

MINUTES



Meeting: Board of Directors Meeting
Location: Mulvaney's B&L Next Door
Date/Time: April 17, 2025 ▪ 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 Mulvaney's B&L Next Door in Sacramento, CA. Board Chair David Huber called the meeting to order at 12:09 pm and recited the Visit Sacramento Mission. It was established that there was a quorum present, and the following attendance was recorded:

PRESENT

Directors

Ariel Roblin	Mabel Salon
Brad Cecchi	Nikki Glass
Christine Calvin	Oliver Ridgeway
David Huber	Patrick Mulvaney
Doug Warren	Patrick Miller
Erika Bjork	Ravin Patel
Jeroen Gerrese	Royce Pollard
John Lambeth	

Industry Advisors

Mark Davis, <i>Sacramento County Dept of Airports</i>	Leyne Milstein, <i>City of Sacramento</i>
Johnathan Wiser, <i>SAFE Credit Union Convention Center</i>	Lisa Nava, <i>City of Sacramento</i>
Michael Ault, <i>Downtown Sacramento Partnership</i>	Crystal Bethke, <i>Sacramento County</i>
Emily Baime Michaels, <i>Midtown Association</i>	

Visit Sacramento Staff

Mike Testa, Kari Miskit, David Eadie, Sonya Bradley, Mariles Krok, Dan Santucci, Annie Mosley, Linda Odell and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Larry Lee
Greg Shaw	Stacey Kauffman
Heather Andrade-Neumann	Shelly Moranville
Henry de Vere White	Steve Mammet
Josh Nelson	Robert Heidt
Kipp Blewett	Mariana Sabeniano



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II. Public Comments – Matters Not on the Agenda

Chair Huber called for public comments on items not listed on the agenda.

III. Approval of Board Meeting Minutes:

A. March 20, 2025

There being no changes to the March 20, 2025, board meeting minutes, **Nikki Glass motioned to approve the minutes as presented, Royce Pollard seconded. [Vote: Unanimous]**

IV. Presentation: Kathy Lester, Chief of Police

Mike Testa introduced Chief of Police Kathy Lester to the board. The Chief shared updates regarding staffing, crime rates lowering and the current city budget. Additionally, the Chief highlighted that proposition 36 passed in November by 70% which should show significant improvements.

The top complaints they see are regarding traffic and homelessness. They have worked hard to put into place a larger incident management team so that they are able to get people the services they need with a compassionate approach. The piece previously missing was enforcement. With the Boise decision overturned last June it has allowed for enforcement to take place again.

Chief Lester opened the floor to questions and discussed a variety of topics with the board including calling 311 to report homeless challenges and clarifying for immediate public safety issues anyone can call the non-emergency line for a situation if needed.

Testa thanked the Chief for her support and shared how she not only assists with events and welcoming visitors to the city but understands the hospitality industry.

V. Presentation: Brandon Petrin, Expedia

Testa introduction Brandon Petrin from Expedia to the board. Brandon shared a presentation with the board that showcased how Sacramento compares to other markets who have marketing spends with Expedia. The presentation went over net room nights, which are rooms that have booked and not cancelled. Along with average daily rates during the time frames shown. Petrin also shared that Sacramento has a shorter booking window for travelers of approximately two weeks.

The key takeaway for Petrin's presentation is that Sacramento has growth potential, but that the designation needs to be aware of traveler's price sensitivity.

VI. Chair's Report

Chair Huber introduced Leyne Milstein interim city manager and Lisa Nava the Chief of Staff to the Mayor to the board. Testa added to Chair Huber's report that the Hilton Sacramento Arden West had a new General Manager, that being Chair Huber.

VII. President's Report

A. State of Tourism

May 28, please buy tables or tickets to the SOT, thank you for those who have already purchased. Reminded people there are sign up lists at the table.

B. TOT Update

Testa shared that the city discussed spending Transient Occupancy Tax (TOT) at City Council recently and asked Jose Hermocillo to give a wrap up of what occurred. Hermocillo shared that the agenda item was called TOT Past, Present and Future. All council members were in attendance for the meeting and the presentation was requested by Mayor McCarty. Megan Van Voorhis presented alongside Mike Testa.

The council was very engaged in the presentation and did not propose that the tax rate was increased, they also did not discuss moving a greater amount into the general fund or spending it on a specific project. Hermocillo believes that the council members have a good understanding of the ordinance and that there is agreement to spend the funds on sports fields to assist in drawing in regional and national tournaments.

Testa added that the council understands that TOT needs to be spent on initiatives that drive tourism to Sacramento, a councilmember asked for clarity on the city's current TOT spending, priorities and bond capacity. Hermocillo continued that council also requested an analysis on how TOT has been spent in the last five years.

C. Music Festivals

Testa shared that Danny Hayes announced that he was leaving Danny Wimmer Presents and Danny Wimmer has decided not to rehire that position and will be handling Hayes' duties moving forward.

D. New Board Member Approval, Ryan Opatz, STMD Zone 4

Testa shared that Ryan Opatz was voted on to the Sacramento Tourism Marketing District by the Sacramento Hotel Association and would now need to be voted on to the Visit Sacramento Board as well.

There being no changes to the new board member presented, **John Lambeth motioned to approve the board members as presented, Royce Pollard seconded. [Vote: Unanimous]**

E. Convention Sales Updates

Mariles Krok shared that three positions are currently open in the Convention Sales department and interviews have begun, hoping to have them filled and onboard within the next couple of months.

F. Sports & Entertainment Updates

David Eadie shared that World's Strongest Man will be held the weekend between Mother's Day and Memorial Day. The competition will take place on Wednesday, Thursday, Saturday and Sunday, with Friday being a rest day for the athletes. World's Strongest Man has a telecast that broadcasts in 70 different countries, including England on the day after Christmas.

G. Marketing Updates

Kari Miskit shared that Corti Brothers was named in USA Today as one of the best grocery stores for tourism. This came from the work of Visit Sacramento's PR agency in NYC, as did the T&L feature of the best global destinations.

H. DEI/Community Engagement Updates

Sonya Bradley shared that Visit Sacramento was awarded the Salud Business award from the Sacramento Hispanic Chamber of Commerce. Additionally, a new neighborhood guide video was released last week for the Tower District. The metrics keep continuing to grow for the neighborhood guide and they continue to be well received.

VIII. Staff Reports

Staff reports were sent prior to the meeting.

IX. Items for Future Agendas

None at this time.

X. Adjournment

Chair Huber adjourned the meeting at 1:09 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO