

MINUTES

Meeting: Board of Directors Meeting
Location: Video/Tele Conference
Date/Time: October 15, 2020 ▪ 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 via video and teleconference in Sacramento, CA. Board Chair Shelly Moranville called the meeting to order at 12:03pm. It was established that a quorum was present, and the following attendance was recorded:

PRESENT

Directors

Alex Rodrigo	Josh Nelson
Barry Miller	Kipp Blewett, <i>2nd Vice Chair</i>
Bay Miry	Mabel Salon
Christine Calvin	Nikki Carlson, <i>Secretary</i>
David Huber	Patrick Mulvaney
Dennis Raymond, <i>Treasurer</i>	Royce Pollard
Erika Bjork	Sami Qureshi, <i>1st Vice Chair</i>
Greg Shaw	Scott Vandenberg, <i>Immediate Past Chair</i>
Heather Andrade-Neumann	Shelly Moranville, <i>Board Chair</i>
Joe Chiodo	Stacey Kauffman
John Lambeth	Terry Harvego

Industry Advisors, or Their Designees

Michael Ault, <i>Downtown Sacramento Partnership</i>	Mark Davis, <i>Sacramento County Department of Airports</i>
Emily Baime Michaels, <i>Midtown Association</i>	Mayor Darrell Steinberg, <i>City of Sacramento</i>
Amanda Blackwood, <i>Sacramento Metro Chamber</i>	Kelly Rivas, <i>City of Sacramento</i>
Jody Ulich, <i>City of Sacramento</i>	Matt Voreyer, <i>City of Sacramento</i>

Guest(s)

Emilie Cameron, *Downtown Sacramento Partnership*

Visit Sacramento Staff

Mike Testa, <i>President & CEO</i>	Dave Eadie, <i>Director Sports Commission</i>
Sonya Bradley, <i>Chief Marketing Officer</i>	Elizabeth Anderson, <i>Office Administrator</i> <i>(Recording Secretary)</i>
Kari Miskit, <i>Vice President of Communications</i>	
Dan Santucci, <i>Director of Accounting</i>	

ABSENT

Directors and Industry Advisors

Henry de Vere White	Amanda Blackwood
Steve Young	Kim Nava

II. Mayor Darrell Steinberg

Mayor Steinberg shared that he does not underestimate how difficult the days are with the challenges of 2020. Fortunately, the 2018 census showed that over 500,000 people live in Sacramento which allowed the city to barely meet the threshold for CARES funding. Truthfully, all of you are aware that the money could have been spent in a variety of ways and could have put it back into the city structure.

Mayor Steinberg continued that it was the cities intention to put the \$89 million towards the highest community needs to. He wanted a quarter of the money to go to the creative economy and tourism. His colleagues backed him up and the city team worked hard to make it work. Over \$5 million was granted to Visit Sacramento which allowed for their staff to return and start planning for 2021-2023 conventions.

In addition to the above Mayor Steinberg spoke about how people are seeing Sacramento as a great place to be thanks to the quality of life. He then spoke about the challenges Sacramento has faced over the past many months including COVID, societal uprisings, and increased numbers of homeless.

Mayor Steinberg continued that he has been talking to the Downtown Sacramento Partnership and Visit Sacramento about putting together a plan on what can be done and that keeping downtown safe and clean is paramount. They are also working on how they can legally address bad behavior and what alternatives they need to have in place.

Mayor Steinberg did clarify that as he was on a city laptop he could not campaign or answer questions about his stance on topics, but he would say that he has a significant frustration with the system's ability on the shelter and housing side. He shared that he is going to do everything he can to Partner with Visit Sacramento and the business on the call to create a timeline and enforcement plan as this can threaten the Convention Center investment. Alternatives are needed and that is what the city is working on. He does not want to redefine the partnership that has been created, but instead to formalize it.

Testa shared that yesterday he had spoken with the Mayor about having an alternative, for example if they are camping in front of a business then they will need someone to send them. Testa asked the Mayor if there is enough housing and you can provide it, if they deny the housing then you can officially have them move? Mayor Steinberg replied that is correct and that enforcement alone does not work, but enforcement with alternatives is allowed. There may be ways around this also, but the city needs to move faster and have a public policy in the city that says no one lives outside. He shared that he has previously made people upset when he stated that people have to live indoors as he does not think it is a civil right to live outside.

The Mayor opened the floor to questions which are listed below:

- Bay Miry asked if the Mayor could speak to the Strong Mayor Initiative and the level of support, he has received from the stronger homeless advocacy groups.
 - Mayor Steinberg shared that he could not discuss political items while at City Hall but was able to give general information. Sharing that the Legal Coalition to End Homelessness has endorsed the initiative. He added that

he is trying to educate people and not to make excuses, but to embrace accountability and needs the tools to do so.

- Erika Bjork noted that the Convention Center is a substantial investment and asked how the city is being mindful, and what commitments can be received from the city that the Convention Center is a priority investment.
 - Mayor Steinberg responded that unlike the Waterfront the Convention Center is well beyond the preliminary stages and the City is as invested as the businesses are and even more so based on the money the city has put in the project. The quality of life issues in and around the center are noticeable and can cause people to stay away due to the atmosphere. The commitment is absolute and must be.

Testa added that the Convention Center and hotels are the priority for Visit Sacramento. As the Mayor alluded to this is the definition of “you do not get a second chance to make a first impression”. As the building opens it will be something, we are in close contact with City Hall and the Sacramento Police Department.

Mayor Steinberg stated that regardless of November he will commit to meet with Visit Sacramento and other partners between now and January and see what is needed and what steps need to be taken. He added that he does not want to micromanage but would like to be part of or lead the conversation on these commitments to make them more tangible with protocols and resources. The goal will be to have a written understanding and expectations.

III. Public Comments – Matters Not on the Agenda

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

IV. Approval of Board Meeting Minutes: August 20, 2020

There being no changes to the August 20, 2020 minutes, *Scott VandenBerg motioned to approve the minutes as presented; Rick Pickering seconded. [Vote: Unanimous]*¹

V. Chair’s Report

a. New Board Member Introduction:

Chair Moranville welcomed Kipp Blewett to the board and informed the group that he was a returning board member. As well as that he is a Partner of Rubicon Partners and worked on The Citizen Hotel project when it was being built.

VI. President’s Report

a. CARES Funding

Testa informed the board that the CARES grant was received, and the furloughed staff was brought back to full time on September 8, 2020. One of the things we are doing is making sure we have the correct investments to market the new convention center. Visit Sacramento received the largest award out of all the grant recipients, and it shows what the city values when it comes to tourism. They have invested heavily in what we do because they understand the value.

¹Roll Call Vote Listed on Page 7

Michael Ault congratulated Visit Sacramento and shared how important it is for Visit Sacramento to have this funding so that the sales team can work to bring future business to the downtown core. John Lambeth shared that based on what he has seen that Visit Sacramento received the largest CARES grant in the country.

b. SCC Expansion Update

Testa shared that there has been a large amount of cancellations for 2021 currently with 90% of groups cancelled in Quarter 1 and 80% in Quarter 2. It is a significant amount of room nights, but not a large surprise based on there not being a lot of certainty around the COVID-19 vaccine. Testa continued that based on the current climate it looks like there is a large likelihood that California will be the last state to fully open in the United States.

Testa added that Narimel Tarver and Jeff Dougherty will be travelling to Florida to attend Connect Marketplace in person. While Susan Babich and Betsy Longmire will attend the convention virtually. Testa concluded that there was a piece of business turned definite for 2023 this week.

Matt Voreyer shared that the SAFE Credit Union Convention Center was expected to open on February 3, 2021. When the center opens, they will be prepared with cleaning practices and could look different in a variety of ways. The convention sales team took a construction tour within two weeks of their return from furlough. Voreyer also offered to tour the board members the center if they were comfortable doing so.

c. CA Convention Center Coalition

Testa shared that Visit Sacramento is part of a Convention Center Coalition across the state. Sarah Atilano, Matt Voreyer and Mike Testa are all on the coalition. The focus is how to lobby the State Government to get meetings allowed sooner than later. Visit Sacramento has put some money towards this, and they did have the Governor's attention, but he is looking towards health officials for approval instead of the coalition. The premise is that if restaurants are open then meetings should be as well as they can be held in a more controlled manner. Based on the calls Sacramento has not made the level of cancellations as other cities due to the construction, but we want to hit the ground running when the center is complete.

d. SCUCC Marketing

Sonya Bradley shared that communication with customers started again in July with a slow build up and now with additional funding larger investments can be made. Including Connect Marketplace, the pre-COVID plan was a larger sponsorship to be face to face with customers. With the changes we are sponsoring the portal, the lunch, and a short speech. It is not as large as we hoped, but it is still a key strategy.

Bradley added that the digital marketing campaign has also restarted. With the additional funding we can continue our contract with Digital edge who specialize in media and convention marketing. They will assist in creating a health and safety website that will house all of the health and safety protocols for the city's and help to make the customers feel safe. This is the number one concern of meeting planners and the goal is

to launch this in November. The next goal for Digital Edge is to have them create a virtual FAM trip. Bradley continued that this dove tails to the Virtual Tour product, which is starting now with some of the hotels so people can see their proximity to the center.

Bradley shared that the redesigned website will launch on October 28 and excited to say the user experience is better and the navigation is easier. Finally, the Partnership department is reaching out to everyone to ensure that there are photos for your listing on the new site. We understand you are short staffed, but if you could please send us any photo's you have, we would greatly appreciate it.

e. GBAC Certification

Voreyer shared that the Global Biorisk Advisory Council has a program that is performance based on cleaning and disease protection and is very stringent. The SAFE Credit Union Convention Center has been certified. The Memorial Auditorium and SAFE Credit Union Performing Art Center will also be certified. The staff has also been working closely with Dr. Beilenson from the County Department of Public Health on ordinances for the center.

f. Tower Bridge Dinner To Go Recap

Kari Miskit spoke about how the organization wanted to still find a way to celebrate the culinary community in September. They invited restaurants, food trucks and caterers to develop their own spin on a Tower Bridge Dinner menu. One hundred percent of the proceeds went to the eateries and also came forward to sponsor the event which allowed for additional marketing including a larger media buy with Entercom Radio.

Miskit continued that there was a video created that highlighted a portion of the participating Chefs and promotion on all local channels for the event. Also, two podcasts were recorded regarding the event and multiple earned media buys. A post event survey was sent to the Chef's to see how well the event worked. From the preliminary responses we are seeing a strong increase in sales and that for their staff it was a fun event to participate in. They are also interested in doing it again this calendar year.

Miskit concluded that this was a great opportunity to connect with new restaurants that have not in been as active with Visit Sacramento in the past. Adding that the Partnership department has been in contact with these restaurants so they can become official partners in the system.

g. Nov/Dec Local Business Campaign

Testa shared that as Miskit mentioned we are looking to see if we can do something like the Tower Bridge Dinner to go during November and December. The team is currently trying to secure sponsorship, so we are able to market it and help the local businesses.

h. NCAA Bids

Dave Eadie informed everyone that the National Collegiate Athletic Association announced their 2022-2026 bid cycle winners on October 14, 2020. Sacramento was awarded seven events which are listed below:

- 2023 NCAA Division I Men's Basketball First and Second Round
- 2023 NCAA Division I Men's and Women's Outdoor Track and Field Preliminary
- 2024 NCAA Division II Men's and Women's Cross-Country Championships
- 2024 NCAA Division I Men's Soccer Championship
- 2025 NCAA Division I Women's Soccer Championship
- 2026 NCAA Division I Men's and Women's Outdoor Track and Field Preliminary
- 2026 NCAA Division I Women's Basketball Regional

Eadie acknowledged and thanked all of the partners including Alex Rodrigo with the Sacramento Kings as well as the staff at the Sacramento Republic FC. He also shared that Sacramento State will be the host institution for the events. Eadie added that the preliminary rounds are almost double the amount of estimated economic impact of the championship rounds.

