

# MINUTES



**Meeting:** Board of Directors Meeting  
**Location:** Kimpton Sawyer Hotel, Maple Suite  
**Date/Time:** March 21, 2024 ▪ 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 Nikki Glass called the meeting to order at 12:07 pm 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  
David Huber  
Erika Bjork  
Greg Shaw  
Kipp Blewett  
Larry Lee

Mabel Salon  
Nikki Glass  
Patrick Mulvaney  
Royce Pollard  
Stacey Kauffman  
Tim Woolslayer

#### Industry Advisors

Michael Ault, *Downtown Sacramento Partnership*  
Mariana Sabeniano, *MetroEdge BoardLink YP*  
Robert Heidt, *Sacramento Metro Chamber*  
Michael Jasso, *City of Sacramento*  
Crystal Bethke, *Sacramento County*  
Matt Voreyer, *SAFE Credit Union Convention Center District*

#### Visit Sacramento Staff

Mike Testa, Kari Miskit, Sonya Bradley, David Eadie, Dan Santucci, Linda Odell, Jill Culbertson, Annie Mosley, and Elizabeth Anderson (recording secretary)

### ABSENT

#### Directors and Industry Advisors

Alex Rodrigo  
Barry Miller  
Doug Warren  
Heather Andrade-Neumann  
Henry De Vere White  
Jeroen Gerrese

John Lambeth  
Josh Nelson  
Patrick Miller  
Terry Harvego  
Emily Baime Michaels  
Darrell Steinberg

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

Board Chair Nikki Glass called for public comment on items not listed on the agenda, non were presented.

## III. Approval of Board Meeting Minutes:

### A. November 16, 2023

There being no changes to the November 16, 2023, minutes, **Patrick Mulvaney motioned to approve the minutes as presented, Mabel Salon seconded. [Vote: Unanimous]**

## IV. Chair's Report

Chair Glass discussed the feedback from the survey for the board retreat and added that the STMD is not losing sight of the smaller events in town as it is what the STMD was designed to do. Chair glass added that the focus is to be a destination first city, and there is an incredible impact in these small events that bring the culture to life in our city. She also mentioned many of the smaller events, including Our Street Market, Second Saturday, the Downtown Roller Skating Rink, etc. that the STMD has provided cash sponsorships for.

### A. New Board Members

Chair Glass presented the new board members for approval to be added.

a. Oliver Ridgeway, Chef Proprietor of Camden Spit and Larder

**Royce Pollard motioned to approve Oliber Ridgeway as a new board member, Tim Woolslayer Seconded. [Vote: Unanimous, Kipp Blewett Abstain]**

b. Steve Mammet, General Manager or Embassy Suites Riverfront Promenade

**Royce Pollard motioned to approve Steve Mammet as a new board member, Tim Woolslayer Seconded. [Vote: Unanimous]**

### B. Executive Committee Changes & Additions

#### a. Patrick Miller

Chair Glass presented that the Executive Committee would like to add Patrick Miller, General Manager of the Hyatt Regency, to the Executive Committee.

**David Huber motioned to approve Patrick Miller as a new executive committee member, Royce Pollard Seconded. [Vote: Unanimous]**

#### b. Position Assignments for 2024

Chair Glass shared the position assignments that the for the 2024 Executive Committee:

- Nikki Glass – Board Chair
- David Huber – First Vice Chair
- John Lambeth – Second Vice Chair
- Royce Pollard – Secretary
- Kipp Blewett - Treasurer
- Patrick Miller – At Large

**V. President's Report**

**A. Marketing Update**

Kari Miskit shared that location scouting for the next streaming commercial started on March 20<sup>th</sup>. This new commercial will replace the current leisure campaign later this summer.

Miskit continued that the team is also working with Yellow Brick Group on highlighting regional neighborhoods within Sacramento. As YouTube and TikTok are turning into search engines it is proving to be more important to have video content showcasing this information. This is just the beginning, and there will be several iterations moving forward. Miskit shared the evergreen leisure campaign is still running with continual buys in the convention and video space.

Testa added that Visit Sacramento won a Poppy award from Visit California for the Unapologetically Sacramentan campaign. Sonya Bradley added that the next evolution of the campaign has been filmed and is in the process of being edited. It will begin to run in April. It is a very targeted campaign to LGBTQ media out of the Sacramento market so residents will likely not see it.

**B. Sports & Entertainment Update**

Jill Culbertson discussed upcoming events including USATF Masters which will be held July 18-21 at American River College and is expected to have 1,200-1,400 in attendance. Culbertson continued that NCAA Bids were submitted in February for the 2026-2027 and 2027-2028 academic years. There was a total of 17 bids placed, Sacramento would not be able to win all of them, but the bids were strategically placed on multiple divisions of the same sport. The NCAA typically likes to see cities that can host a variety of events and will award you only one division per sport. The sports commission team did consider feedback from NCAA Staff during previous events on what would be good events to bid on for the city.

