

Visit
S A C R ★ M E N T O

Board of Directors Meeting
Thursday, February 15, 2018
12:00 p.m.
Minutes

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 Mulvaney's B&L in Sacramento, CA. Board Chair Doug Warren called the meeting to order at 12:07 p.m. It was established that a quorum was present, and the following attendance was recorded:

PRESENT

Directors

Christine Calvin

Joe Chiodo

Phil Garcia

David Huber

Brent Larkin

Patrick Mulvaney

Josh Nelson

Sami Qureshi

Dennis Raymond, *Treasurer*

Lance Richard

Alison Sandman

Scott Vandenberg, *1st Vice Chair*

Doug Warren, *Board Chair*

Steve Young

Industry Advisors, or Their Designees

Michael Ault, *Downtown Sacramento Partnership*

Mark Davis, *Sacramento County Airports*

Fran Halbakken, *City of Sacramento*

Kim Nava, *County of Sacramento*

Jody Ulich, *City of Sacramento*

Matt Voreyer, *Sacramento Convention Center*

Guest(s)

Sotiris Kolokotronis, *SKK Developments*

SCVB Staff

Mike Testa, *President & CEO*

Sarah Atilano, *Director-Convention Sales*

Kari Miskit, *Director of Public Relations*

Nick Leonti, *Director of Tourism*

Dan Santucci, *Director of Accounting*

Sherlynn Clifford, *Executive Assist. (Recording Secty)*

ABSENT

Directors and Industry Advisors

Howard Chan, *City of Sacramento*

Henry de Vere White

Kathleen Gilbey, *Secretary*

Nav Gill, *County of Sacramento*

Jonathan Glus, *City of Sacramento*

Brian Larson, *Past Board Chair*

Shelly Moranville, *2nd Vice Chair*

Rick Pickering

John Rinehart

Liz Tavernese

PRESENTATION: Midtown/Downtown Hotel Development

Sotiris Kolokotronis, SKK Developments, said construction would begin in the next few weeks on a new hotel where The Clarion currently sits at the corner of H and 16th Streets. The vision is to deliver a lifestyle-focused property by creating hotel rooms similar to a small apartment.

Kolokotronis said he envisions five components to the building, as follows: 1) create a building with mid-century character; 2) create a lifestyle property similar to Joie de Vivre and Kimpton hotels; 3) install museum-quality art; 4) create something unique that is green-certified, and has good energy flow that creates conversation throughout the building; and 5) create a property that is a destination attracting both visitors and locals alike. The new hotel is planned for 110 rooms and expected to open the third quarter of 2019.

Doug Warren asked Kolokotronis if he plans to keep the bones of The Clarion; Kolokotronis said yes. Mike Testa added Visit Sacramento is pleased that The Clarion is being redeveloped as it will provide more hotel rooms in the downtown. Kolokotronis then presented his PowerPoint slides of the proposed interior and exterior development.

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. Approval of Board Meeting Minutes: January 18, 2018

There being no changes to the January 18, 2018 minutes, ***Alison Sandman motioned to approve the minutes as presented; Brent Larkin seconded. [Vote: Unanimous]***

IV. Chair's Report

Chair Doug Warren welcomed two new board members, Christine Calvin and Lance Richard, to the meeting. Calvin, who is Director of Marketing and Communications at the Crocker Museum, said she is a proud Sacramentan who grew up on a vineyard and looks forward to serving on the board and having the Crocker partner with Visit Sacramento. Richard, Vice President, Marketing Manager at Entercom Communications, said Sacramento's office has six radio stations in the market and he has been working closely with Testa and the Visit Sacramento team for a while now. Richard added he is also looking forward to serving on the board and believes Entercom can help play a vital role in promoting Sacramento to local residents via their programming and Eat Farm to Fork.com.

A. Executive Committee Nominations

Doug Warren said the Nominating Committee is recommending Shelly Moranville move her position on the Executive Committee from Secretary to 2nd Vice Chair; and nominate Kathleen Gilbey as Secretary.

Dennis Raymond motioned to approve the Executive Committee's recommendation; Patrick Mulvaney seconded. [Vote: Unanimous]

V. President's Report

Mike Testa thanked Patrick Mulvaney for the meeting lunch and welcomed guest Emily Baime Michaels of Midtown Association, where he is a board member and sits on their Executive Committee. Michaels said Testa has been a long-time board member and as their organization has matured, want to align with other stakeholder organizations like Visit Sacramento. Michaels said she plans on participating more at future board meetings.

- A. Metro Chamber's Cap-to-Cap
Testa said he and Doug Warren are attending the Metro Chamber's Cap-to-Cap in April, where he will be speaking to the group regarding festivals. Testa said he spoke recently to his counterpart in Louisville for input and they put on three large events from Danny Wimmer Presents, the organization that brings Aftershock to Sacramento. Testa said Jeff will be joining him on the panel and will share his insight. Testa said Danny Wimmer's events drive a lot of room nights and he is hoping to gain more insight to help bring more events like this to Sacramento to drive economic impact.
- B. Convention Center Expansion Update
Sarah Atilano said the first draft of the schematic design was submitted on February 5. Hunt & RLB are in the process of reconciling estimates. The next Stakeholder meeting is scheduled for March 8, 2018.
- C. Convention Center Privatization
Testa said the city is still reviewing a proposal from SMG on the privatization of the building as staff wants to be sure the decision will benefit convention and tourism bookings. A final decision is expected in April.
- D. Sacramento Tourism Infrastructure District (STID)
Testa said John Lambeth of Civitas submitted a draft Management District Plan earlier in the week and that plans are on schedule to move forward with mailing petitions to the STID properties for a due date to the city in early May.
- E. Jeremiah Tower, Tower Bridge 2018 Lead Chef
Testa said he spoke to Jeremiah Tower in January and encouraged board members to watch his documentary, "The Last Magnificent," which will also be shown at the Crest Theatre with Tower in attendance on April 10. Testa said Tower was also recently signed for an event at Pebble Beach Food and Wine event on April 9. In a recent conference call, Testa said Tower is looking forward to collaborating with local Sacramento chefs on this year's Tower Bridge Dinner scheduled for Sunday, September 30.
- F. Filming in Sacramento
Testa said Visit Sacramento's office has been getting several weekly inquiries since Lady Bird, about filming in Sacramento. Testa said he met recently with Howard Burd, a film producer, and Mark S. Allen about a film shooting later this year they want filmed entirely in Sacramento. Testa said their meeting was to inquire about financial assistance so Testa spoke to Councilmember Hansen about incentive help. Testa said Visit Sacramento is assisting by being creative with location fees and filming at the office and in buildings like the Memorial.
- G. S.F. Travel Partnership
Atilano said the convention sales team was in San Francisco today making a presentation to SF Travel as part of our new partnership with them.
- H. Destination Study
Testa said Visit Sacramento will be performing a destination study similar to one completed by the city last year. The study will include updated data that will help provide the team with information for a larger marketing campaign and more comprehensive branding efforts. Mering Carson will also be coordinating meetings to

discuss future Sacramento branding. Organizations at these meetings will include Visit Sacramento, Greater Sacramento, Midtown Association, Downtown Sacramento Partnership, and others.

I. Future Board Member

Testa said Gary Wortel, Sacramento Bee, is interested in joining Visit Sacramento's board of directors. Testa said he believes he will be nominated at a future board meeting.

J. Staff Reports

1. Convention Sales: Sarah Atilano

Atilano said the January department report reflect two new sections in Convention Sales: 1) Convention Center Expansion Construction Schedule Updates; and 2) Convention Center Expansion Key Updates. In January's reports, Atilano said construction is due to begin in January 2019, with full closure of the building in mid-July 2019. The building will reopen in November 2020 with the ballroom completed in Spring 2021.

2. Public Relations: Kari Miskit

Miskit said she is preparing a monthly stakeholder communication piece. It will contain collective stories, successes and challenges of the organization, and she invited input from others for content.

3. Tourism: Nick Leonti

Leonti said the department has been busy doing site visits and is co-sponsoring an event with S.F. Travel that includes 150 tour operators from 40 businesses.

K. Board Updates

1. Doug Warren said that he met recently with Councilmember Guerra on the heels of the County's decision regarding hotel housekeeping staff security safeguards. Warren said he would like to see the city adopt a common-sense solution that would streamline the process. Warren added that his meeting is one example of how important it is that board members meet with local officials when feedback is needed on important subjects.

2. Lance Richard spoke about a program called City Swap with Austin, TX in which this new program exposes Austin to the Sacramento marketing by bringing a Southwest Airlines planeload of people to Sacramento. The program is scheduled to begin sometime in April or May when Texas gets hot and locals are interested in traveling elsewhere. Mark Davis said this is a new service and that Southwest will be adding Louisville soon to the program.

3. Joe Chiodo distributed a copy of the new Sacramento Guest and Resource Guide and said the hotel guide is having a great response from hotel guests. The guide, which was created by Sacramento Magazine in partnership with Visit Sacramento, has new issue coming in May and will be distributed to about 100 hotel properties. Chiodo said the Guide offers sponsor opportunities for those interested and is not for sale, though the value is estimated at \$15. Alison Sandman said the Guide is in her office and receiving lots of compliments and could be useful for many other

office waiting rooms. Fran Halbakken from the city manager's office, said she would follow up with staff to have copies delivered to the city.

4. Patrick Mulvaney shared information about March 12 St. Baldrick's Day that is a fundraiser for childhood cancer research with most of the funds staying local.

VI. Committee Reports

A. Finance

Dennis Raymond provided a summary of the January 2018 financials. Raymond said it was important for the board to be mindful of the monthly financials and congratulated the staff for their great progress in improving the monthly cash flow as directed by the Finance/Executive Committee. January's report is summarized below:

- STMD
 - * City: 9.8% ahead of budget (\$336,000)
 - * County: One month behind in payments. Payments that have been received are 29% ahead of budget (\$82,000)
- Overall year-to-date net income is ahead of budget, due to:
 - * Increased STMD collections
 - * Expense timing versus budget
 - * Two unfilled staff positions (Director of Sales and Director of Partner Marketing)
- Upcoming large sporting events critical to maintaining profitability through the end of the fiscal year are:
 - * Amgen Tour of California: May 2018
 - * NCAA West Regional Track & Field Championships: May 2018

B. Goal Setting

Warren reported the committee met recently and determined the goals for 2018.

VII. Department Reports

The January 2018 department report was e-mailed to the board for their review prior to the meeting.

VIII. Calendar of Events

Warren mentioned the calendar of events as listed on the agenda.

IX. New Business

None at this time.

X. Adjournment

Board chair Doug Warren adjourned the meeting at 1:15 p.m.

Respectfully submitted,



Sherlynn Clifford
Executive Assistant
(Recording Secretary)



Mike Testa
President & CEO