

AGENDA



Purpose: Board of Directors Meeting
Location: Hyatt Regency (1209 L St, Sacramento, CA 95814) Golden State Room
Date/Time: April 20, 2023 ▪ 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 Nikki Carlson, Chair
 - A. Visit Sacramento Mission
- 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. City of Sacramento Update Howard Chan
- IV. Approval of Board Meeting Minutes Board
 - A. October 20, 2022
- V. Chair’s Report Nikki Carlson
 - A. New Board Member Appointments
 - i. Ariel Roblin
 - ii. Larry Lee
 - iii. Brad Cecchi
 - iv. Tim Woolslayer (STMD)
- VI. Presentation: SMForward Mark Davis
- VII. Presentation: Metro Edge BoardLink Liz Lorand Williams
 - A. Mariana Sabeniano
- VIII. President’s Report Mike Testa/Staff
 - A. Annual Organizational Goal Approval
 - B. Communitify Ad Campaign
 - C. Convention Sales Update
 - D. Sport Commission Update
 - E. NYC Media Trip
 - F. Kings Playoff Media Opportunities
 - G. State of the Hospitality Industry Event
- IX. Staff Reports Included in Board Packet
 - A. Department reports for October – December 2022 and January – March 2023
 - B. Financial Reports as of March 31, 2023
- X. Future Agenda Items
- XI. 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.

