

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee Monday, October 9, 2023 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 Chair David Huber called the meeting to order at 11:03 a.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

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

Zone 2: Royce Pollard, Tim Woolslayer

Zone 3: Doug Warren

Zone 4: David Huber (Chair)

Visit Sacramento Staff

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

Guests present for a portion or the entire meeting

- Jenn Kistler – McCoy, Sacramento Running Association

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 10, 2023

There being no changes to the July 10, 2023, minutes, ***Doug Warren motioned to approve the minutes as submitted; Royce Pollard seconded. [Vote: Unanimous]***

Doug Motin, Royce Second

D. FY2023-24 Zone Funding Applications for Review or Approval

The following fund applications were presented:

1. Zone 1-4: Sol Blume Music Festival (Sol Blume LLC) Requested Funding: \$50,000

Presenter(s): Mike Testa, Visit Sacramento

Presentation: Sol Blume started in Cesar Chavez Park and ultimately moved to Discovery Park. The event has grown into a full festival, attracting attendees from across the world. Testa shared his experience from attending the festival and the growth it has seen as well as the benefits it brings to the city and county with an important and diverse genre of music for the festivals in

Sacramento. In 2024 they would be aiming to have it earlier in the year instead of in August as the dates changed in 2023 due to weather impacts on Discovery Park.

Committee Review: The committee reviewed previous years applications and shared that last year it was approved for \$35,000. Committee members support the program as they see impacts on their hotels during the event, but this will be the last year that they will approve the funding request.

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

2. Zone 1: Colour of Music Festival (Visit Sacramento) Requested Funding: \$35,000

Presenter(s): Mike Testa, Visit Sacramento

Presentation: Testa shared that STMD has supported the event for a few years and Visit Sacramento is providing financial support of \$25,000 to the event from their budget. The event does not produce a large number of room nights, but it does support the DEI efforts for the city. This will be the last year that Visit Sacramento will be supporting the event at the \$25,000 amount.

Committee Review: The committee reviewed the previous year's amount approved, which was \$25,000. Warren would like to help and support the event, but thinks the amount needs to remain at \$25,000. Testa shared that Sonya Bradley was going to meet with Sol Blume to see how they are doing their social media campaigns to see if that strategy can work for the Colour of Music Festival as well.

MOTION: Doug Warren motioned to approve the funding request for \$25,000; Royce Pollard seconded. [Vote: Unanimous]

3. Zone 1-4: California International Marathon (Sacramento Running Association) Requested Funding: \$110,000

Presenter(s): Jenn Kistler-McCoy, Sacramento Running Association

Presentation: Kistler-McCoy shared various details about the event including that the marathon is a point-to-point race from Folsom to the State Capital with 14,000 registered runners this year. Additional spectators will also be in attendance.

Kistler-McCoy explained how bussing works for the event and that the funding request is to help supplement that cost so athletes staying in hotels have transportation for race day. There are 200 buses with a focus on Sacramento to Folsom for the start and then from the finish line to Point West. The rising cost of gas and the shortage of bus drivers is making costs increase each year for this service.

Testa inquired about maximum registrations, and Kistler-McCoy shared they are maxed out, but they are working to accommodate a group of elite runners as another race had to cancel recently and the runners need the race to qualify for the Olympic marathon trials.

Committee Review: The committee reviewed the previous four years of approved funding and discussed the importance of this event. They also discussed other options of how to support the event for bussing in future years.

MOTION: Doug Warren motioned to approve the funding request up to \$110,000; Nikki Carlson seconded. [Vote: Unanimous]

E. Zone Funding and Post Event Recap Reports

1. Zone Funding: The committee reviewed the following reports:
 - a. Zone Funding Financial Reports September 30, 2023
 - b. Final Zone Funding Summary FY 2022 - 2023

2. Post-Event Recap Reports
 - a. None

F. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for January 8, 2024, at 11:00 a.m.

G. Adjournment

Chair Huber adjourned the October 9, 2023, meeting at 11:33 a.m.