

# SACRAMENTO TOURISM MARKETING DISTRICT

## MINUTES

### Special Meeting of the Tourism District Committee

Wednesday, April 15, 2020

Teleconference/Web Meeting

*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 1:31 p.m. and conducted a roll call of the committee as follows:

#### **PRESENT**

##### STMD Committee Members

Zone 1: Nikki Carlson (Vice Chair), Scott VandenBerg, Barry Miller

Zone 2: Sami Qureshi, Royce Pollard

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*)

#### 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.

#### C. FY2019-20 Zone Funding Application for Review or Approval

The following fund application was presented:

1. Zone 1-4: Visit Sacramento Visitor Programing (Visit Sacramento) – July – September 2020 (Initial Request: \$516,681)

**Presenter(s):** Mike Testa, Visit Sacramento

**Presentation/Committee Review:** Testa discussed the current state of tourism in the city due to Covid-19. He informed the committee that the majority of programming for Visit Sacramento will be on hold until they know when the tourism industry will pick up again, due to dramatic funding cuts. Testa shared that he spoke with the committee's attorney at Civitas and that the application in front of the committee would not be put toward salaries, but towards sales and marketing programs for when Visit Sacramento can market to travelers again.

Testa shared that there is not a specific plan or project yet as this is a fluid situation and Visit Sacramento will be flexible to what is needed. Testa further clarified that this funding would be to ensure that Visit Sacramento is able to promote the city to visitors once shelter-in-place orders are lifted.

Testa informed the committee that there is a balance of \$431,323 between the four Zones and contingency fund. There is also an additional amount that has not yet been paid to events that were approved for funds.

Scott VandenBerg asked why the original application was for \$516,681. Testa clarified the original estimate was high and upon further review of the financials it came out to \$413,323.

VandenBerg and Testa discussed the contingency fund and if there was a concern for push back from Air BnB owners for STMD collections. It was discussed that Visit Sacramento was planning a town hall with AirBnB operators before the shelter-in-place order, and that this plan is currently on hold. Testa added that from his discussions with a few AirBnB operators, they do not have a problem paying but want to understand what the assessments go towards and how it helps them. Testa said that this is fair and understandable and that Visit Sacramento will reconvene the Town Hall when the Pandemic passes.

VandenBerg asked if the committee should hold a \$40,000 contingency fund. Testa and VandenBerg discussed what it could be used for including lawyer fees and the conclusion was that the \$40,000 contingency was not necessary.

Sami Qureshi asked if Visit Sacramento was developing a plan to hold everyone accountable. Testa state that Visit Sacramento is and that they legally must follow the requirements of the district. Testa further clarified that the specific plan is not set in motion yet and that Visit Sacramento would follow the lead of Visit California, similar to what happened after September 11, 2001. Some of the resources would be to specifically target conventions. Testa added before any plan is execute it would be presented to the committee at the budget approval meeting in July.

Chair Huber individually asked each committee member for additional questions or comments which are listed below:

- VandenBerg– Asked if this would be an approval for the \$431,323 and would multiple additional applications be reviewed to approve the programs? Testa the plan is to let the committee know what programs the funding would go towards, and that Visit Sacramento would not move forward without the committee’s approval.
- Chair Huber– Are you anticipating the committee having additional meetings? Testa shared that hopefully the plan would be in place by the July meeting and it would all be reviewed then.
- Barry Miller – No Comment
- Nikki Carlson– No Comment
- Royce Pollard – No comment
- Sami Qureshi – No comment
- Steve Young– No Comment

***MOTION: Nikki Carlson motioned to approve Visit Sacramento to spend \$431,323 in Zone Micro-Marketing funds on Visit Sacramento programing that will assist all zones. The funds shall not be used on Visit Sacramento staff salaries and shall be used for driving incremental room nights to each of the zones; Barry Miller seconded. [Roll Call Vote: Unanimous]***

Roll Call Vote		
Committee Member	Yea	Nay
Nikki Carlson	X	
Scott VandenBerg	X	
Barry Miller	X	
Sami Qureshi	X	

Royce Pollard	X	
Steve Young	X	
David Huber	X	

**D. Zone Funding Reports**

1. Zone Funding: The committee reviewed the following reports:
  - a. Zone Funds Cash Balance as of April 10, 2020: This report provides a summary of the total cash balance for all four zones as well as a summary of approvals not yet paid out by zone.
  - b. Zone Funding Committee Unpaid events as of April 10, 2020: This report shows each application by zone that has not yet requested reimbursement and how much money is remaining.

Dan Santucci reviewed the reports and asked those to look over their zone’s unpaid events and to reach out to the hotels who have not yet submitted an invoice.

Chair Huber asked about the me&you application and if they had submitted for reimbursement. Sonya Bradley shared that they have been in constant contact with them and that the funds already paid were for the van wrap. The Monday they were going to leave for SXSW the festival was cancelled. They were still scheduled at that time to perform in Waco, Tx at the Magnolia Silos and the day they arrived it was cancelled. Bradley concluded due to this fact the expenses are expected to be light as they did not have any long hotel stays.

Chair Huber asked Santucci if he had any concerns regarding the financials and Santucci stated that he had no concerns.

**E. Future Meetings and Agenda Items**

The next special meeting of the committee to review Visit Sacramento’s proposed budget will be May 28, 2020 at 11:00 a.m. The next regular quarterly meeting is scheduled for July 13, 2020 at 11:00 a.m. All applications that would have been reviewed at the regularly scheduled meeting on April 13, 2020 will be reviewed on July 13, 2020

**F. Adjournment**

Chair Huber adjourned the April 15, 2020, meeting at 1:51 p.m.