 1-4: Convention, Sports, and Entertainment Facility Convention and Tradeshow (SAFE Credit Union Convention Center) – October 27-30, 2021 - Requested Funding: \$2,500

**Presenter(s):** Sarah Atilano, Visit Sacramento

**Presentation:** Atilano shared the request for Matt Voreyer to represent the SAFE Credit Union Convention Center at the Convention, Sports and Entertainment Facility Convention and Tradeshow. Atilano added that Voreyer would not only be meeting with potential clients, but also speaking on a panel regarding public and private partnerships.

**Committee Review:** Chair Huber and the committee members discussed changing the original suggested funding designation of Zone 1 to divide the funding across all four Zones.

**MOTION: Denia Phillips motioned to approve the funding request as submitted with funding being divided across all four Zones; Barry Miller seconded. [Vote: Unanimous]**

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

4. Zone 1: IMEX America (Sheraton Grand) – November 9-11, 2021 - Requested Funding: \$3,200

**Presenter(s):** Karina Barney, Sheraton Grand

**Presentation:** Barney shared that the fund request is to attend IMEX America with Visit Sacramento, and the goal of the event is to attract future business to the city.

**Committee Review:** No discussion

**MOTION: Shelly Moranville motioned to approve the funding request as submitted; Nikki Carlson seconded. [Vote: Unanimous]**

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

5. Zone 1-4: IMEX America (SAFE Credit Union Convention Center) – November 9-11, 2021 - Requested Funding: \$4,000

**Presenter(s):** Sarah Atilano, Visit Sacramento

**Presentation:** Atilano shared that the funding request is for Matt Voreyer to attend the convention with Visit Sacramento and the funding request is for registration, hotel accommodations, flight, food and beverage.

**Committee Review:** Chair Huber and the committee members discussed changing the original suggested funding designation of Zone 1 to divide the funding across all four Zones.

**MOTION: Nikki Carlson motioned to approve the funding request as submitted with funding being divided across all four Zones; David Huber seconded. [Vote: Unanimous]**

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

6. Zone 1-4: Spartan Race Weekend (Spartan Race Inc) – November 13-14, 2021 - Requested Funding: \$15,000

**Presenter(s):** David Eadie, Visit Sacramento

**Presentation:** David Eadie shared that he connected with the event organizer the week prior and that this is the first time they have asked for funding from the committee. They recently purchased Tough Mudder and are working to expand their events and this is an important event for the region. They are also working to market outside of the region to increase event attendance.

**Committee Review:** Chair Huber and Vice Chair Carlson discussed the impact of the event on Sacramento as the location is closer to Rancho Cordova with only one hotel impact listed on the application. Mike Testa shared that rooms would be booked in the STMD zones, but not contracted by the organizer. He added that there may be some rooms booked in Placer County.

Testa shared that Visit Sacramento has previously given financial support to the event, but the STMD has not. Atilano clarified that the funding previously given was for bussing that allowed Visit Sacramento to guarantee that rooms were being booked in Sacramento. Huber suggested lowering the funding amount granted to \$5,000 for their first application and Denia Phillips agreed with the amount. The committee also discussed requiring Pixels to be installed on the event website and to provide a ZIP Code report to track attendee room night demand.

**MOTION: Barry Miller motioned to approve the funding request at \$5,000 with the requirement of a ZIP Code report to be provided post event and Pixels added on the event website; Sami Qureshi seconded. [Vote: Unanimous]**

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

7. Zone 1-4: California International Marathon (Sacramento Running Association) – December 3-5, 2021 - Requested Funding: \$100,000

**Presenter(s):** Scott Abbott, Sacramento Running Association

**Presentation:** Abbott shared that the event will bring in 15,000 runners and is a point-to-point marathon starting in Folsom and ending at the Capitol. Due to the pandemic, there are many changes with hosting a large-scale event including no longer being allowed to use school busses to transport participants. The request is larger this year since school busses are no longer an option and in the past the cost was divided with the hotels.

Shelly Moranville asked if the event was sold out and Abbott confirmed that it was sold out.

**Committee Review:** Moranville discussed the funding amount requested and shared that bussing has been an ongoing issue for many years and is concerned with the requested funding doubling from previous years.

Testa shared that the Aftershock Festival saw an issue with bussing as well and that prices had drastically increased with service providers, and he believes that is the reason for the increase on the application. Testa added that for the festival the organizers worked with rideshare corporate offices to get drivers in from surrounding areas.

Committee members discussed the funding amount requested and agreed on approving a smaller amount of funds than what was requested.

**MOTION: Barry Miller motioned to approve the funding request in the amount of \$80,000; Shelly Moranville seconded. [Vote: Unanimous]**

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

8. Zone 1-4: CalSAE Seasonal Spectacular Lunch and Reception (Centerplate) – December 13-15, 2021 - Requested Funding: \$18,437.62

**Presenter(s):** Sarah Atilano, Visit Sacramento

**Presentation:** Atilano presented on behalf of Centerplate sharing that the application was for the CalSAE Seasonal Spectacular lunch and reception. The event will showcase the renovated and expanded center to planners who are specifically planning meetings for the California association market. The funding request is the difference between the CalSAE budget for lunch and the cost per person for the event. As well as to sponsor the reception with Visit Sacramento. The event is estimated to have 800 attendees.

**Committee Review:** Chair Huber and the committee members discussed changing the original suggested designation of Zone 1 to divide the funding across all four Zones. Barry Miller asked that if the attendance is lower than expected, would there be funding returned to the STMD budget. Atilano clarified that any funds not utilized for the lunch would go towards sponsoring the reception.

**MOTION: Shelly Moranville motioned to approve the funding request as submitted with funding being divided across all four Zones; Nikki Carlson seconded. [Vote: Unanimous]**

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

9. Zone 1: RCMA Emerge 2022 (Sheraton Grand) – February 1-3, 2022 - Requested Funding: \$2,700

**Presenter(s):** Karina Barney, Sheraton Grand

**Presentation:** Barney shared that RCMA Emerge will be returning to Sacramento in 2022 and the Sheraton Grand would like to participate in the tradeshow to connect with religious market planners.

**Committee Review:** Royce Pollard noted that the application had \$700 allotted for hotel accommodations and the event is being held locally.

**MOTION: David Huber motioned to approve the funding request at \$2,000; Nikki Carlson seconded. [Vote: Unanimous]**

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

10. Zone 4: RCMA Emerge 2022 (Crowne Plaza) – February 1-3, 2022 - Requested Funding: \$1,500

**Presenter(s):** Marie Cicogni, Crowne Plaza

**Presentation:** Cicogni shared that the funds requested were to cover the partner marketing expense to attend with Visit Sacramento during the tradeshow.

**Committee Review:** No Discussion

**MOTION:** *Nikki Carlson motioned to approve the funding request as submitted; Shelly Moranville seconded. [Vote: Unanimous]*

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

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

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

- a. Zone Funding Final Financial Reports June 30, 2021
- b. Zone Funding Financial Reports September 30, 2021

Mike Testa provided a brief description of approved zone funding as of this date, with balances per zone. He also reviewed the end-of-year reports for previous yearend as of June 30, 2021.

2. Post-Event Recap Reports

- IMEX America 2019 – Sheraton Grand
- California International Marathon 2018 – Sacramento Running Association
- RCMA Emerge 2020 – Sheraton Grand
- RCMA Emerge 2020 – Crowne Plaza

**F. Future Meetings and Agenda Items**

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

**G. Adjournment**

Chair Huber adjourned the October 11, 2021, meeting at 11:58am.