

MINUTES

Meeting: Board of Directors Meeting
Location: Video/Tele Conference
Date/Time: January 21, 2021 ▪ 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 12:04pm. It was established that a quorum was present, and the following attendance was recorded:

PRESENT

Directors

Barry Miller	Josh Nelson
Bay Miry	Mabel Salon
Christine Calvin	Rick Pickering
David Huber	Royce Pollard
Erika Bjork	Sami Qureshi, <i>1st Vice Chair</i>
Greg Shaw	Shelly Moranville, <i>Board Chair</i>
Heather Andrade-Neumann	Steve Young
Joe Chiodo	Terry Harvego
John Lambeth	

Industry Advisors, or Their Designees

Michael Ault, <i>Downtown Sacramento Partnership</i>	Matt Voreyer, <i>Convention Center</i>
Emily Baime Michaels, <i>Midtown Association</i>	Kim Nava, <i>Sacramento County</i>
Amanda Blackwood, <i>Metro Chamber</i>	Kelly Rivas, <i>City of Sacramento</i>
Mark Davis, <i>Sac County Airports</i>	

Guest(s)

Jose Hermocillo, *Integrated Communication Strategies*
Doug Warren, *Welcome Group*

Visit Sacramento Staff

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

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Nikki Carlson
Henry de Vere White	Stacey Kauffman
Kipp Blewett	Howard Chan

II. 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.

III. Approval of Board Meeting Minutes: October 15, 2020

There being no changes to the October 15, 2020 minutes, **Royce Pollard motioned to approve the minutes as presented; Erika Bjork seconded. [Vote: Unanimous]¹**

IV. Chair's Report

Chair Moranville welcomed the board and shared how the world view was different compared to last year. Moranville continued with a discussion on new board members to be voted on as well as new executive committee members and executive committee position changes.

A. Approve New Board Members

- i. Denia Phillips – Residence Inn Sacramento Airport Natomas, STMD
- ii. Doug Warren – Marriott Village Cal Expo

There being no objections to the new board members, **Erika Bjork motioned to approve the new members as presented; Rick Pickering seconded. [Vote: Unanimous]¹**

B. Approve New Executive Committee Members

- i. John Lambeth
- ii. David Huber, Secretary

There being no objections to the new executive committee members, **Heather Andrade-Neumann motioned to approve the new committee members as presented; Sami Qureshi seconded. [Vote: Unanimous]¹**

C. Approve Executive Committee Position Changes

- i. Nikki Carlson, 2nd Vice Chair
- ii. Kipp Blewett, Treasurer

There being no objections to the executive committee position changes, **David Huber motioned to approve the new committee members as presented; Christine Calvin seconded. [Vote: Unanimous]¹**

V. President's Report

A. What's Ahead in 2021

Mike Testa shared that, when it comes to special events, the organization is staying positive and optimistic in 2021 and is planning for all Farm-to-Fork events to occur this fall. He shared that there have been discussions with public health officials who also share in the optimism, but there is no way to know what the future holds.

Testa continue that the planning for the Alice Waters multi-day conference at venues throughout the city is still being planned as well and they are creating a contingency plan just in case. This event is instrumental for Sacramento and would be held every other year. It would accelerate what Sacramento is doing as a food destination as well.

¹Board Votes are listed on page 7

Aftershock is also moving full speed ahead in October, with a fourth day added in 2021, and is almost sold out again. Also in October is the inaugural IRONMAN Sacramento which has also sold out. Testa concluded that the first two quarters are not going to allow for large events or gathering and additional updates would be given by Sarah Atilano on these quarters.

B. Convention Center Expansion Updates

Testa shared that many groups cancelled last year as well as the first two quarters of 2021, but that not all is lost as many bookings are working on being reprogrammed instead of cancelled. Sarah Atilano shared that after 10 years of planning the SAFE Credit Union Convention Center is almost complete. In mid- February, the temporary occupancy permit is expected to be received. Atilano added that there is one group that would like to move forward in March, but it will most likely need to cancel, and it currently looks like the first group in the building will be in April.

Matt Voreyer added that construction looks seamless and no longer like an old and new building connected, he also added that the covering for the patio has been installed. Atilano continued that many conversations have been had about doing hard hat tours of the facility and due to COVID-19 it has been decided that a virtual tour is the safest option at this point in time.

