

MINUTES



Meeting: Board of Directors Meeting
Location: Hyatt Regency Sacramento
Date/Time: March 19, 2026 ▪ 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 Hyatt Regency in Sacramento, CA. Board Chair David Huber called the meeting to order at 12:13 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
Danielle Price
David Huber
Doug Warren
Erika Bjork
Heather Andrade-Neumann
Jeroen Gerrese
Jesus Tarango
Kipp Blewett
Larry Lee

Mabel Salon
Mark Friedman
Matina Kolokotronis
Oliver Ridgeway
Patrick Miller
Patrick Mulvaney
Royce Pollard
Shelly Moranville
Stacey Kauffman
Steve Mammet

Industry Advisors

Crystal Bethke, *Sacramento County*
Emily Baime Michaels, *Midtown Association*
Johnathan Wiser, *SAFE Credit Union Convention Center*

Mark Davis, *Sacramento County Dept of Airports*
Megan Van Voorhis, *Designee City of Sacramento*
Michael Ault, *Downtown Sacramento Partnership*

Visit Sacramento Staff

Mike Testa, Kari Miskit, David Eadie, Mariles Krok, Dan Santucci, Armando Martinez-Lopez, Linda Odell, Annie Mosley, Jill Culbertson, Veronica Rivera, Tracy Tsang and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Ariel Roblin
Emily Nichols
Greg Shaw
Keri Thomas
Robert Heidt

Ravin Patel
Ryan Opatz
Mayor Kevin McCarty
Mariana Sabeniano

VISIT SACRAMENTO BRAND FAMILY



II. Public Comments – Matters Not on the Agenda

Chair Huber called for public comments on items not listed on the agenda.

III. Approval of Board Meeting Minutes:

A. November 20, 2025

There being no changes to November 20, 2025, board meeting minutes, **Brad Cecchi motioned to approve the minutes as presented, Steve Mammet seconded. [Vote: Unanimous]**

B. January 22, 2026

There being no changes to January 22, 2026, board retreat minutes, **Brad Cecchi motioned to approve the minutes as presented, Steve Mammet seconded. [Vote: Unanimous]**

IV. Chair's Report

Chair Huber welcomed the group and informed them that State of Tourism will be held on June 3, 2026 at the SAFE Credit Union Convention Center.

V. Presentation: Sacramento Bee, Chris Fusco and Marcos Breton

Mike Testa introduced the group to Chris Fusco and Marcos Breton from the Sacramento Bee. Fusco and Breton shared a presentation with the group that showcased the history of the Sacramento Bee and their current business focus, highlighting the community perspective of news, a new newsletter and a new app.

VI. President's Report

A. 2026 Goal Approval

Testa shared that the goal setting committee met and discussed the 2025 end of year goals and the proposed goals for 2026. The goal setting committee did approve the new goals, and now looking for board approval as well.

Metric	2025 Actual	2026 Goal Recommendation	2026 Stretch Goal Recommendation
Combined Room Nights	373,233	373,000	380,000
Definite Economic Impact	\$321M	\$321M	\$325M
Lead Room Night Generation	1,047,618	1,000,000	1,050,000
Consumption Benchmark / Cross Over Goal 2026-2029	323,500	323,500	N/A
Private Revenue	\$4,127,953	\$1,500,000	\$1,600,000

There being no changes to 2026 goal recommendations, **Stacey Kauffman motioned to approve the minutes as presented, Brad Cecchi seconded. [Vote: Unanimous]**

B. Aftershock

Testa informed that Aftershocks on sale day was the best opening day ticket sales that they have had and ticket sales are currently trending ahead from 2025.

C. Customer Advisory Board

Mariles Krok shared that from the direction of the board wanting to focus on higher rated business that Visit Sacramento is organizing a customer advisory board. The facilitators of the customer advisory board will be in Sacramento May 18-19, 2026, and some board members in the room will be asked to meet with them.

D. Sports Fiels

Testa shared that Visit Sacramento recently met with the city manager, various city department heads, and Mayor Pro-Tem Guerra on working toward the next phase of sports fields in Sacramento. The city will be holding a Transient Occupancy Tax (TOT) workshop at council of May. Mike will be in contact with board members to ensure that Visit Sacramento's interests are expressed at the meeting.

E. Proposed Airbnb Ordinance Change

Testa informed the group that there is an ordinance proposed that would require short term rentals to be tied to a property where an owner resides full time. He continued that short-term rental properties are important to the work we do because of the lack of hotel inventory in the market. If this was to go through it would reduce the number of accommodations available to visitors and reduce annual TOT significantly. Staff will continue to monitor developments.

F. State of Tourism

Testa added that this event used to draw in 200 attendee's and now we are closer to 600 attendees and he encourages all board members to attend.

G. April Board Meeting

Chair Huber informed the group that the April board meeting has been rescheduled from April 16th at 12pm to April 30th at 10am and will be held at Sutter Health Park.

H. Convention Sales Updates

Krok shared the upcoming shows she and the Convention Sales department are attending with a focus on corporate business. She also provided highlights on upcoming client familiarization events the team will be holding in the coming months.

I. Sports & Entertainment Updates

David Eadie provided an update on NCAA's Women's March Madness Sweet 16 and Elite 8 that will be held at Golden 1 Center from March 27-31. He shared that this is an event that will allow Sacramento to showcase how they can host a Women's Final Four event in the future.

Jill Culbertson shared that following March Madness the PAC 4 Women's Rugby series will be held at Heart Health Park on April 11, 2026. It is a double header and Heart Health Park is working on adding additional games the day before to make it a two-day rugby event.

J. Marketing Updates

Kari Miskit shared that Visit Sacramento's content manager Caroline has created a social media toolkit for everyone in the region surrounding March Madness. The NCAA liked it so much that they are now using it as the model for other destinations.

Miskit also shared that the market research on our campaigns had come back. It showed that the Terra Madre Americas campaign top tier targeted approach worked well and gained attention from the target audience. Additionally, she shared that the new leisure campaign has been running for the last couple of months and it was created around what the research was showing as well that Sacramento is a great destination for families. In addition to families the research showed that the work Sonya has been doing with the LGBTQ community has worked and it would be best to integrate them into the main campaign instead of running separate campaigns, which is what was done.

K. Community Engagement Updates

Sonya Bradley shared that she has been focusing on how to expand the story of Sacramento outside of the downtown core. The next video series to do this will be highlighting North Sacramento and then following that will be the second video I the Black Sacramento series.

VII. Staff Reports

Staff reports were sent prior to the meeting.

VIII. Items for Future Agendas

None at this time.

IX. Adjournment

Chair Huber adjourned the meeting at 1:21pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO