

Visit
S A C R ★ M E N T O

Board of Directors Meeting

Thursday, January 18, 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 the Courtyard by Marriott-Cal Expo in Sacramento, CA. Board Chair Doug Warren called the meeting to order at 12:16 p.m. It was established that a quorum was present, and the following attendance was recorded:

PRESENT

Directors

Henry de Vere White

Phil Garcia

Kathleen Gilbey

David Huber

Brent Larkin

Brian Larson, *Past Board Chair*

Shelly Moranville, *Secretary*

Patrick Mulvaney

Josh Nelson

Rick Pickering

John Rinehart

Alison Sandman

Liz Tavernese

Doug Warren, *Board Chair*

Industry Advisors, or Their Designees

Michael Ault, *Downtown Sacramento Partnership*

Mark Davis, *Sacramento County Airports*

Jonathan Glus, *City of Sacramento*

Kim Nava, *County of Sacramento*

Jody Ulich, *City of Sacramento*

Guest(s)

Matt Martin, *Marcus Hotels & Resorts*

SCVB Staff

Mike Testa, *President & CEO*

John Reyes, *Chief Operating Officer*

Sonya Bradley, *Chief Marketing Officer*

Sarah Atilano, *Director-Convention Sales*

Mike Sophia, *Director of Sports Commission*

Kari Miskit, *Director of Public Relations*

Dan Santucci, *Director of Accounting*

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

ABSENT

Directors and Industry Advisors

Howard Chan, *City of Sacramento*

Joe Chiodo

Nav Gill, *County of Sacramento*

Sami Qureshi

Dennis Raymond, *Treasurer*

Scott Vandenberg, *1st Vice Chair*

Matt Voreyer, *Sacramento Convention Center*

Steve Young

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: November 16, 2017

There being no changes to the November 16, 2017 minutes, ***Rick Pickering motioned to approve the minutes as presented; Brian Larson seconded. [Vote: Unanimous]***

IV. Chair's Report

A. Approve New Board Members

Doug Warren said the Nominating Committee recommended Christine Calvin, Crocker Museum, and Lance Richard, Entercom Communications, for approval to the board.

There being no discussion, ***Patrick Mulvaney motioned to approve Christine Calvin and Lance Richard to the board; Brian Larson seconded. [Vote: Unanimous]***

Warren then introduced newly approved board members Henry de Vere White, David Huber and Josh Nelson. Nelson said Visit Sacramento's board was the only board of directors he was interested in joining; and de Vere White said he was looking forward to his participation on the board.

B. Approve Board Treasurer

Warren said the Nominating Committee recommended Dennis Raymond be appointed as Treasurer to the Executive Committee. There being no discussion, ***Shelly Moranville motioned to approve Dennis Raymond as Treasurer; Rick Pickering seconded. [Vote: Unanimous]***

C. Board Committees

A newly revised board committee list for 2018 was distributed and Warren again encouraged board members to join a committee. Warren said the Community Advocacy and Sales committees both need to assign committee chairs.

V. President's Report

Mike Testa welcomed Doug Warren to his first board meeting as chair. Testa said he and Warren, along with other key staff, attended the Mayor's address at State of City in the morning and was appreciative that Visit Sacramento is getting some good attention.

A. Annual Code of Conduct / Director's Agreement

Sherlynn Clifford distributed the 2018 Code of Conduct for all board members; and 2018 Director's Agreement for voting directors only, requesting they be completed and returned to her for the files. Clifford will follow up with those not present to make sure all board members have completed these annual forms.

B. Convention Center Expansion Update

Sarah Atilano reported on her and John Reyes recent site visits with the expansion and renovation team to Anaheim, San Jose and San Francisco to tour their exhibit halls, ballrooms and meeting spaces, comparing them to the Sacramento Convention Center. Atilano said they were also able to have a virtual experience of the changes to our building which was exciting.

Reyes said it was great to see the architects incorporating our customer's viewpoint in their proposed drawings. Jody Ulich added that while there have been several challenges in the past year, seeing the second ballroom be included in the work was exciting. Mike Testa said it was Visit Sacramento's recommendation two years ago to increase the building to 200,000 sq. ft. so the proposed expansion of 160,000 sq. ft and the new ballroom of 40,000 sq. ft., will reach that mark. Testa said this new plan will really help Visit Sacramento pursue larger conventions at the same time. Atilano said Visit Sacramento was in a position of potentially losing one of our current groups, Unified Wine & Grape Symposium, but they are now positioned to sign a new contract for space at Cal Expo in 2020 during the convention center expansion process. Testa thanked Rick Pickering and his team at Cal Expo for their assistance with this group. Atilano concluded by saying the team is working hard to maintain existing business during the expansion. She also recognized John Rinehart for his assistance in helping to relocate groups.

C. 2017 Goals Attainment

Testa distributed 2017's goal attainment and explained the difference between the Sports Commission core business (events year-over-year), and non-core business (events that are unpredictable). Mike Sophia explained the team chose not to bid on a couple of large events which is why the goal achievement was down for non-core business.

D. 501(c)3 Update

Testa said the process of creating a new 501(c)3, titled Growing Sacramento, is almost complete. Testa said it will be used for Farm to Fork and Sports Commission events to help increase revenue. Testa said he was working with Chris Delfino on the final paperwork, which will bring some challenges to the accounting department.

