

MINUTES



Meeting: Board of Directors Meeting
Location: Embassy Suites
Date/Time: July 24, 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 Embassy Suites Riverfront Promenade in Sacramento, CA. Board First Vice Chair John Lambeth called the meeting to order at 12:10 pm and recited the Visit Sacramento Mission. It was established that there was a quorum present, and the following attendance was recorded:

PRESENT

Directors

Brad Cecchi	Larry Lee
Danielle Price	Mabel Salon
Doug Warren	Oliver Ridgeway
Erika Bjork	Patrick Mulvaney
Heather Andrade-Neumann	Patrick Miller
Henry de Vere White	Ravin Patel
Jeroen Gerrese	Royce Pollard
John Lambeth	Steve Mammet
Kipp Blewett	

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>	Michael Ault, <i>Downtown Sacramento Partnership</i>

Visit Sacramento Staff

Mike Testa, Kari Miskit, David Eadie, Sonya Bradley, Mariles Krok, Dan Santucci, Annie Mosley, Jill Culbertson, Brandon Darnell and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Shelly Moranville
Ariel Roblin	Ryan Opatz
Christine Calvin	Robert Heidt
David Huber	Mayor Kevin McCarty
Greg Shaw	Crystal Bethke
Josh Nelson	Emily Baime Michaels
Stacey Kauffman	Mariana Sabeniano
Nikki Glass	

VISIT SACRAMENTO BRAND FAMILY



SACRAMENTO 365

SACRAMENTO
SPORTS COMMISSION



II. Public Comments – Matters Not on the Agenda

First Vice Chair Lambeth called for public comments on items not listed on the agenda.

III. Approval of Board Meeting Minutes:

A. April 17, 2025

There being no changes to the April 17, 2025, board meeting minutes, **Royce Pollard motioned to approve the minutes as presented, Doug Warren seconded. [Vote: Unanimous]**

IV. Chair's Report

First Vice Chair Lambeth let the board know that a large portion of the meeting would be reviewing the Fiscal Year 2025-2026 budget. He informed the group that the Sacramento Tourism Marketing District has reviewed and approved the budget as well.

V. President's Report

A. FY 25/26 Budget Approval

Testa presented the Fiscal Year 2025-2026 budget to the board highlights included:

- Budget rationale addresses attracting conventions, sports, and leisure visitors as well highlighting the investment in Terra Madre Americas
- Reviewed how Visit Sacramento is funded and where the funding comes from
- Administration department is up due to new position and the replacement for Dan Santucci who is retiring as Director of Finance at the end of the year. Additionally, Visit Sacramento has fully moved to a new IT company and will no longer utilize the City of Sacramento's IT services.
- Marketing is relatively flat as some items are being brought back in house instead of using contractors.
- Sports and Entertainment is down as there are events that are not here this year that were last year like USA Masters. Additionally, two employees were moved into this department due to organizational restructuring.
- In Convention Sales, the largest change is bid support for financial commitments made in the year ahead. Additionally, the contract for marketing with Digital Edge is not at the production level that we need it to be so that will be sent out to bid this year. This department also added two new positions.
- Travel Industry Sales this team was laid off during the pandemic and Sonya represents this sector at tradeshow which has been worked well.
- The Destination Experience, Inclusion and Community Engagement department has been updated from the previous community relations department and includes the tangible benefits that we've seen with Sonya's DEI efforts.
- Special Events increase is mainly Terra Madre Americas expenses and some employee changes. The Farm to Fork festival is in the Terra Madre Americas budget line as it will be an element of Terra Madre Americas.

Testa opened the floor to questions, and the board discussed revenue from the STMD and Santucci shared it is expected to be flat this fiscal year. Additionally, the board

discussed the reserves and ensured that they are sufficient, and the potential use of funds for Terra Madre is not putting the balance sheet at risk.

There being no changes to the Fiscal Year 2025-2026 Visit Sacramento Budget, **Jeroen Gerrese motioned to approve the budget as presented, Patrick Miller seconded. [Vote: Unanimous]**

B. Terra Madre Americas

Annie Mosley presented updates on Terra Madre Americas which will be held at the SAFE Credit Union Convention Center from September 26-28. Updates included current sponsors, activations, experiences, floor plans, and content from celebrity chefs. Brandon Darnell shared the current advertising artwork with the board that is in the drive markets. Darnell also discussed that podcast focuses ads for targeted marketing.

C. 2025 YTD Goal Update

Testa gave an update on the year-to-date goals to the board noting that the only metric behind pace is lead room night generation. Mariles Krok highlighted changes the team is implementing to drive more lead room night generation.

D. Convention Sales Updates

Testa introduced the new Director of Convention Sales, Veronica Rivera, to the board. Rivera shared her background with the board including that she most recently was with the San Diego Tourism Authority.

E. Sports & Entertainment Updates

Jill Culbertson shared that the Futures Championship returned to the North Natomas Aquatics center and is the third largest swimming event at the pool this year. This is also the third year in the row it has taken place in Natomas, and it welcomes 825 youth swimmers who come from as far as Hawaii, North Carolina and Texas.

Culbertson continued sharing updates for sports events over the next several months, including that the Sports Commission team would be attending the NCAA Bid Symposium in September for updates on next year's bid cycle.

F. Marketing Updates

Kari Miskit shared that many of the media relations taking place are tied to Terra Madre Americas and they are pitching non-stop about the event to drive attendance and exhibitors. Miskit highlighted the Travel and Leisure top 21 Cities to go for events article that Sacramento was featured in. Miskit also highlighted the upcoming Media FAMs for Tower Bridge Dinner and Terra Madre Americas.

Miskit concluded by noting that in the advertisement space Visit Sacramento is highlighting Terra Madre Americas as well as Aftershock in a campaign that compliments Danny Wimmer Presents' efforts.

G. DEI/Community Engagement Updates

Sonya Bradley shared that she recently hosted 10 travel agents from flight center after a trip they took to LA for a Culinary Capital tour in partnership with Visit California. Bradley shared that the Cultural Tourism Symposium is returning and will be held on August 20th at the SAFE Credit Union Convention Center.

VI. Staff Reports

Staff reports were sent prior to the meeting.

VII. Items for Future Agendas

None at this time.

VIII. Adjournment

First Vice Chair Lambeth adjourned the meeting at 1:17 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO