

MINUTES



Meeting: Board of Directors Meeting
Location: Kimpton Sawyer Hotel
Date/Time: July 28, 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 Kimpton Sawyer Hotel in Sacramento, CA. Board Chair Sami Qureshi called the meeting to order at 12:05 pm and recited the Visit Sacramento Mission. It was established that a quorum was present, and the following attendance was recorded:

Present

Directors

Alex Rodrigo	Kipp Blewett
Barry Miller	Mabel Salon
Bay Miry	Nikki Carlson
Christine Calvin	Patrick Miller
David Huber	Patrick Mulvaney
Doug Warren	Royce Pollard
Erika Bjork	Sami Qureshi
Greg Shaw	

Industry Advisors

Mark Davis, *Sacramento County Dept of Airports*
Matt Voreyer, *SAFE Credit Union Convention Center*
Amanda Blackwood, *Sacramento Metro Chamber*

Visit Sacramento Staff

Mike Testa, Sonya Bradley, Kari Miskit, Daniel Santucci, Linda Odell, Narimel Tarver and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Darrell Steinberg	Josh Nelson
Emily Baime Michaels	Kim Nava
Heather Andrade-Neumann	Rick Pickering
Henry de Vere White	Shelly Moranville
Howard Chan	Stacey Kauffman
Jeroen Gerrese	Steve Young
Joe Chiodo	Terry Harvego
John Lambeth	

II. Public Comments – Matters Not on the Agenda

Board Chair Sami Qureshi called for public comment on items not listed on the agenda; Amanda Blackwood of the Sacramento Metro Chamber commented on different policy matters currently happening in the region. Including the unhoused policies that the city and county have previously agreed to as well as climate change policies for both Sacramento and West Sacramento. Blackwood shared updates on the status of those policies. Board members asked how they could help the Chamber and Blackwood informed the group that the Chamber would be sending out a toolkit to businesses that would like to support these policy changes.

III. Approval of Board Meeting Minutes:

A. March 17, 2022

There being no changes to the March 17, 2022, minutes, **David Huber motioned to approve the minutes as presented; Royce Pollard seconded. [Vote: Unanimous*]**

B. May 19, 2022

There being no changes to the May 19, 2022, minutes, **David Huber motioned to approve the minutes as presented; Royce Pollard seconded. [Vote: Unanimous*]**

IV. Chair's Report

Chair Qureshi shared that STMD committee and executive committees each met with Visit Sacramento to review the budget and both committees had approved it. Qureshi concluded that the full board would be seeing the budget today for final approval.

V. President's Report

A. FY2022/23 Budget Approval

Testa shared that the budget is an estimate as are many business budgets still are due to the pandemic. There are some increases in revenues including the STMD as this is based on occupancy and rates. Currently the collections are expected to be higher than they have been the last couple of years. City TOT collection is approximately 89% of pre-pandemic levels and STMD is approximately 84%. The other increase includes the \$1.5million from the city to assist with paying for the GoldenSky festival, and revenue from hosting March Madness in 2023.

Budget Rationale:

The 2022/23 budget was designed to support continuous efforts and programming that will:

- Maximize overnight visits to Sacramento within the framework of the current local and national tourism landscape
- Drive support for hospitality businesses in the wake of the pandemic
- Educate a broader potential visitor audience to encourage future travel to Sacramento

Landscape Overview:

Industry

- Convention attendance is down with COVID-19 continuing to impact attendees' travel and comfort with indoor gatherings

- Outdoor sports events and festivals remain popular and are strong drivers of overnight visits
- Drive market visitors have continued to bolster weekend leisure travel in Sacramento

Visit Sacramento

- Contractors, rather than new, full-time staff, have allowed us to stay nimble and keep staffing streamlined

Administration:

Testa shared that this section of the budget has increases for salaries due to annual cost of living increases and workload growth, as well as increased cost for IT items.

Marketing:

Kari Miskit shared that there are still many staff that were not replaced after the lay offs of 2020. The team is doing well and has streamlined many processes to work more efficiently. The marketing department is working with more agencies and slowly adding in support positions as needed. Strategic investments for the year include creating more video-based content and a new contract has been signed with Yellow Brick Group.

Erika Bjork asked about the variance in the DEI line. Sonya Bradley shared the variance is from the Colour of Music festival and Visit Sacramento is waiting for reimbursement from the festival. Bradley clarified that the budgeted amount for FY22/23 is enough for the year. Testa added that there is room in the budget for changes as necessary, for any large changes they will be brought to the board as necessary.

Sports Commission:

Testa shared that the increases are for in-person Tradeshows, scheduled NCAA events, Site Visits, a new staff member and bid support. There has been a heavy investment in sports as that is an important business sector to focus on.