David Eadie shared that there are ongoing conversations with FIFA regarding having a team base camp in Sacramento. This would bring not only the team but also an additional 70-90 people who will stay anywhere from 25-29 days as well as media who would be here for all or a portion of the stay. Eadie continued that they are working in partnership with Sac Republic FC and there would be opportunities for public engagement. FIFA offers up to 72 cities for the 48 teams to select from. The bay area is also trying to host a team and Sacramento has been in contact with them to be aligned on the offerings.

Annie Mosley discussed the inaugural Terra Madre America event that will be held May 17-19 at Memorial Auditorium. Slow Food Internatinoal from Italy will be driving the content, and the event as a whole is a free event that anyone is welcome to attend. There will be other portions of the event that are ticketed for a fee or invitation only. Press release and ticket sales are targeted for early April. Testa added that this is the only American event that Terra Madre is hosting and Sacramento plans to grow it to an even larger event in the coming years.

C. Convention Sales Update

Testa shared that the new Chief of Convention Sales and Services start date has been pushed back to early May. The sales team is still working to sign a three-year contract with a large group for October that would be between the music festivals. The group has been in Reno for the last 12 years and this could be a huge piece of business as they typically have an average daily rate of \$279 a night.

D. Goal Approval

Testa gave an overview of the Goal Setting committee meeting presentation and shared the 2024 goal recommendations with the board as outlined below:

Metrics	2023 Actual	2024 Goal Recommendation	2024 Stretch Goal Recommendation
<b>Combined Room Nights</b>	329,499	335,000	340,000
<b>Definite Economic Impact</b>	\$273M	\$275M	\$285M
<b>Lead Room Night Generation</b>	1,087,698	1,000,000	1,100,000
<b>Consumption Benchmark / Cross Over Goal 2024-2027*</b>	332,896	318,500*	N/A
<b>Private Revenue</b>	\$2,333,246	\$2,200,000	\$2,250,000

\* Goal will be to hit 100% of Pace target by the end of the year utilizing the FuturePace platform.

Testa added that if these goals are achieved, they will be the highest in Visit Sacramento’s history (which was the case for last year’s achievement). The group discussed how much hotel inventory is needed to be competitive on a large scale for events like the Men’s Final Four and the NBA All Star Game. Eadie shared that the new convention center hotel would go a long way to getting us there for large NCAA events, but for things like NBA All Stars they have changed their specifications and there are now only, approximately, six cities in the United States that could host the event. Eadie added that meeting space is another challenge for some events.

**MOTION: With no changes requested Royce Pollard motioned to approve the 2024 Goals; Erika Bjork Seconded. [Vote: Unanimous]**

E. Loft Renewal Approval

Testa shared that the loft that Visit Sacramento has at Golden 1 Center for Sacramento Kings games and other events has come due for renewal. Requesting approval to renew the loft agreement as it has been a valuable asset for the convention sales and sports commission teams to use with clients and potential new clients.

MOTION: With no changes requested **Royce Pollard motioned to approve the loft renewal agreement; Erika Bjork Seconded. [Vote: Unanimous]**

F. New Bank Account Approval

Testa discussed that the City of Sacramento is our bank and accountant, and staff sees an opportunity to drive sponsorship revenues by partnering with a local financial institution. Based on their existing relationship with the City of Sacramento, Five Star Bank was selected, and in return they will continue to be a sponsor with Visit Sacramento. With approval to bank with them, the accounting team will start the process in the next couple of weeks.

MOTION: With no changes requested **Royce Pollard motioned to approve the Bank Account changes; Erika Bjork Seconded. [Vote: Unanimous]**

G. Board Retreat Follow Up

Miskit reviewed the board retreat follow up document that was passed out regarding the “Lift of Leisure” option that the board selected. There is a list of high-level implications and how it will be infused into what we do on a daily basis. Miskit highlighted that point that was made regarding partnership and the desire to bring in easy tools for our partners on festival items. Visit Sacramento is working on a partner and sponsor tool kit for Festival Season in Sacramento.

Chair Glass added that there was clear board alignment from the retreat around this leisure focus, include verbiage such as “Destination First Focus” the staff knows the focus and their goals and will be working on the strategy for this long-term vision as a guiding marker. The team has heard from the board and will be focusing on these tactics to grow the leisure footprint. Glass concluded by clarifying that Visit Sacramento is not stopping what they have done for other market segments and instead is adding a focus on leisure.

**VI. Staff Reports**

Staff reports were sent prior to the meeting.

**VII. Items for Future Agendas**

None at this time.

**VIII. Adjournment**

Board Chair Nikki Glass adjourned the meeting at 1:13 pm.

Respectfully submitted,



Elizabeth Anderson  
Administration Manager  
(Recording Secretary)



Mike Testa  
President & CEO