

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee Monday, October 19, 2020 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), and Scott Vandenberg

Zone 2: Royce Pollard, Sami Qureshi

Zone 3: Steve Young

Zone 4: David Huber (Chair)

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

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

Guests present for a portion or the entire meeting

- Harlow's: Julia Heath
- Harlow's: James Cornett

ABSENT

Committee Members

Zone 1: Barry Miller

B. Public Comments – Matters Not on the Agenda

Chair David 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 13, 2020

There being no changes to the July 13, 2020 minutes, ***Nikki Carlson motioned to approve the minutes as submitted; Scott Vandenberg seconded. [Vote: Unanimous]***

Committee Member	Yea	Nay
Barry Miller		Absent
Nikki Carlson	X	
Scott Vandenberg	X	
Royce Pollard	X	
Sami Qureshi	X	
Steve Young	X	
David Huber	X	

D. FY2020-21 Zone Funding Applications for Review or Approval

The following fund application was presented:

1. Zone 1: Harlow's New Outdoor Venue (Harlow's) – Date TBA (Initial Request: \$170,235)

Presenter(s): Julia Heath and James Cornett, Harlow's

Presentation: Heath shared that Harlow's has been a music venue in Sacramento since 1982 and was recently purchased by new owners. They host an average of 520 events and 80,000 customers every year. They have also done some basic zip code research and it shows that over 350 zip codes from outside of Sacramento County have been represented by customers at Harlow's events.

Heath continued that in March they shut their doors for the time being due to the public health order. They pivoted and started selling growlers and other merchandise for pick up by customers. Due to the COVID-19 pandemic they have tried to be innovative and creative. This has created their current project of turning their outdoor patio into a third venue for concerts, which would create a unique experience that is currently not readily available in the city. Heath shared the plans about how they would create the venue, which is modeled after a similar venue in Oregon. That venue has completed an outside concert area and is currently able to remain open with sold-out shows five days a week. Heath estimates a venue of this nature would increase their estimated economic impact by \$6 million per year.

Testa asked Heath if they have zip code reports to share and if they are tracking where guests stay. Heath responded that they do not currently track room-night stay's and would like to install pixels on their website. She added that Harlow's does not currently have a record of customer data, but they do have data about the artists. Testa shared that regardless of the outcome of the application funding decision he would like to meet with Harlow's representatives to discuss different partnership options.

Huber asked if the construction company mentioned on the application was awarded the bid. Cornett shared that they are in the process of getting two more bids and that the selected construction company could change.

Committee Review:

VandenBerg noted that the application was for construction and this is a marketing district that does not fund construction projects. He suggested that at a later time, when Harlow's is again holding events, that they can reapply for marketing support.

Testa agreed and shared that he would reach out once there was more clarity about when events could resume. Testa noted that he would also like to see if Visit Sacramento can assist with advertising in surrounding markets and getting pixels on their website.

MOTION: Scott VandenBerg motioned to decline the funding request as submitted and requested that Visit Sacramento staff reach out to discuss future partnership and marketing opportunities with Harlow's; David Huber seconded. [Vote: Unanimous]

Committee Member	Yea	Nay
Barry Miller	Absent	
Nikki Carlson	X	
Scott VandenBerg	X	
Royce Pollard	X	
Sami Qureshi	X	
Steve Young	X	
David Huber	X	

E. Zone Funding and Post Event Recap Reports

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

- a. Final Application Funding June 30, 2020: This report provides a summary of applications presented at this meeting and still to be approved with the projected fund balance by zone.
- b. Zone Funding Financial Reports Summary and Detail September 30, 2020: Dan Santucci provided a brief description, by summary and detail, of approved zone funding as of this date, with balances per zone. Santucci also discussed how COVID-19 has affected the original assessment collection projections thus far.

In addition, Testa noted that there is a shortage in Zone 2. As such, Visit Sacramento will make up that difference from the amount approved for Visit Sacramento projects at the Committee’s Special Meeting in May. As previously stated, Visit Sacramento will ensure that no Zone goes into the negative due to the Visit Sacramento funding application. Also, if there is an application that the committee wishes to approve that requires funding, Visit Sacramento will augment that difference from Visit Sacramento’s previously approved grant. If there is not any application of this nature, then Visit Sacramento will continue to market the meeting product/facilities.

Testa and Chair Huber discussed the marketing Visit Sacramento is working with the money awarded in May and how the key focus currently is the Virtual Tour. Chair Huber asked for a consensus from committee members regarding their support of the Virtual Tour being an important focus of the grant; committee members unanimously voiced their support for the Virtual Tour project.

2. Post-Event Recap Reports

None to report

F. Future Meetings and Agenda Items

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

G. Adjournment

Chair Huber adjourned the October 19, 2020, meeting at 11:31 a.m.