

MINUTES



Meeting: Board of Directors Meeting
Location: DoubleTree by Hilton, Salon D
Date/Time: May 16, 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 DoubleTree by Hilton Hotel in Sacramento, CA. Board Chair Nikki Glass called the meeting to order at 12:15 pm and recited the Visit Sacramento Mission. It was established that there was a quorum present, and the following attendance was recorded:

PRESENT

Directors

Alex Rodrigo	Kipp Blewett
Ariel Roblin	Larry Lee
Barry Miller	Mabel Salon
Brad Cecchi	Nikki Glass
Christine Calvin	Patrick Miller
David Huber	Patrick Mulvaney
Doug Warren	Royce Pollard
Henry De Vere White	Steve Mammet
Jeroen Gerrese	Oliver Ridgeway
John Lambeth	Tim Woolslayer

Industry Advisors

Michael Ault, *Downtown Sacramento Partnership*
Mariana Sabeniano, *MetroEdge BoardLink YP*
Howard Chan, *City of Sacramento*
Crystal Bethke, *Sacramento County*
Matt Voreyer, *SAFE Credit Union Convention Center District*
Mark Davis, *Sacramento County Dept of Airports*

Visit Sacramento Staff

Mike Testa, Kari Miskit, Mariles Krok, David Eadie, Dan Santucci, Jill Culbertson, Karlee Cemo-McIntosh and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Erika Bjork	Terry Harvego
Greg Shaw	Emily Baime Michaels
Josh Nelson	Darrell Steinberg
Stacey Kauffman	Robert Heidt
Heather Andrade-Neumann	

II. Public Comments – Matters Not on the Agenda

Board Chair Nikki Glass called for public comment on items not listed on the agenda.

III. Approval of Board Meeting Minutes:

A. March 21, 2024

There being no changes to the March 21, 2024, minutes, ***John Lambeth motioned to approve the minutes as presented, Doug Warren seconded. [Vote: Unanimous]***

IV. Chair's Report

Chair Glass reminded the board of the upcoming State of the Hospitality Industry address and encouraged all board members to be present at the event.

A. Partnership Status

Chair Glass encouraged all board members to ensure that they are active partners with Visit Sacramento. If any are not or are unsure of their partnership status they can contact administration manager, Elizabeth Anderson.

V. President's Report

A. Introduction of Councilmember Elect – Phil Pluckebaum

Mike Testa gave a brief introduction to Councilmember Elect Phil Pluckebaum and gave him the opportunity to introduce himself to the group. Pluckebaum thanked the board for all of the work they do and shared that he is looking forward to working with everyone.

B. STMD Renewal Update

Testa updated the group on the Sacramento Tourism Marketing District (STMD) renewal sharing that the renewal was completed and that language was added to the management district place (MDP) to ensure short-term vacation rentals will pay their fair share into the STMD. Testa continued that just over 65% of Visit Sacramento's total funding comes from the STMD. The process consisted of a series of meetings with Civitas and hoteliers, then went to City Council and County Board of Supervisors for approval. There were no public protests at any hearing and a number of short-term vacation rental owners testified in support of the STMD. The new MDP will go into effect on July 1, 2024, and will be in effect for ten years.

C. Marketing Update

Kari Miskit shared that content is being gathered for media ads for the remainder of the year. There is a festival campaign that the first cut was just received of and is being reviewed. Additionally, you will see the 30-second leisure spot at the State of the Hospitality Industry Address. Miskit thanked the businesses in the room who allowed filming at their locations.

Miskit continued that a new convention center tour video was filmed with each sales director personalizing the opening of the video. Testa added that the videos Visit Sacramento is producing are more professional than the videos in the past and you will see a lot of these things at the State of the Hospitality Industry Address.

D. Sports & Entertainment Update

Testa shared that the Sports Commission was recognized at Sports ETA Organization of the Year for cities with a population of 500,000 or higher. Which means we beat out all other major cities across the nation. This is a testament to the leadership of Dave Eadie and the work he and Jill Culbertson are doing.

Dave Eadie shared that the recognition is due to the great team at Visit Sacramento, especially because when the Sports Commission goes for large events it touches everyone in the office.

a. Terra Madre Americas

Testa introduced Paolo Di Croce to the group from Slow Food/Terra Madre Italy. The two have been in contact since 2018 and maintained communication during the pandemic to bring Terra Madre to America.

Di Croce thanked the group for the opportunity and supported and shared that Slow Food is a global organization that was created 30 years ago. The goal is to improve the quality of life for people and the planet. They are looking at how food is produced and the change it needs as it is not feeding the planet and it is causing health problems in people. The group's focus is on healthy and tasty food that is sustainable and fair for those who are producing and consuming it.

The European Terra Madre event is celebrating its 20th anniversary this year. It is the largest global event related to medium and small-scale production with more than 350,000 visitors coming for five days to learn, enjoy and participate. Di Croce continued that the goal is to replicate the success in Italy in Sacramento. There is a four-year plan to get there.

Testa thanked Di Croce for his work on the event and asked Brad Cecchi and Patrick Mulvaney to share any additional words as locally they have been working on the event as well. Both shared their excitement and pride for Sacramento to host this event.

b. State of Hospitality Industry Address

Testa shared the event will be held on June 12th and you will see members of the board presenting as well as new videos throughout the event. The goal is to make the event impactful for all the attendees and show the impact on the community.

E. Convention Sales Update

a. Chief Convention Sales and Services Officer

Testa introduced Mariles Krok, the new Chief Convention Sales and Services Officer to the board. Krok shared her excitement to join the team and information about her previous positions held. She concluded by letting the group know she will be reaching out in the coming weeks to visit hotel properties and meet with various board members.

F. Monthly Report Distribution Update

Testa shared information regarding the financial reports and reserve policy. The reserve policy will allow Visit Sacramento to plan ahead and to be better prepared for changing economics; the organization will follow an eight-month reserve policy.

MOTION: Kipp Blewett motioned to create the reserve policy as presented, Doug Warren seconded. [Vote: Unanimous]

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 1:08 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO