

SACRAMENTO TOURISM MARKETING DISTRICT

MINUTES

Regular Meeting of the Tourism District Committee

Tuesday, June 29, 2021

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 Chair David Huber called the meeting to order at 1:04 p.m. and conducted a roll call of the committee as follows:

PRESENT

STMD Committee Members

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

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, Annie Mosely, Karlee Cemo, Dan Santucci, Elizabeth Anderson (*Recording Secretary*)

ABSENT

None

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. Review and Approval of STMD Tourism Committee Meeting Minutes

- Regular Meeting – April 12, 2021

There being no changes to the April 12, 2021, minutes, ***Shelly Moranville motioned to approve the minutes as submitted; Barry Miller seconded. [Vote: Unanimous]***

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

D. Review, Discussion and Approval of the STMD Portion of Visit Sacramento’s Draft Budget for FY 2021/22

1. FY 2021-22 Budget Summary

Mike Testa shared with the committee that, because of the difficult-to-predict revenues due to Covid, the budget revenue projections were conservative. Currently cash flow is strong due to multiple factors, including a significantly lower payroll due to layoffs and limited out of market advertising due to COVID.

Testa added that in the budget for there will be six positions added this fiscal year which include two in sales, one in sports commission, two in marketing, and a human resources director. Also, there is a new and significant commitment to DEI in the budget that was not previously there.

Testa shared the below key information that would be seen throughout the budget:

- Salaries
- Tradeshow lines now combined into one line per department
 - Tradeshow list will be shared with everyone
- Available funds can be taken from last year as there is a balance due to lower spending. And available cash must be invested in programming that delivers revenues to our hospitality stakeholders and government partners.
- Some variances can be misleading throughout the budget as some departments had little to no spend in the previous fiscal year.

Budget Rationale:

- Prioritize Convention Sales to Solidify Future Foundation
 - Convention Sales Represents the largest investment in this budget
- Invest in sporting events to attract immediate spending and to fuel long-term growth
- Drive Pandemic Recovery for our stakeholders and partners
 - Invest in Leisure Travel to attract immediate spending and to fuel long-term growth
 - Actively market scheduled events to out-of-market visitors
 - Place stronger emphasis on marketing platforms (video, streaming, creative development, targeted advertising buys)
- Foresee recovery trends to strategically add new staff
- Add to our existing capabilities with specialized contractors
 - Utilize relationships to create consistency and cost savings
- Remain nimble to invest in opportunities that create new demand in the market
 - New music festivals, the 9950, etc.

Administration:

- Board meeting costs are included in this department
- Attorney costs – last year \$16,000 was spent as there was no human resources person on site, and they specialize in labor law.
 - It was shared that the payroll company that is used it helping to qualify candidates for the Human Resources portion.

Marketing:

- Sonya Bradley is still involved, but Kari Miskit is leading the marketing department, specific to in-market events and our relationship with Position Interactive
- Familiarization trips and Sales Mission were combined into one line item
 - Lou Hammond Group of NYC is still assisting with arranging journalist visits and this line was based on previous years spend.
- Video Promo – This is a higher amount than previously as this will be a key focus this fiscal year based on ROI
- Position Interactive is contracted to help with campaigns, collateral etc.
- DEI – Covers any programs that want to be started and/or training. It would include items like Juneteenth, the Color of Music, and possible festivals.

Sports Marketing:

- Tradeshows and Sales Mission will include the NCAA events that are required to be attended due to future events we are hosting.
- Sports Promotion line item is for the loft, it is higher this year as Visit Sacramento has three shares of the loft instead of two as one partner did not renew their loft agreement post-pandemic.

From a Sports Commission standpoint, Testa added that there will still be a focus on core and non-core business this year. The goal is to have another person hired this year to help Dave.

Convention Sales:

- Tradeshows are the biggest bulk of the variance and includes 27 tradeshows for the convention sales team
- Sales Missions has also been increased as the team will be going to meet with planners face to face throughout the year. The Concert in the Park client event which was previously its own line item is also now included in this line.
- Familiarization tours included a minimum of four tours being planned
- Advertising – Bradley will still oversee convention marketing during the reopening phase. The advertising is managed by Digital Edge
- STMD four zones it is expected that the zones will generate \$428,0000 and most likely this is a conservative number.
- TAP report is being replaced by FuturePace which is a new line item and significantly less expensive than the TAP report. The TAP report is gone because the company no longer creates the report.

Tourism:

- International travel is not expected to return for a while. There were previously two positions in this department which generated a small number of room nights. For the time being Visit Sacramento is not going to invest in the personnel the same way.
- Visit Sacramento will stay visible in this market, but it does not warrant a significant investment during this fiscal year.

Partner Marketing:

- Includes Cap-to-Cap, Study Mission and an Advocacy or partnership summit
- Sales Support was increased so the department can conduct more face-to-face meetings with partners and sponsors.
- Revenue is the same amount that was generated in FY2020-21, please note that partnership fees were waived in the last fiscal year and there is a plan to start charging again in January 2022.

Community Relations:

- The Events department uses this section of the budget for the State of the Hospitality Industry Annual Luncheon and New Year's Eve Fireworks show
- There will be an annual report and wrap up report created this fiscal year.

Farm-to-Fork:

- Revenues are aggressive, and do not expect to come in significantly lower
- Increase in cost for rental companies that are still open. They have raised prices due to the pandemic and there are many events waiting behind Visit Sacramento to secure these items so it is not an area that can be negotiated like in previous years.

Committee Discussion:

- Committee asked for a recap of the FY 19-20 budget, and it was sent out after the meeting
- Shelly Moranville asked for the team to look at being included in paper maps that she receives from Visit California as they are very popular.
- Moranville asked about the focus on Michelin and Testa shared that the new guide will be released in September and that inspectors have been in the market. They did not release a guide last year.
- Moranville asked if there will be a familiarization event during the ballroom ribbon cutting. Sarah Atilano shared that is the plan but have to wait for the new generator to be in place before the team can move forward in the planning.

MOTION: Shelly Moranville motioned to approve the budget as submitted; Sami Qureshi seconded. [Vote: Unanimous]

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

E. Future Meetings and Agenda Items

The next regular quarterly meeting is scheduled for July 12, 2021, at 11:00 a.m.

F. Adjournment

Chair Huber adjourned the June 29, 2021, meeting at 1:56p.m.