Testa stated that this was a great list of events and that the Women's basketball tournament is returning after over a decade and the goal is in future years to be awarded their final four event.

i. 2021 Aftershock

Testa shared that the 2020 Aftershock was cancelled along with all of Danny Wimmer's festivals across the United States. In 2021 Metallica will be returning and a fourth day has been added. The Country festival is most likely put on hold as Danny Wimmer Presents is regrouping.

j. 2021 International Food Conference

Testa informed the group that this is the Alice Waters event, and it is still being worked on. Alice Waters funded a position that started last week that is putting the specifics together for the conference. You will start hearing from them in the next few weeks and this is planned to be the Tera Madre of America.

k. Annual Audit

The audit is currently happening, and this is the second year for this company to do the audit and they are diving deeper than last year and asking many COVID related questions.

l. Staffing Updates

Testa shared that Kari Miskit has been the Vice President of Communications for several years and has been working at the same level of the Chief officers, with that being said, Kari's title is being changed to Chief Communications Officer. She has been crucial to the success of Visit Sacramento and this is well deserved.

Testa shared that this was the last board meeting of the year and informed the board the Dennis Raymond, Patrick Mulvaney and Scott VandenBerg were all terming off of the board.

VII. Staff Board Reports

The August and September department report were e-mailed to the board for their review prior to the meeting.

VIII. Item's for Future Agendas

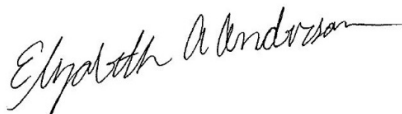
Moranville shared that the Mayor has opened the door to set up a task force for downtown and stated that Michael Ault's team at the Downtown Sacramento Partnership already has that set up. She thinks it would be a great way to bring the Mayors team into it and asked Ault to add his thoughts.

Ault shared that the Downtown Sacramento Partnership board realized that the downtown businesses have never been in such a challenging social environment. They need support and help to address the situation, especially with the Convention Center on the brink of opening. Ault shared that a letter is being signed to send to the mayor and if anyone is interested in signing the letter for a clean and safe hospitality environment to let Downtown Sacramento Partnership know. Chair Moranville asked that this be an agenda item for future meetings to discuss in more detail.

IX. Adjournment

Board chair Shelly Moranville adjourned the meeting at 1:15pm.

Respectfully submitted,



Elizabeth Anderson
 Convention Sales Coordinator
 (Recording Secretary)



Mike Testa
 President & CEO

Voting Director	Minutes		Voting Director Cont.	Minutes	
	Yea	Nay		Yea	Nay
Alex Rodrigo	X		Kipp Blewett	X	
Barry Miller	X		Mabel Salon	X	
Bay Miry	<i>Not present during vote</i>		Nikki Carlson	X	
Christine Calvin	X		Patrick Mulvaney	X	
David Huber	X		Rick Pickering	X	
Dennis Raymond	X		Royce Pollard	X	
Erika Bjork	X		Sami Qureshi	X	
Greg Shaw	X		Scott VandenBerg	X	
Heather Andrade-Neumann	X		Shelly Moranville	X	
Joe Chiodo	X		Stacey Kauffman	X	
John Lambeth	<i>Not present during vote</i>		Terry Harvego	X	
Josh Nelson	X				

¹Roll Call Vote Listed on Page 7