Voreyer shared that the team wants as much enthusiasm within the community as possible, but due to health and safety protocols the ribbon cutting will be a limited crowd. The team feels it is important to let local customers know that the facility is completed, even if a full-sized ribbon cutting event cannot be held.

Testa added that last year as a group the board spoke with City Manager Howard Chan and Councilmember Steve Hansen about how we will measure success for the building and that it would not just be by room nights but by total economic impact generated by activity in the building. Atilano added that there is a short term and long-term strategy in place that both teams are working cohesively on.

C. Business Challenges

Testa shared that there have been many obvious challenges over the last year with the pandemic topping the list. Additionally, the challenges presented by some of Sacramento's most vulnerable population has increased downtown. While the primary concern is for the individuals in crisis and living on the streets, there is also a concern for the businesses that are already facing challenges due to the pandemic and about long-term tourism growth in the city with these challenges. Well before the pandemic Visit Sacramento had been working with the Downtown Sacramento Partnership on a hospitality committee on how we could help the police enforce what they can.

The conversation has turned to creating a hospitality zone to protect certain areas within downtown. Michael Ault shared statistics about Downtown businesses and how COVID has impacted the city. He discussed how different cities are addressing challenges with the unhoused. Ault continued that about a year ago the city stopped

enforcing sidewalk ordinances and we are looking for those to be put back into place. Ault was clear that this is not about being anti-homeless but is holding people accountable for their behavior and ensuring that stay away orders are upheld.

Ault continued that the group is ready to bring this matter forward to City Council on how they consider these ordinances. The commitment is for five additional offices for the downtown core around the convention center as well as additional maintenance support. Ault asked the group to please send any testimonies they could share including feedback from guests and employees.

Testa shared that this goes further than visitors as he has discussed with board member Bay Miry. Business tenants are very similar to visitors; you never get a second chance to make a first impression. Testa is encouraged by the progress and conversations with City Hall but would like to see the pace accelerate on the short-term plan. The floor was opened to questions and Sami Qureshi shared concern that the focus go wider to the entire hospitality community. Testa shared that has been a part of the conversation, and that once an ordinance is in place in the downtown core it can start branching out within the region.

D. Annual Audit Results

Daniel Santucci shared that the Audit Results were included in the board packet and the results came back as a “Clean Unmodified Opinion”. Which means that the external auditors present fairly and in accordance with accounting principles in the United States.

E. Annual Code of Conduct/Directors Agreements

It was shared that the Annual Code of Conduct and Directors Agreements were included in the board packet and the group was asked to sign and return them via email to Elizabeth Anderson.

F. Save Sac Restaurants Campaign

Testa shared that marketing has needed to shift from outside of Sacramento to local campaigns. It will also look different than before as the states comes out of the pandemic. There are many efforts focused on staycations and Save Sac Restaurants including the new hashtag created called #giveaforksac.

Kari Miskit shared that coming off the heels of the *Tower Bridge Dinner To Go* program the response from locals and restaurants was that we couldn’t end our outreach there. This was the next phase of support and was focused as a public education campaign. There was a multi-level approach including, but not limited to, ads on all Entercom stations as well as Spotify. The marketing reinforced the idea that this was an SOS and that restaurants cannot afford for us to wait to come and support them. It also included how people could support restaurants based on their comfort level. There was also a video produced by XSIGHT and as of the board meeting there was 21,000 views on Instagram.

Testa added that the organization was able to attract sponsors for this as well which helped to raise \$30,000 in cash and he thanked Heather Andrade-Newman with Golden 1 Credit Union for their support. He also recognized Stacey Kaufman from Entercom and thanks her for their continued support. There was an additional \$50,000 in in-kind services from local media organizations, as well. The remainder of the marketing funds came from the CARES grant.

G. Dance Gavin Dance

Testa shared that the Tower Bridge was shut down for a few hours in October to allow for a pay-per-view concert to take place of Dance Gavin Dance. The footage was then aired in December and more than 15,000 people downloaded it, with more than 177,000 visiting the website, from across the globe. It was a great way to showcase Sacramento and a large amount of the pre-show was filmed throughout the city.

H. Year-End Goal Report

Testa shared that private revenue had a challenge year as there were not events to drive the revenue. There was still a small amount of money raised not including the CARES Grant and all things considering this was a success even with the challenges of the year.