E. Movie: "Lady Bird"

Testa said the parents of Greta Gerwig, "Lady Bird's" director, were in Visit Sacramento's office yesterday to present a poster and provide promotional pins. They told the staff how appreciative they were of Lucy Steffens, Film Commission, and her help with the filming process.

Testa said the film has boosted interest from filmmakers to film in Sacramento, despite California's challenges with movie incentives. Testa said he has initiated meetings with local filmmakers to design a program that attracts more filming to Sacramento.

F. National Media

Kari Miskit said her focus in public relations right now is leveraging the attention Sacramento is getting from the movie "Lady Bird," which includes articles in *Travel and Leisure* and more. Miskit said we've also received some good results from the national journalists that attending the Tower Bridge Dinner in 2017, and with our consultant in New York, Lou Hammond & Associates.

G. Tower Bridge Dinner 2018

Testa said that celebrity chef Jeremiah Tower was selected as lead chef for 2018's Tower Bridge Dinner. Recognized by Martha Stewart as "a father of American cuisine," Chef Tower is renowned for leading the kitchen Alice Waters' Chez Panisse in Berkeley; and Stars, the San Francisco restaurant he owned for 14 years, as well as other renowned restaurant projects across the globe.

Patrick Mulvaney said Tower helped changed the landscape of fine cuisine in American food. Josh Nelson said Tower was the most important chef "you never heard of," adding that anyone who knows California cuisine, knows Tower. Testa said there was a documentary on Tower titled "The Last Magnificent" and encouraged everyone to watch.

H. Staff Reports

1. Marketing: Sonya Bradley

Bradley described one of the measurements she uses to drive more traffic to our web sites is through digital impressions: the number of times a digital banner is served to a user. Bradley said the department recently embarked on a digital campaign that is more cost-effective and achieves better results. An example: in November there were 2 million impressions; in December 1.9 million.

Bradley also said Southwest Airlines has invited Sacramento to help host their annual "Deck Party" in Dallas in March which promotes Southwest destinations. She and Testa are attending and will bring Farm to Fork local food to help showcase Sacramento. Mark Davis said Southwest invites people from all throughout their system and it's an honor to be asked to help host.

2. Sports Commission: Mike Sophia

Sophia mentioned the Davis and Ryder Cups – both showcasing the best tennis pros but submitting an RFP has been financially prohibitive, despite the Mayor's interest. John Rinehart said the Kings took a look at the event as part of the discussion at the 2017 board retreat to promote strategic business and showcase what is new in Sacramento.

I. Board Updates

1. Brent Larkin, Kimpton Sawyer Hotel: Larkin said the new hotel is performing well and ahead of projections. The Punchbowl Social, adjacent to the hotel, opened last week and it's given the downtown a great new vibe in the evening hours around DOCO and the Golden 1 Center.

2. John Rinehart, Sacramento Kings: Rinehart said the DOCO barriers on the east and west ends are scheduled to come down in early February, after which people can again walk through from 7th Street to Old Sacramento. Rinehart said not all the retail will be open yet, but anticipates that will happen soon, including an expanded new movie theater.

3. Alison Sandman, California Dental Association: Sandman shared a story about how she and her husband recently had a “staycation” at The Sawyer and met a couple from Portland who were having such a good experience in Sacramento, that they extended their stay.
4. Brian Larson, Halo Hospitality: Larson introduced his guest, Matt Martin from Marcus Hotels & Resorts that owns the Murrieta Inn and Spa opening tomorrow. Larson described the new property that includes the largest equestrian center west of the Mississippi, a country club, and more.
5. Michael Ault: Ault asked Mark Davis if there was an opportunity to increase European flights to Sacramento. Davis said the airport has had a few conversations with European carriers and is currently looking to add flights to Canada and Mexico, but there are some issues with the length of runways. Davis also said there’s been a security problem at Terminal A so the airport will be expanding the TSA lanes by October.

VI. Committee Reports

A. Finance

Dan Santucci reported on the December 2017 financials as follows:

- STMD
 - * City: 8.3% ahead of budget
 - * County: One month behind in payments. Payments that have been received are 35% ahead of budget (\$77,000)
 - Overall year-to-date net income is ahead of budget, due to:
 - * Increased STMD collections
 - * Expense timing versus budget
 - * Two unfilled staff positions (Convention Sales Manager and Director of Partner Marketing; both positions will be posted soon)
 - 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
- Mike add tracking revenue well thru end of year and credited MS for crafting new relationship with Amgen.

VII. Department Reports

The November and December 2017 department reports were 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

2018 Board Retreat: Alison Sandman asked if there was a decision on the date for the 2018 board retreat since the board was polled via email. Sherlynn Clifford said the results of the poll are leaning towards August 16-17 at the Hyatt Sonoma Wine Country and she would confirm the date in a follow-up email to the board.

Annual Board Documents: Clifford also said she was working on the annual documents for board binders and would be sharing those soon via email.

X. Adjournment

Board chair Doug Warren adjourned the meeting at 1:14 p.m.

Respectfully submitted,



Sherlynn Clifford
Executive Assistant
(Recording Secretary)



Mike Testa
President & CEO