

AGENDA



Purpose: Board of Directors Meeting
Location: Hyatt Regency
Date/Time: January 17, 2019 ▪ 12:00 pm

This agenda has been prepared and posted in compliance with the provisions of the Ralph M. Brown Act. Board action may occur on any identified agenda item.

- I. Call to Order Scott Vandenberg, Chair
- II. Public Comments – Matters Not on the Agenda
*Public comments on items not listed on the agenda will be heard at this time.
Public comment is taken on items listed on the agenda when those items are addressed.*
- III. Approval of Board Meeting Minutes: November 15, 2018 Board
- IV. Chair’s Report Scott Vandenberg
- V. President’s Report Mike Testa / Staff
 - A. Annual Code of Conduct/ Director’s Agreement
 - B. Year-End Goal Report
 - C. FY 19-20 Goal Setting
 - D. Approve New Board Members:
 - a. Bay Miry
 - b. Terry Harvego
 - c. Alex Rodrigo
 - d. Emily Baime Michaels (Ex-Officio)
 - e. Nikki Carlson
 - f. Royce Pollard
 - E. Destination Attractiveness City Comparisons (DACC)
 - F. Destination Attractiveness Mathematical Market Metrics (DAMMM)
 - G. Hotel Workshop
 - H. Q4 2019 and all of 2020 Planning with Hotels
 - I. Mid-Year Budget Review
 - J. Expansion/STID Update
 - K. Demand Studio/Branding
 - L. Director of Events
 - M. Post-Expansion Bookings
 - N. Staff Retreat
 - O. Board Member Reports
- VI. Committee Reports
 - A. Finance Committee
- VII. Staff Board Reports: November and December 2018 reports were included in the board packet
- VIII. Calendar of Upcoming Events:
 - January 18: SHA Luncheon w/ Visit Sacramento Presentation - Holiday Inn Downtown Arena
 - January 22: DSP’s State of Downtown – Hyatt Regency
 - March 7: SHA Hospitality Gala and Awards – DoubleTree by Hilton Sacramento
- IX. New Business
- X. Adjournment

NOTICE TO PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (5 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors.

BROWN ACT NOTICE

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify Elizabeth Anderson, at Visit Sacramento at (916) 808-8992 at least 48 hours prior to the meeting.