

# MINUTES



**Meeting:** Board of Directors  
**Meeting Date:** October 18, 2018 ▪ 12:00 pm  
**Prepared By:** Elizabeth Anderson

*The original agenda was prepared and posted in compliance with the provisions of the Ralph M. Brown Act noting that board action may occur on any identified agenda item.*

## I. Call to Order

A meeting of the Board of Directors of Visit Sacramento was held at the Holiday Inn Sacramento Downtown Arena in Sacramento, CA. Board Chair Doug Warren called the meeting to order at 12:10 pm. It was established that a quorum was present, and the following attendance was recorded:

### PRESENT

#### Directors

Christine Calvin

Joe Chiodo

Rick Pickering

Phil Garcia

Brian Larson, *Past Chair*

David Huber

Shelly Moranville, *Secretary*

Dennis Raymond

John Rinehart

Scott Vandenberg, *1st Vice Chair*

Doug Warren, *Board Chair*

#### Industry Advisors, or Their Designees

Darrell Steinberg, *City Mayor*

Michael Ault, *Downtown Sacramento Partnership*

Matt Voreyer, *Sacramento Convention Center*

Kelly Rivas, *Chief of Staff*

Amanda Blackwood, *Chamber President & CEO*

#### Guest(s)

Jose Hermocillo, *Hermocillo-Azevedo Comm.*

Emily Baime Michaels, *Midtown Association*

#### Visit Sacramento Staff

Mike Testa, *President & CEO*

Nick Leonti, *Director of Tourism*

Sonya Bradley, *Chief Marketing Officer*

Sherlynn Clifford, *Exec Assist.*

Elizabeth Anderson, *Conv. Sales Coord. (Recording Secty)*

Mike Sophia, *Director-Sacramento Sports Commission*

Kari Miskit, *Vice President of Communications*

Dan Santucci, *Director of Accounting*

### ABSENT

#### Directors and Industry Advisors

Howard Chan

Kathleen Gilbey

Henry De Vere White

Patrick Mulvaney

Josh Nelson

Sami Qureshi

Lance Richard

Liz Tavernese

Steve Young

Alison Sandman

## **II. Public Comments – Matters Not on the Agenda**

Board chair Doug Warren called for public comment on items not listed on the agenda; there were no matters presented.

## **III. Presentation: Mayor Darrell Steinberg**

Chairman Warren introduced Mayor Darrell Steinberg to the group. Mayor Steinberg stated he is working to improve the quality of life of the people he is here to serve. He stated he is trying to maintain his focus on the three things he ran:

- Economic Renaissance for Sacramento
- Connect the resurgence to the community that has been left out
- Address homelessness and help get people off the street and help them feel the difference

Mayor Steinberg then discussed Measure U on the city ballot. He wants to capitalize on a portion of the funds from Measure U to help grow the destinations amenities as well as improve and increase tourism.

Mayor Steinberg thanked everyone for the work they have done regarding the Sacramento Convention Center Expansion project. Which lead into a discussion on creating innovation and technology zones that can create jobs. He applauded Sac State and UC Davis, but said it is not enough as he wants to be equal partners with them.

The Mayor spoke at great lengths about the homelessness issue in Sacramento. His key points were:

- It is a work in progress
- For the 2 years before he was in office homelessness grew 85%
- He is investing unprecedented resources to get people off the street
- 700 homeless are currently enrolled in “Whatever it Take” project
- 600 Have enrolled in the triage shelter
- The Triage shelter has 200 beds currently
- Need relief in the housing crisis to assist in getting people off the street and into permanent housing
- Working on enforcing the law as well including the camping ordinance
- He knows the city is not feeling the difference yet

Mike Testa asked about the Mayor's vision for the waterfront. The Mayor stated he hopes that Testa will assist with the project. They want to start the project in Old Sacramento and build a family friendly area that has easy access to the river. They are working with creating the vision first. His big focuses would be Old Sacramento, and the docks.

Michael Ault discusses about narrowing the plans down and giving them to multiple groups to create proposals and creative opportunities. The process to narrow it down will be significant.

The Mayor then brought up Measure U again and how in the first year he wants to designate significant development progress and how we should move forward as a city. Scott Vandenberg then mentioned that the workforce training is very important. Vandenberg stated as an industry it is hard to find quality staff. He wants to see focus on training youth about different industries.

Mayor Steinberg agrees and discussed the current model where they are pairing industry advisors with students. After 2 years it has not been very successful, and his team has been speaking internally on how to change it. They like the idea of a company or industry “adopting” a school and creating a curriculum. He then opened it up to the board for discussion multiple board members discussed their ideas of different programs a few are listed below:

- Amanda Blackwood discussed the recent Study Mission in Brooklyn and how they were experiencing similar issues in the manufacturing industry. A school partnered with a company and hosted classes at the manufacturing plant. This allowed the students to get learn on site and see what it is really like. Warren thinks it would be easy to get volunteers to help on a project like what Blackwood is stating. He would be willing to help but would need help building the curriculum.
- Shelly Moranville stated she wanted to make sure that they didn’t lose sight on the kids that don’t see themselves going to college or in a corporate setting. She thinks it’s important to relate to them what they do in school every day affects their jobs in the future.
- Blackwood added that they are working on certifications that make them feel like they are already on the path to succeeding and winning. The Mayor then suggested the “Visit Sacramento Badge of Excellence” where students have completed multiple item’s and are then qualified to work in the following fields of industry.

The Mayor then opened the floor to Michael Ault and Emily Baime Michaels on what the Mayor should be doing different on the issue of homelessness.

- Michael Ault spoke about the previous night’s home opener for the Kings and how the experience is critical. The perception needs to be managed and make people feel good about the experience. Warren seconded Ault and talks about the resources not being there in Natomas and having tent encampment under power lines.
- Moranville stated the guests don’t understand that it’s a deeper systemic issue. She has been asking for the last 18 months what they are doing with the 12<sup>th</sup> street entrance to the city. Mayor Steinberg responded that the 12<sup>th</sup> street entrance is the center of the services for the homeless population. When you try to decentralize it creates another challenge.
- Baime Michaels states the biggest need is to work with the 15 homeless that are always an issue in each area. Moranville states a big issue is because its arrest and release, so they feel antagonize.

Mayor Steinberg states that the strict enforcement will be easier as the triage center expands as well. There was additional discussion on the matter including the Mayor discussing his goals and his plan to get people off the streets. Larsen states that we understand the volume issue and asks is there a way to coordinate on the people who cause the most issue. He suggested coordinating with business owners and they can let them know who they must call the police on often. The Mayor stated that is what they aim to do.

Testa then closed out the discussion. Sharing that Visit Sacramento has spent the last year rebuilding credibility with elected officials, i.e., Expansion, F2F, Music Festivals. He knows we will be arm and arm with the Mayor. The Mayor agreed that we all bring our own expertise. He brings the resources and we bring our knowledge.

#### IV. **President's Report**

- A. Mike Testa recognized Sonya for being in *Sacramento* magazine.
- B. Dog and Joe Show  
Testa discussed the Dog and Joe show and how they brought up Aftershock and quoted Mike from a previous news article. He did a 20 min interview this morning going over multiple items. It was a great conversation to get the messaging out about everything Visit Sacramento is doing. He also discussed the waterfront and let them know the Mayor is involved. He received six emails after the interview from listeners.
- C. Convention Center Expansion Update  
Testa shared that the expansion remains on schedule and shared a handout with the timeline, it is also on budget.
- D. STID Update  
STID passed on consent at the last meeting, only one person was opposed. There is one more hearing and it might have more opponents such as Air B&B or Hampton Inn and Suites, as they don't like that the assessment it is not tiered. The argument Visit Sacramento Staff has shared with the county is that it is tiered based on the revenue for the participating lodging businesses. Testa doesn't anticipate any issue with the City Council. Assuming we get through to the next meeting there will be a 30-day period where someone can challenge. Visit Sacramento has seen great growth from each petition starting with 61% approval, then 69%, and most recently 73%. It is a good message that the more they are educated the better the response is.
- E. Farm to Fork 2018 Update  
Testa shared that it was a great weekend, revenue from wine and beer were up more than expected. The addition of Friday was great. There was a digital footprint to see how many people were at the event. Staff is still checking the accuracy and if it is accurate then early numbers show 100,000 in attendance and possibly 150,000. The Jeremiah Tower meet and greet went great as did the Tower Bridge Dinner. He recognized Mike Sophia for his hard work and everything he did.
- F. Farm to Fork Media  
Kari Miskit spoke about Lou Hammond & Associates and bringing the media here as well as who they brought. The guests explored on their own on Saturday and Kari walked them to the Festival from the Kimpton and they all seemed very excited as they were walking in. Overall the feedback was great, and the experience was very positive. The only negative feedback was during the Wide Open Walls walking tour, and it was in regard to the condition of the city between 9<sup>th</sup>-11<sup>th</sup> on J St. The guests shared how they have seen many fantastic things until they reached there, and they referred to it as the blight. They were otherwise very sold on Sacramento and wanting to return. Miskit stated we are very exciting destination for them as it is a new place they can explore for their readers. Now we are shifting focus to travel to New York in the spring, it is good to bring the show to them as well.
- G. Aftershock  
Mike Testa shared that it was very successful, and they are looking into a long-term deal. Also looking at making it three days and adding two more festivals.

H. Goals YTD

Testa passed out a handout with current Goals YTD. Tracking very well except the non-core room nights. Working to fix it and moving forward it is being addressed.

I. Retirement Plan Resolution

New employees can roll their 401k plan into the Visit Sacramento retirement plan.

***MOTION: Brian Larson motioned to approve new employees rolling over their 401K plan to Visit Sacramento's 401K plan; Scott VandenBerg seconded. [Vote: Unanimous]***

J. 2019 Study Mission

Testa recognized Amanda Blackwood for the study mission and thanked her. Mentioned there is potential for going to another city and looking at their convention product. Specifically, to see before and after regarding renovations as well as talking to those CVBs. Blackwood stated she is focused on seeing things in other places and learning from those experiences and bringing them back to Sacramento and would like input from others.

K. Digital Edge

Sonya Bradley discussed the plan of promoting the Sacramento Convention Center Expansion. Part of which is bringing on Digital Edge and focusing on the meeting market. They have been charged for the initial phase to focus on Q4 2019 and 2020 during closure and driving business. They will then focus on the expansion once the center is open. A large focus is on lead generation. They are looking to start the campaign in January with incremental increase in what they are doing.

L. Staff Reports

Mike Sophia discussed the upcoming Firefighter challenge. Mentioned all who are coming for the championship. There is one week of qualifying, followed by a championship event on Friday and Saturday. He complimented Brad Hillard on putting everything together. It will take place on 10<sup>th</sup> and will be streamed on ESPN's website.

M. Board Member Reports

Doug Warren mentioned flyers that everyone was given for the Farm to Fork chef challenge, he stated it is a great event and invites everyone to come.

**V. Committee Reports**

Committee Reports were not discussed as the meeting ran over time.

**VI. Department Reports**

The July, August, and September 2018 department reports were e-mailed to the board for their review prior to the meeting.

**VII. Calendar of Events**

Sherlynn mentioned the date for the holiday dinner.

**VIII. New Business**

None to report at this time.

**IX. Adjournment**

Board chair Doug Warren adjourned the meeting at 1:30 p.m.

Respectfully submitted,



Elizabeth Anderson  
Convention Sales Coordinator  
*(Recording Secretary)*



Mike Testa  
President & CEO