Convention Sales:

Testa shared that the increases in Convention Sales are for the team to attend additional trade shows, the addition of a new position, hosting additional familiarization trips for clients, and for increased bid support.

Travel Industry Sales:

Bradley reminded the board that the travel industry sales department was eliminated in 2020. Currently Visit Sacramento has been maintaining awareness of the city with customers. The focus has mainly been on domestic travelers as international travelers have not returned to traveling to the United States. Bradley concluded that the increase on the budget is because a local contractor has been hired to attend some of the tradeshows on Visit Sacramento's behalf.

Partner Marketing:

Testa shared that revenues have recently increased in this department and noted that during the pandemic Visit Sacramento forgave partnership dues. This year the team is budgeted to attend Cap-to-Cap with the Metro Chamber which we didn't attend last year. The retainer for our sponsorship contract is also in this departments budget.

Community Relations:

Testa notated that this department includes the State of the Industry event, partial events department salaries, and the volunteer program.

Farm-to-Fork:

Testa shared that the variance in this budget is due to sponsorships being down and the costs going up for events by as much as 50%. The hope is that the cost increase is related to inflation and will not last forever. Going forward the events will need to be evaluated to ensure a return on investment.

Discussion:

Bay Miry discussed how the board could help with urging leaders to boost Visit Sacramento's budget. Testa discussed the Visit Sacramento budget changes with the county and working with them to return it to what it was in the past.

There being no changes to the Fiscal Year 2022/2023 Budget, ***Doug Warren motioned to approve the budget as presented; Kipp Blewett seconded. [Vote: Unanimous*]***

B. TOT Ordinance

Testa discussed the Mayors State of the City address and the proposed youth sports facility that would be built utilizing transient occupancy tax (TOT) funds. The current TOT ordinance language does not allow for those funds to be utilized to build a sports facility or to renovate the Old Sacramento Waterfront. Testa added that new language had been discussed, polling of the public and it had been presented to city council. The city council unanimously approved to put the update language on the ballot in 2022. Testa shared the next steps in the process will be to inform residents of the change and ensure they know it is not a tax to them.

The board discussed how they can support this update to the ordinance including going to council meetings as needed to ensure the ordinance stays focused on increasing TOT.

C. Iconic Events Funding

Testa shared that the \$1.5million was approved by the city and will be used for a partnership with Danny Wimmer Presents to fund the GoldenSky festival for the next three years. Funds will also be used to support the Sol Blume music festival, Our Street Market, and the Tejano Conjunto Festival, among others.

D. IRS Required Restatement of Retirement Plans

Dan Santucci shared that every six years there is an amendment cycle to the retirement plans that updates all the language in the plan that has changed. This is to keep the retirement plans valid by current IRS standards. Santucci shared that the full updated restatement was sent to the board prior to the meeting.

There being no changes to the IRS Required Restatement of Retirement Plans, **Nikki Carlson motioned to approve the restatement of retirement plans as presented; Royce Pollard seconded. [Vote: Unanimous*]**

E. 2nd Vice Chair Appointment

Testa shared that Chair Qureshi's year as board chair comes to an end in December. The executive committee discussed and nominated Nikki Carlson to move from 2nd Vice Chair to 1st Vice Chair and to become the incoming Board Chair for 2023. The committee has also nominated Royce Pollard to become a member of the executive committee in 2023 as the new 2nd Vice Chair.

There being no changes to the Executive Committee nominations, **Bay Miry motioned to approve the nominations as presented; Patrick Mulvaney seconded. [Vote: Unanimous*]**

F. Event Updates:

USATF National Junior Olympics

Testa shared that the USATF National Junior Olympics was currently taking place at Sacramento State Hornet Stadium. The opening ceremony was on Tuesday night with a US Army helicopter landing with three Olympians who came off the helicopter to speak. This is a fun event that is great for the community because it is not just the athlete that comes to the event, but the full family.

World Butchers Challenge

Testa discussed that World Butchers Challenge would be at the Golden 1 Center the first weekend of September. Danny Johnson from Taylors Market is to lead the US Team and he is who brought this event to the attention of Visit Sacramento. The event was originally to take place in 2020 and postponed twice and it is great to see it finally take place. Each country brings a group of delegates the largest known right now is the French with 500 delegates attending.

Farm-to-Fork

Testa spoke about how the 2022 Farm-to-Fork festival is going to be bigger and better this year. With larger music artists and a partnership with the James Beard Foundation who is bringing chefs to present at the festival as well.

VI. Staff Reports

Staff reports were be sent prior to the July meeting.

VII. Items for Future Agendas

None at this time.

VIII. Adjournment

Board Chair Sami Qureshi adjourned the meeting at 1:07 pm.

Respectfully submitted,



Elizabeth Anderson
Office Administrator
(Recording Secretary)



Mike Testa
President & CEO