

# MINUTES



**Meeting:** Board of Directors Meeting  
**Location:** Hilton Sacramento Arden West & Video/Tele Conference  
**Date/Time:** January 20, 2022 ▪ 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 the Hilton Arden West Hotel, via video and teleconference in Sacramento, CA. Board Chair Sami Qureshi called the meeting to order at 12:03pm and recited the Visit Sacramento Mission. It was established that a quorum was present, and the following attendance was recorded:

### Present

#### Directors

Barry Miller	Josh Nelson
Christine Calvin	Kipp Blewett
David Huber	Nikki Carlson
Denia Phillips	Patrick Miller
Doug Warren	Royce Pollard
Erika Bjork	Sami Qureshi
Greg Shaw	Stacey Kauffman
Heather Andrade-Neumann	Jeroen Gerrese
Henry de Vere White	

#### Industry Advisors

Michael Ault, <i>Downtown Sacramento Partnership</i>	Mark Davis, <i>Sacramento County</i>
Emily Baime Michaels, <i>Midtown Association</i>	Matt Voreyer, <i>SAFE Credit Union Convention Center</i>
Michael Jasso, <i>City of Sacramento</i>	

#### Guest

Jose Hermocillo

#### Visit Sacramento Staff

Mike Testa, Sonya Bradley, Sarah Atilano, Kari Miskit, David Eadie, Daniel Santucci and Elizabeth Anderson (recording secretary)

### ABSENT

#### Directors and Industry Advisors

Alex Rodrigo	Shelly Moranville
Bay Miry	Steve Young
Joe Chiodo	Terry Harvego
John Lambeth	Amanda Blackwood
Mabel Salon	Kim Nava
Rick Pickering	Darrell Steinberg

**II. Public Comments – Matters Not on the Agenda**

Board Chair Sami Qureshi called for public comment on items not listed on the agenda; there were no matters presented.

**III. Approval of Board Meeting Minutes:**

A. October 21, 2021

There being no changes to the October 21, 2021, minutes, **Henry de Vere White motioned to approve the minutes as presented; Doug Warren seconded. [Vote: Unanimous\*]**

**IV. Chair's Report**

A. Executive Committee

Qureshi shared that the executive committee was meeting every month during the pandemic, and it will be reverting to the pre-pandemic schedule that aligns with board meetings. He continued by speaking about board engagement and shared that he understands everyone has other responsibilities, but this is one of the most important boards in Sacramento and it is important to be engaged and at as many board meetings as possible.

**V. President's Report**

A. Scheduled Events & Conventions

Mike Testa shared information about the below groups.

B. Wine & Grape Symposium

This is the largest convention that Sacramento hosts and happens the January 25-27. The Wine and Grape Symposium has invested over six figures on health and safety protocols. Their data shows that you are eight times more likely to get COVID in a grocery store than at their convention. Their numbers might be down a little bit, but we are grateful they are moving forward.

C. 2023 Outlook Forum

Testa shared that this is a confidential event until it is announced in February during the 2022 Outlook Forum. The event is full Visit Sacramento peers from across the state of California and it is very exciting to have been awarded the business and to show off our city next year

D. FFA

Sarah Atilano shared that when first targeting CA FFA the goal was to make it an annual event that is not rotating south every other year. They will be in town in 2022 and already had committed to another city in 2023. It was confirmed at the end of the 2021 that they will be returning to Sacramento in 2024 and 2025. Atilano shared key metrics of the group including that it draws in over 10,000 attendees and is the first group to utilize the SAFE Credit Union Convention Center and Golden 1 Center at the same time. Testa added that the team has spoken with Downtown Sacramento Partnership to ensure the walk between venues will feel safe and be a great experience.

E. WSM

David Eadie shared that the WSM staff is currently in town for a site visit to look at new sites for the event. The dates have not been made public but will be announced soon as May 24-26, 2022. The event is looking at a different footprint this year that will allow for more fans to attend. The event also broadcasts nationally and internationally. Testa shared that the goal was always to have it on Capitol Mall and as it moves to this area, Visit Sacramento will spend marketing dollars to promote staying intown for the event. Eadie added that they are adding a fan fest experience this year that was not possible last year due to the pandemic.

F. Annual Audit Results

Testa shared that the Annual Audit was complete and asked Daniel Santucci and Kipp Blewett to share highlights on the audit. They both shared that it was a clean audit with a solid financial position and Blewett added that this was great to see after the revenue downturn of the previous year.

G. Year End Goal Report

Sarah Atilano shared the year end goal numbers for Convention Sales and the Sports Commission, Kari Miskit discussed the communications goals and Sonya Bradley discussed the Diversity, Equity & Inclusion goals.

Room Night Goals	Annual Goal	Stretch Goal	Actual	% Variance to Goal
Convention Sales	165,000	175,000	175,872	+ 7%
Sports Commission	125,000	135,000	129,903	+ 4%
<b>Total Room Night Goal</b>	<b>290,000</b>	<b>310,000</b>	<b>305,775</b>	<b>+ 5%</b>

	2021	2022	2023	2024
Annual Room Night Consumption Benchmark	230,000	280,000	280,000	280,000
*Pace Percentage Goal by 12/31/21	100%	100%	100%	100%
<b>Pace Percentage as of 12/31/21</b>	86%	105%	163%	134%

\*Consumption benchmark goals were set in 2019 based on convention center expansion and anticipated new hotel build in the downtown market.

Department	Annual Goal	Actual
Private Revenue	\$1,300,000	\$1,706,335
Communications	<ol style="list-style-type: none"> <li><b>Media Relations:</b> Secure, participate in or garner a mention in at least 400 media stories and briefs.</li> <li><b>Marketing:</b> Lead the development and execution of a full-scale leisure marketing campaign in (including reopening and events) in the calendar year.</li> <li><b>Stakeholder Relations:</b> Identify and facilitate at least five speaking engagements for Visit Sacramento staff or leadership that share our</li> </ol>	<ol style="list-style-type: none"> <li>Complete</li> <li>Complete</li> <li>Complete</li> </ol>

	<p>message with a broader list of stakeholders; in person or virtual.</p> <p>4. <b>FAM:</b> Host a media familiarization tour with journalists that highlights our convention center package.</p>	<p>4. Complete</p>
Diversity, Equity & Inclusion	<p>1. Convene one (1) DEI advisory meeting</p> <p>2. Complete first research (survey or focus group) of local tourism/tourism-related organization on DEI practices</p> <p>3. Present to a minimum of six (6) groups and/or organizations</p> <p>4. Prospect four (4) groups for Convention Sales</p>	<p>1. Complete</p> <p>2. Complete</p> <p>3. Complete</p> <p>4. Ongoing</p>

Testa shared that the team hitting their goal this year was a tremendous testament to how hard the team worked this year. Testa added how hard the team worked differently during the challenges of Covid and thanked the team for all of their hard and dedicated work.

H. 2022 Goal Setting Committee

Qureshi shared that there will be a goal setting workshop again this year. When setting the goals, he wants that to be the time that everyone shares their thoughts and to not come to the team after they reach their goal saying they were not high enough. Doug Warren shared that he thought the goals should be looked at differently moving forward based on the changes in the market.

I. New Festival Commitment Vote

Qureshi shared that a vote needed to be taken to approved funding to being a new music festival to Sacramento. The amount to be approved is \$1.5 million.

There being no changes to the new festival commitment requested at \$1.5 million, **Doug Warren motioned to approve the new festival commitment at \$1.5 million; Nikki Carlson seconded. [Vote: Unanimous\*]**

J. Board Committees: Hospitality Advocacy & Sports Facilities

Qureshi reminded the group that at the Board Retreat new board committees were discussed and he believes they are essential for the board. The new committees are the Sports Facility committee and the Hospitality Advocacy committee. Qureshi emphasized that these should be board driven committees and not staff driven.

Miskit shared that the team understood the boards want for new committees at the retreat in December. The committees will allow the board members new opportunities to make an impact in the city and to be on the forefront of growth in Sacramento. The target audiences for both committees will be elected officials, business leaders and owners, as well as Sacramento residents.

Miskit reiterated that these will be board driven committees. The team has created draft goals and ideas to be a starting point for the committees to begin the discussions. A staff liaison will be assigned to each committee. Miskit will be the liaison for the

Hospitality Advocacy Committee and Eadie will be the liaison for the Sports Facilities Committee.

Miskit and Eadie both shared that there will be support from staff and contractors to include training for those who would like it prior to going to meet with stakeholders and elected officials. Miskit concluded with letting the board know if they are interested in joining a committee to please email Elizabeth and if there is not enough participation Sami and Mike may reach out to have more participation on the committees.

Testa emphasized that different voices are needed on the committee's and when speaking with elected officials. There is much more weight when a diversity of industry and non-industry people are speaking to the same topic.

K. Annual Directors Agreement/Code of Conduct

Testa shared that the Annual Directors Agreement and Code of Conduct were sent prior to the board meeting and requested that the board members sign and returned them to Elizabeth Anderson.

**VI. Staff Reports**

None at this time, the staff reports will be sent prior to the January meeting.

**VII. Items for Future Agendas**

Kipp Blewett suggested that there may be a need for a governance committee to be added as well to the board and suggested bringing this up at a future meeting.

**VIII. Adjournment**

Board Chair Sami Qureshi adjourned the meeting at 1:03pm.

Respectfully submitted,



Elizabeth Anderson  
Office Administrator  
(Recording Secretary)



Mike Testa  
President & CEO

Board Member	Minutes – October 21		New Festival Commitment	
	Yea	Nay	Yea	Nay
Barry Miller	X		X	
Christine Calvin	X		X	
David Huber	X		X	
Denia Phillips	X		X	
Doug Warren	X		X	
Erika Bjork	X		X	
Greg Shaw	X		X	
Heather Andrade-Neumann	X		X	
Henry de Vere White	X		X	
Kipp Blewett	X		X	
Nikki Carlson	X		X	
Patrick Miller	X		X	
Sami Qureshi	X		X	
Stacey Kauffman	X		X	
Jeroen Gerrese	X		X	