

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Monday, October 7, 2019

Visit Sacramento

1608 I Street, Sacramento, CA

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 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, Barry Miller

Zone 2: Royce Pollard

Zone 4: David Huber (Vice Chair)

Sacramento Hotel Association

Teresa Stephenson, Executive Director

Visit Sacramento Staff

Mike Testa, John Reyes, Sonya Bradley, Mike Sophia, Dan Santucci, Elizabeth Anderson (*Recording Secretary*)

Guests present for a portion or the entire meeting

DoubleTree by Hilton: Yvonne Magneheim

Hilton Arden West: Jonatha Monetti

Hilton Arden West: Ginger Levert

Holiday Inn Downtown Arena: Karla Weymouth

Sheraton Grand: Lynda Sagar

Runnin' for Rhett: Randy SeEVERS

Runnin' for Rhett: Rebecca Gordon

ABSENT

Committee Members

Zone 1: Scott VandenBerg

Zone 2: Sami Qureshi

Zone 3: Steve Young

B. Public Comments – Matters Not on the Agenda

Vice 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 8, 2019

There being no changes to the July 8, 2019 minutes, ***Royce Pollard motioned to approve the minutes as submitted; Nikki Carlson seconded. [Vote: Unanimous]***

D. Committee Composition

1. Election of Officers: Chair and Vice Chair

Due to 2019 Chair Kathleen Gilbey' retirement in September the Committee composition was voted on. Vice Chair Huber expressed interest in becoming the Committee Chair.

Royce Pollard motioned for David Huber to become the Committee Chair; Barry Miller seconded. [Vote: Unanimous]

Chair Huber called for interest in Vice Chair. Nikki Carlson expressed interest in becoming the Vice Chair.

David Huber motioned for Nikki Carlson to become the Committee Vice Chair; Royce Pollard seconded. [Vote: Unanimous]

E. FY2019-20 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 1: IMEX America 2019 (Hyatt Regency and Sheraton Grand) – September 10-12, 2019 (Initial Request: \$19,000)

Presenter(s): Lynda Sagar, Sheraton Grand

Presentation: Sagar shared that the funding request was for the Sheraton Grand and Hyatt Regency to attend IMEX America and exhibit with Visit Sacramento. The event was last month and went very well. All parties had high-quality appointments and received many RFPs.

MOTION: Nikki Carlson motioned to approve the funding request as submitted; David Huber seconded. [Vote: Unanimous]

2. Zone 1: 2019 DMA West Education Summit & Vendor Showcase (Visit Sacramento) – October 2-4, 2019 (Initial Request: \$12,500)

Presenter(s): John Reyes, Visit Sacramento

Presentation: Reyes shared that in previous meetings the Committee has discussed that during the Sacramento Convention Center expansion and renovation, they would like to see Visit Sacramento identify opportunities for 2019-2020 self-contained group business. Reyes continued that in 2018 Sacramento bid on the DMA West program and a concession that was required to win the bid was for the host city to provide a reception on the Thursday night of the program.

Reyes added that Visit Sacramento was requesting to split the cost with STMD. The budget for the event was \$25,000 and the application is for half of that amount at \$12,500.

Committee Review: Chair Huber asked if this is new or repeat business and Reyes shared that it was new business. Barry Miller asked to confirm that Visit Sacramento would pay \$12,500 as well and Reyes confirmed that was correct.

MOTION: Nikki Carlson motioned to approve the funding request as submitted; Barry Miller seconded. [Vote: Unanimous]

3. Zone 2: CAPPA/ The Network Conference (Hilton Arden West) – October 2-4, 2019 (Initial Request: \$2,500)

Presenter(s): Ginger Levert, Hilton Arden West

Presentation: Levert shared that this funding request was for a repeat program’s delegate transportation from the overflow hotel, Hilton Arden West, to the headquarter hotel, DoubleTree by Hilton. The transportation funding assists with securing the business year-over-year.

Committee Review: Pollard shared that the event had a large impact and was successful.

MOTION: Barry Miller motioned to approve the funding request as submitted; Nikki Carlson seconded. [Vote: Unanimous]

4. Zone 1-4: Aftershock Festival 2019 (Danny Wimmer Presents) – October 11-13, 2019 (Initial Request: \$50,000)

Presenter(s): Mike Testa, Visit Sacramento

Presentation: Testa noted that the Aftershock Festival was happening at Discovery Park this coming weekend. In 2017 there were 25,000 attendees per day and this year there will be 35,000 per day. This year has also expanded to include a third day for the first time. Testa referenced the room night estimated from the supplemental economic impact document from 2017 as being 13,000 and shared that Sacramento is expecting 19,000 room nights this year. This is the largest event held each year and Visit Sacramento Staff hopes to have a Country Music Festival in two years and a third festival by 2021. Testa also noted that Visit Sacramento would be commissioning another economic impact study of the Aftershock Festival for 2019.

MOTION: Nikki Carlson motioned to approve the funding request as submitted; David Huber seconded. [Vote: Unanimous]

5. Zone 2: California Community Colleges Student Affairs (Hilton Arden West) – October 25-26, 2019 (Initial Request: \$1,800)

Presenter(s): Jonatha Monetti, Hilton Arden West

Presentation: Monetti reported that the funding request was for transportation funds. The transportation would be to shuttle attendees from the overflow hotel, Hilton Arden West, to the headquarter hotel, DoubleTree by Hilton.

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

6. Zone 1-4: 2019 NCAA Division II Cross Country Championships (Sacramento Sports Commission) – November 23, 2019 (Initial Request: \$25,000)

Presenter(s): Mike Sophia, Sacramento Sports Commission

Presentation: Sophia announced that this event is the Division II National Championship. This will be the first NCAA National Championship that the Sports Commission has overseen since becoming part of Visit Sacramento. There will be 700 athletes and coaches in attendance for the event. Sophia added that 50 of the same teams were in Sacramento at the end of September for the Capitol Cross Challenge.

Committee Review: Testa asked what the revenue is estimated to be for the event. Sophia shared that the event will break even as the NCAA pays for the Championships. Sophia added that the requested funds are to be used to enhance the student athlete experience and create a great atmosphere and event heading into the next bid cycle.

MOTION: Royce Pollard motioned to approve the funding request as submitted; Nikki Carlson seconded. [Vote: Unanimous]

7. Zone 1: 2019 CalSAE Seasonal Spectacular (Visit Sacramento) – December 16-17, 2019 (Initial Request: \$10,000)

Presenter(s): John Reyes, Visit Sacramento

Presentation: Reyes reported that the event is a one-and-one-half-day tradeshow and educational session for California State associations. Due to the Convention Center expansion and renovation, attendance has been impacted and the organization asked Visit Sacramento for assistance.

Reyes continued that Visit Sacramento decided to be the educational sponsor, which he clarified was not a scholarship program. The sponsorship will allow CalSAE to secure high-quality speakers for the event. The funding request is for \$10,000 and Visit Sacramento will also be paying \$10,000 toward the sponsorship.

Testa reminded the Committee that when Visit Sacramento staff is discussing groups that were relocated due to the expansion and renovation that the funds will be shared by three funding sources. The sources are the City of Sacramento, Visit Sacramento and STMD funding.

Reyes added that there was a previously approved application for the 2019 CalSAE event, but it was for a luncheon. Since the funds would be used differently than originally approved the original application was withdrawn and this new application was submitted. The original application was approved for \$11,056.

Committee Review: Chair Huber asked if we typically provide money to this program and Testa confirmed that the Committee does, but it is normally a lesser amount. Daniel Santucci shared that in the previous two years that the funding was divided on a pro rata basis among all four Zones and asked if the committee would like to do so again. Miller stated that due to the nature of the event he believes it should be divided among the four Zones.

MOTION: Royce Pollard motioned to approve the funding request as submitted divided between Zones 1, 2, 3, 4, based on prorated Zone percentages; Nikki Carlson seconded. [Vote: Unanimous]

8. Zone 1: 2020 Professional Conference Management Association (PCMA) Convening Leaders San Francisco (Visit Sacramento) – January 5-8, 2020 (Initial Request: \$12,500)

Presenter(s): John Reyes, Visit Sacramento

Presentation: Reyes commented that this event is important to attend as a presence at this event will help in targeting new group business for when the Convention Center reopens in 2021. The proposal is for a \$25,000 sponsorship to be divided between Visit Sacramento and the STMD. Reyes added facts about the attendees who will be at the conference such as their programs average 3,000 rooms on peak.

Committee Review: Carlson shared that she believes this is an important event for Visit Sacramento to attend and sponsor. She added that she would like to see the pro rata percentage for the event, which includes all four zones.

MOTION: *Nikki Carlson motioned to approve the funding request as submitted divided between Zones 1, 2, 3, 4, based on pro rata Zone percentages; Royce Pollard seconded. [Vote: Unanimous]*

9. Zone 1-4: Wine & Grape Symposium 2020 (Visit Sacramento) – February 4-6, 2020 (Initial Request: \$100,000)

Presenter(s): Mike Testa

Presentation: Testa announced that the Wine & Grape Symposium has signed a 10-year commitment to Sacramento. Visit Sacramento will be providing \$100,000 in funding to the group which was approved at the August Board meeting. Testa added that Visit Sacramento is asking the STMD Committee to match that amount.

Committee Review: Huber informed the Committee that the 10-year commitment is remarkable.

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

10. Zone 1: RCMA Emerge 2020 (Holiday Inn Downtown Arena) – February 4-6, 2020 (Initial Request: \$4,000)

Presenter(s): Karla Weymouth, Holiday Inn Downtown Arena, Yvonne Magneheim, Hilton Arden West, Jonatha Monetti, DoubleTree by Hilton

Presentation: All three hotels presented together as all were requesting funding to attend RCMA Emerge with Visit Sacramento. Weymouth stated that she attended last year and received multiple leads for the Holiday Inn Downtown Arena. Magneheim shared that this event has pre-set appointments and that the Hilton has seen actualized bookings after previous attendance at this annual conference. Monetti concluded by sharing this event not only allows sales managers to build relationships with new clients but cultivate and grow relationships with existing clients.

Committee Review: Reyes noted that the RCMA planners attended IMEX and shared that they are looking to come back to Sacramento for their annual convention.

MOTION: *David Huber motioned to approve the funding request as submitted; Royce Pollard seconded. [Vote: Unanimous]*

11. Zone 2: RCMA Emerge 2020 (Hilton Arden West) – February 4-6, 2020 (Initial Request: \$4,000)
MOTION: Barry Miller motioned to approve the funding request as submitted; David Huber seconded. [Vote: Unanimous]

12. Zone 2: RCMA Emerge 2020 (DoubleTree by Hilton) – February 4-6, 2020 (Initial Request: \$4,000)
MOTION: Barry Miller motioned to approve the funding request as submitted; Nikki Carlson seconded. [Vote: Unanimous]

13. Zone 1: Capitol Beer Fest 2020 (Runnin' for Rhett) – March 7, 2020 (Initial Request: \$15,000)
Presenter(s): Randy Seevers, Runnin' for Rhett

Presentation: Seevers shared the event will be celebrating its 10th anniversary this year. The event had sold out for the past three years and has a maximum capacity of 7,500 attendees. Seevers continued that the 2018 funding application was approved for \$10,000 and that funding was used for out-of-market advertising, which drove 1,000 tickets sold to attendees outside of a 60-mile radius of the event. In 2019 the funding application was denied, and they saw a significant decrease in out-of-market sales as they were unable to advertise out of market.

Seevers added that the application this year is for \$15,000 with \$11,000 budgeted for out-of-market advertising and \$4,000 for entertainment. Seevers also informed the Committee that the organization is working with Downtown Commons to keep business after the event in the downtown corridor.

Committee Review: Carlson stated that she understood why the 2019 application was denied. She continued that due to this year's partnership with Downtown Commons she believes that the STMD Committee should approve \$5,000 to help drive attendance. Carlson continued that this event may not drive room nights, but if it is driving attendees to surrounding restaurants, which is important as well.

MOTION: Nikki Carlson motioned to approve the funding request at \$5,000; Royce Pollard seconded. [Vote: Unanimous]

14. Zone 1-4: 2019 NCAA Division 1 Track & Field Preliminary Championships (Sacramento Sports Commission) – May 23-25, 2019 (Initial Request: \$50,000)

Committee Review: Staff was to provide the profit and loss statement for Committee review per the funding approval at the July STMD meeting. The final profit and loss statement was not ready as of October 7, 2019. Chair Huber shared with the Committee that this item will be reviewed in January when final financials have been received.

15. Zone 2: 1st Annual Bear Cup Gaming Tournament (California Exposition & State Fair) – July 12-18, 2019 (April 8, 2019 Approved Funding Amount: \$5,000)

Committee Review: Chair Huber read an email to the Committee from California Exposition and State Fair staff stating that the pixel was not correctly installed by their third-party vendor on their website. Due to this fact the STMD approval requirements were not fulfilled for the 1st Annual Bear Cup Gaming or the 2nd Annual Youth Mariachi Competition.

Testa shared that he spoke with Sonya Bradley last week and confirmed that Cal Expo's third-party vendor did not correctly install the pixel on their website. Teresa Stephenson stated that Cal Expo is asking if this will revoke their funding for both events or if the committee can reaffirm its previous approvals for both events.

Testa stated that the pixel requirement is very important to be able to measure the success of an event. Huber asked for Visit Sacramento and the Sacramento Hotel Associations input and if there was already a precedent set for those who have not met the requirements. Stephenson shared that this is the first full year where pixel installation has been required for specific events to receive funding and that this issue has not yet come up with other approved applications.

Carlson stated that she believes that Cal Expo did its due diligence, but its third-party vendor is who failed in its duty. Testa added that if the Committee approves the applications again without the pixel requirement, that there is a stipulation that this is a one-time reapproval and it will not happen again.

Huber agreed and stated that going forward the Committee will not pay if an applicant does not ensure pixel installation or produce any required reports related to funding approvals. If a requirement is not met, the Committee can reapprove an application on a case-by-case basis.

MOTION: Nikki Carlson motioned to approve the funding request for the amount previously approved with a special notice that this is a one-time reapproval and if any future California Exposition & Fair events do not fulfill their pixel requirement they will not be reimbursed; Royce Pollard seconded. [Vote: Unanimous]

16. Zone 2: 2nd Annual Youth Mariachi Competition (California Exposition & State Fair) – July 19-21, 2019 (April 8, 2019 Approved Funding Amount: \$10,000)

MOTION: Royce Pollard motioned to approve the funding request for the amount previously approved with a special notice that this is a one-time reapproval and if any future California Exposition & Fair events do not fulfill their pixel requirement they will not be reimbursed; Nikki Carlson seconded. [Vote: Unanimous]

17. Zone 1: Brew Street 2019 (Runnin' For Rhett) – October 19, 2019 (Initial Request: \$10,000)

Committee Review: Seevers informed the Committee that the event was cancelled for 2019 due to their presenting sponsor being purchased by another company. Seevers added that they intend to bring the event back in 2020.

F. Zone Funding and Post Event Recap Reports

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

- a. Final Application Funding June 30, 2019: 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, 2019: 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

The following post-event recap reports were distributed for the Committee’s review prior to the meeting:

- a. IMEX America 2018, Hyatt Regency
- b. IMEX America 2019, Sheraton Grand
- c. Aftershock Festival 2018, Danny Wimmer Presents
- d. RCMA Emerge 2018, Hilton Arden West
- e. RCMA Emerge 2019, DoubleTree by Hilton
- f. Capitol Beer Fest 2018, Runnin’ for Rhett
- g. 1st Annual Bear Cup Gaming Tournament 2019, California Exposition & State Fair
- h. 2nd Annual Youth Mariachi Competition 2019, California Exposition & State Fair

G. New Business

Stephenson shared that Sarah Atilano has recommended improvement of the application to make it more user friendly. Reyes shared that the application is currently difficult to fill out as you cannot save, print, or review what you are submitting before it is submitted. Huber stated that he has heard the same feedback from his team and supports updating the application.

H. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for January 13, 2020 at 11:00 a.m.

I. Adjournment

Chair Huber adjourned the October 7, 2019 meeting at 12:19 p.m.