Atilano shared that for the Convention Sales and Sports Commission this was an odd year to report numbers on as it was like any other year. It is important to mention that prior to closing the center and the pandemic that Visit Sacramento has never cancelled groups out of the system as it was a very rare occurrence for the city. Due to having benchmark and crossover goals it is important to understand the full picture in the city, so groups were cancelled out of the system in 2020. Over 203,000 room nights were cancelled for the year. Atilano shared that after the cancellations Convention Sales came in around 62,000 rooms nights of their 190,000 goal and that the Sports Commission was in the negative. Testa added that early in the pandemic they worked with the county on securing rooms for the unhoused. Atilano added that four hotels were secured for March – December and the bookings totaled approximately 138,000 room nights which are included in the previous mentioned numbers. Atilano shared that additional rooms were also booked through the sales director's work with essential workers. Testa concluded that this is not something we would normally take credit for historically, but it shows how the organization was able to pivot and help the community during the pandemic.

Atilano continued that this is not the best news, but it is important to know that we are doing everything we can to save business. She shared the postponement report including how many groups moved have moved into different years and that the goal has been to rebook into future years when full attendance can be allowed again instead of smaller programs in 2021. The goal is to be very strategic and to secure the strongest business at the best times.

Atilano shared that the TAP pace report will be discussed at the goal setting as this is the report that the Consumption Benchmark goal is reported on. Knowland group was

purchased in 2019 and the new ownership has decided to discontinue the report as of December 31, 2020. However, Visit Sacramento has been beta testing a new report called FuturePace which was created by Christine “Shimo” Shimasaki who worked with us on the Citywide Sales Strategy as well as many other projects. This report will be introduced at the goal setting as well.

Atilano concluded that the new pace report allows for greater flexibility and foresight to see when strategy needs to be changed, before it becomes an issue. The report also has a “Same Time Last Year” pace report which is new and more in line with hotel goal setting.

I. FY 21-22 Goal Setting

Atilano shared that a goal setting meeting is being planned for early March and encourage the board to attend.

J. Staff Reports

Testa shared that there is good news on the horizon as the Sacramento Sports Commission can attest too. David Eadie has been working very hard and has a big announcement to make, but it can't quite be shared yet.

Sonya Bradley shared that over the last year the convention center marketing plan has needed to pivot, and efforts had to be re-focused in wake of the pandemic. Currently the plan is in phase three and heading to phase four. With the CARES grant funding and adjustments in programming we can do what is needed in these last two phases.

Media buys and customer activations have been added back in due to the funding received. As well as large sponsorships in 2021 for Connect and RCMA which will be a pre-promotion sponsorship for the 2022 event in Sacramento. Bradley continued that an animated tour of the center has already been produced and a virtual tour is also in the works. Once the building is complete a full virtual tour will be created.

Bradley shared that Position Interactive is the agency that has been helping with the Convention Center campaign. This campaign will stay the course of the rebel plan created before the pandemic and will take it another step forward by showing the attitude of the city. The goal is to engage them in the destination and to make planners think outside of the box as the competition will be fiercer than it was after the recession.

Testa added that when talking with the new firm it was very important that they understood our brand strategy and continued with the rudder that David Flanagan from Misfit had helped us to create. The rudder has been a great foundation for Visit Sacramento.

VI. Staff Board Reports

The October, November, and December 2020 department report were e-mailed to the board for their review prior to the meeting.

VII. Items for Future Agendas

None at this time.

VIII. Adjournment

Board chair Shelly Moranville adjourned the meeting at 1:07pm.

Respectfully submitted,



Elizabeth Anderson
Office Administrator
(Recording Secretary)



Mike Testa
President & CEO

Board Member	October 15 Minutes		New Board Members		New Executive Committee Member		Executive Committee Position Changes	
	Yea	Nay	Yea	Nay	Yea	Nay	Yea	Nay
Barry Miller	X		X		X		X	
Bay Miry	Not present for votes							
Christine Calvin	X		X		X		X	
David Huber	X		X		X		X	
Erika Bjork	X		X		X		X	
Greg Shaw	X		X		X		X	
Heather Andrade-Neumann	X		X		X		X	
Joe Chiodo	X		X		X		X	
John Lambeth	X		X		X		X	
Josh Nelson	X		X		X		X	
Mabel Salon	X		X		X		X	
Rick Pickering	X		X		X		X	
Royce Pollard	X		X		X		X	
Sami Qureshi	X		X		X		X	
Shelly Moranville	X		X		X		X	
Steve Young	X		X		X		X	
Terry Harvego	X		X		X		X	

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