

MINUTES



Meeting: Board of Directors Meeting
Location: Sutter Health Park, Suite 36
Date/Time: April 30, 2026 ▪ 10:00 am
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 Sutter Health Park in West Sacramento, CA. Board Chair David Huber called the meeting to order at 10:34 am 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
Brad Cecchi
Danielle Price
David Huber
Doug Warren
Erika Bjork
Jeroen Gerrese
Jody Bogle
John Lambeth
Kipp Blewett
Larry Lee

Mabel Salon
Mark Friedman
Oliver Ridgeway
Patrick Miller
Patrick Mulvaney
Ravin Patel
Royce Pollard
Shelly Moranville
Stacey Kauffman
Steve Mammet

Industry Advisors

Mark Davis, *Sacramento County Dept of Airports*
Mayor Kevin McCarty, *City of Sacramento*
Michael Ault, *Downtown Sacramento Partnership*

Visit Sacramento Staff

Mike Testa, Kari Miskit, David Eadie, Armando Martinez-Lopez, Linda Landry, Annie Mosley, Jill Culbertson, Karlee Cemo, and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Emily Nichols
Greg Shaw
Heather Andrade-Neumann
Jesus Tarango
Keri Thomas
Robert Heidt

Matina Kolokotronis
Mariana Sabeniano
Emily Baime Michaels
Maraskeshia Smith
Crystal Bethke
Jonathan Wiser

VISIT SACRAMENTO BRAND FAMILY



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 19, 2026

There being no changes to March 19, 2026, board meeting minutes, **Shelly Moranville motioned to approve the minutes as presented, Patrick Mulvaney seconded. [Vote: Unanimous]**

IV. Welcome from Sutter Health Park

Chip Maxson, President and COO of Sutter Health Park, welcomed the group and thanked them for their work in welcoming baseball fans to the region.

V. Chair's Report

A. Board Direction on CEO Review

Chair Huber shared that the executive committee has been reviewing the by-laws and have discussed reviewing them for updates to meet the current needs of the business. They would like to start the process and then bring the changes to the board for review and approval by the end of the year. First Vice Chair John Lambeth added that in addition to the by-laws they will also begin conversations on a new executive agreement and recommended that Chair Huber call for a motion to designate the Visit Sacramento Executive Committee as the committee charged with leading the discussion. Also noted was that Chris Delfino, of Delfino Law, will be engaged in the process as an outside entity for review.

Additionally, Lambeth spoke to the conflict of interest for his business and that Civitas has not been contracted for work by Visit Sacramento since 2024. Any work Civitas has done for Visit Sacramento in 2025 and 2026 has been pro bono. There is only a small portion of Civitas' work that Visit Sacramento is involved in which is a website platform that Visit Sacramento plays an annual amount of \$5,000 to utilize. This is the standard compensation charge to all organizations utilizing the platform.

Motion: The Executive Committee oversees the contract renewal process; **Doug Warren motioned to approve the executive committee overseeing the contract renewal process as presented, Larry Lee seconded. [Vote: Unanimous]**

VI. President's Report

A. Budget/Finances

Testa shared that the budget and finances have been fully migrated in-house and are no longer being handled by the City of Sacramento. Because of those significant changes, the process has taken longer than originally expected, and the budget for July – December 2026 will be reviewed at the July board meeting. Testa also gave a high-level overview of what the group can expect for changes in the upcoming budget cycle.

B. March Madness

David Eadie shared that the feedback from the NCAA Women's Basketball Sweet 16 and Elite 8 was positive from both attendees and the NCAA. Visit Sacramento hosted a fan

zone in Ali Youseffi square the first two days of the tournament and DOCO hosted a fan zone the last two days.

C. Terra Madre

Testa shared that Terra Madre Americas returns in 2027 and in preparation for that a team of people will be going to the Italy event this year. The team is also working to recruit additional attendees to join as well.

D. State of Tourism

Testa reminded the group that Visit Sacramento's Annual State of Tourism will be held on June 3rd at the SAFE Credit Union Convention Center. He continued that Visit Sacramento does ask that board members purchase a table or ticket to attend, there are a handful who have not and Elizabet will send a reminder with the link to purchase.

E. Convention Sales Updates

Testa shared that one of the challenges for the team is filling holiday need times and Tracy Tsang, who joined the team at the end of the year when Susan Babich retired, has been working on filling those times. She has booked a significant piece of business between Christmas and the new year, which is a big win for Sacramento.

F. Sports & Entertainment Updates

Eadie shared that X Games will be announcing their music line up this week for the event that will take place June 26-27, 2026, at Cal Expo.

Testa also opened the floor to Mayor McCarty for an update on Sports in the region. The Mayor thanked everyone for the work they are doing to increase TOT over the last few years. He spoke about the economic opportunity of having a major league baseball team in the region. He shared that Sacramento and West Sacramento will be working together on a bid for one of the two expansion teams coming to major league baseball.

G. Marketing Updates

Kari Miskit shared that the leisure budget will be seeing a reduction in the next budget cycle. The focus will remain on the feedback heard from the board with a focus on supporting Terra Madre Americas in the off years and building a culinary ad around that to drip traffic. Additionally, marketing is working closely with the X Games PR agency and running campaigns in their target markets as well to drive visitation to the event. Miskit concluded that Praytell has booked a writer from Buzzfeed to attend X Games in person, as well.

H. Community Engagement Updates

Testa shared that a Transient Occupancy Tax (TOT) workshop with the city will be taking place on May 26th and board members will be invited to attend. This will be an opportunity to ensure that the city council is aware of what TOT can be used for and how it is generated.

VII. Staff Reports

Staff reports were sent prior to the meeting.

VIII. Items for Future Agendas

None at this time.

IX. Adjournment

Chair Huber adjourned the meeting at 11:10 am

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO