

# MINUTES



**Meeting:** Board of Directors Meeting  
**Location:** Video/Tele Conference  
**Date/Time:** May 20, 2021 ▪ 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 via video and teleconference in Sacramento, CA. Board Chair Shelly Moranville called the meeting to order at 12:04pm. It was established that a quorum was present, and the following attendance was recorded:

### Present

#### Directors

Barry Miller	John Lambeth
Christine Calvin	Josh Nelson
David Huber	Kipp Blewett
Denia Phillips	Mabel Salon
Doug Warren	Nikki Carlson
Erika Bjork	Royce Pollard
Greg Shaw	Shelly Moranville
Heather Andrade-Neumann	Stacey Kauffman
Joe Chiodo	Terry Harvego

#### Industry Advisors

Michael Ault, <i>Downtown Sacramento Partnership</i>	Mark Davis, <i>Sacramento County Department of Airports</i>
Michael Jasso, <i>City of Sacramento</i>	Kelly Rivas, <i>City of Sacramento</i>

#### Guests who attended all or a portion of the meeting

Ann Ranson, Jose Hermocillo, Dion Dwyer

#### Visit Sacramento Staff

Mike Testa, Sonya Bradley, Sarah Atilano, Kari Miskit, Daniel Santucci, David Eadie, Elizabeth Anderson  
(*recording secretary*)

### ABSENT

#### Directors and Industry Advisors

Alex Rodrigo	Amanda Blackwood
Bay Miry	Howard Chang
Henry de Vere White	Jody Ulich
Rick Pickering	Kim Nava
Sami Qureshi	Mayor Darrel Steinberg
Steve Young	Matt Voreyer
Emily Baime Michaels	

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

Board Chair Shelly Moranville called for public comment on items not listed on the agenda; there were no matters presented.

## III. Approval of Board Meeting Minutes: January 21, 2021

There being no changes to the January 21, 2021, minutes, *John Lambeth motioned to approve the minutes as presented; Royce Pollard seconded. [Vote: Unanimous]*<sup>1</sup>

## IV. Chair's Report

Chair Moranville shared that there is a light at the end of the tunnel since the Governor announced California's economic reopening occurring on June 15, 2021. She plans to work with the Visit Sacramento team to help bring meetings back to the forefront of business.

## V. President's Report

### A. Convention Center Expansion Update

Sarah Atilano shared that in preparation for the Convention Center reopening the Sales team has been attending multiple events in person and virtually. Including attending Religious Conference Management Associations conference to promote their 50<sup>th</sup> anniversary conference that will be held in Sacramento in 2022. Narimel Tarver and Jeff Dougherty also hosted a "Get to Know Sacramento" webinar through PCMA's webinar series which had over 100 attendees' registered to attend.

Atilano continued that the Convention Center renovation and construction is almost complete, and the city will have the keys to the building on June 19, 2021. On June 3, 2021, the city will be holding a small outdoor ribbon cutting. Unfortunately, attendance must be limited due to the tier that Sacramento is expected to be in during the ceremony. The event will be live streamed and an invitation with the link will be sent out.

Atilano added that once the state reopens on June 15<sup>th</sup> the City has told us that site tours can begin again, and the building has already started approving site tours of the facilities. Currently, there are 18 site visits planned before the end of June.

### B. First Convention

Atilano shared that the first convention in the center will be SacAnime over Labor Day weekend. Board members asked a variety of questions regarding the return of conventions at the center including the below:

- Christine Calvin asked about current meeting guidance and planners desire to book Sacramento- Atilano shared that the current guidance is that on June 15 conventions can be held and that if over 5,000 attendees are indoor, they need proof of a vaccine or negative test. Atilano continued that there is a desire now that events could be held again with many last-minute bookings. She shared a volleyball group was looking to book in June if the center was able to be open for them.
- Chair Moranville asked if there was a challenge that the center was not yet open for tours? Atilano shared that could be part of the delay in some planners, but

<sup>1</sup>Board Votes are listed on page 6

that team was presenting it virtually which was well received. She also added that the focus moving forward is on convention center site tours and familiarization trips. Mike Testa added that the City had informed Visit Sacramento that they (City) will get the keys in mid-June and that the first citywide group will be Labor Day weekend, but many smaller local meetings were calling to book between those dates.

- The group discussed the desire to get groups into the building quickly with Dough Warren offering assistance where needed. Assistant City Manager Michael Jasso was on the call, and he shared that some of the reopening is subject to staffing, OSHA regulations etc.

C. Critical Infrastructure Update

Testa shared that the city has a Critical Infrastructure list that they continue to evaluate. Visit Sacramento has asked them to add the SAFE Credit Union Convention Center to that list. Staff has been watching Santa Cruz as they are working on their own ordinance that would offer new ideas to Sacramento's leaders. Testa said that while there is great empathy for the unhoused population and a commitment from Visit Sacramento to help to find humane and fair solutions, there is great risk of hospitality businesses failing in the current environment, which would like further add to the unhoused population.

Testa introduced Dion Dwyer from Downtown Sacramento Partnership. Dwyer shared that at a recent meeting of the County Board of Supervisors they adopted Laura's Law. This law is used in many other counties and provides intervention for those who do not qualify for the police code 5150, but who are unable to take care of themselves.

Dwyer continued that Downtown Sacramento Partnership has also been working with Visit Sacramento on the critical infrastructure list and the atmosphere when walking from the convention center property. They plan to go before legislature to edit the existing ordinance that will create a zone around entrances and exits of businesses. It will also add that temporary structures can be put in place, with permission only, so that ADA access to city sidewalks can be upheld. Dwyer concluded that when this gets to the final phase, they will need support from the board to help move this forward.

D. June 15 California Guidelines

Testa shared that the full guidelines for after June 15<sup>th</sup> are expected to be released within the week. Currently what is known is that indoor events under 5,000 have recommendations and over 5,000 have requirements. For outdoor events there are recommendations for under 10,000 and requirements for over 10,000. This bodes well for the future of Visit Sacramento events to move forward without capacity limits.

E. World's Strongest Man

Testa shared that largest challenge with this event is that it starts the same day that the state reopens. The event has been planning on no fans since the beginning and now are working to change plans to allow a limited number of fans. It will not have the level of fans that were hoped for, but there will be fans. David Eadie added that the event will

be broadcast later this summer for those who cannot attend. Their organization is also going to extreme lengths to add touches of Sacramento throughout the event.

F. Aftershock

Testa shared that planning for Aftershock is moving forward and there will be a fourth day for the festival this year with upwards of 40,000 attendees a day. The event is close to a sell out and is the first Danny Wimmer Presents festival to sell out in 2021.

G. Ironman

Eadie shared that 4,000 athletes have registered to compete during the Sacramento Ironman race. This is the largest number the event has ever allowed to register. The route construction is almost complete and will be announced soon. Sutter Health Park will be the transition hub for swim to cycling and then from cycling to running. The finish line will be on Capitol Mall. Testa added that the athletes and their guests will average a seven-day length of stay.

H. Leisure Campaign Update

Kari Miskit discussed the new leisure campaign which invites people to “Wake Up Somewhere New”. This is following Visit California’s lead and is targeted to the drive market. This has been ready and waiting to go for the beginning of June. Which is when public health is comfortable with us inviting people to Sacramento. Miskit shared the video that would be going live on YouTube and other social media platforms as well as the streaming add with the team.

I. DEI Update

Sonya Bradley shared that in the first 30 days of her new position there was a lot of media interviews discussing what Visit Sacramento is doing on the DEI front. Bradley is currently vetting people to add to the advisory committee and ensuring that she looks across all race, gender, and ethnicity.

Bradley also met with a local racial equity group and is now joined their weekly calls to help with the City of Sacramento efforts. As a result of Bradley’s industry contacts she will be on a panel at ESTO to speak on DEI.

Bradley informed the board that a survey was also sent out to partners about their DEI efforts.

J. Goal Setting Committee

Testa shared that the goal setting committee meeting is scheduled for May 27, 2021. The team has discussed what goals look like and it is important to have that discussion with the board. 2021 goals will look different from previous years. Suggested goals will be sent out a few days before the meeting.

K. Farm-to-Fork Events

Testa informed the board that planning is moving forward for all Farm-to-Fork events. Bands have been booked for the festival and we are expecting to do a sizeable media buy for the events. We will also be reaching out to hotels for booking codes for the events so that we can track room night demand.

L. Visit Sacramento Business Plan / Ann Ranson Presentation

Testa introduced Ann Ranson to the board and shared that she is working with the leadership team to develop a three-year plan that is nimble enough to change along the way.

Ranson shared that the goals that the team has set:

1. Primary goal of the process is a three-year plan. It is customary to three years knowing that 18 months into the plan it could change.
2. Second goal is to give stakeholders a voice. Three different surveys have been completed they were done by the leadership team, board, and executive committee.
  - a. Ranson added that a survey was also sent to approximately 300 partners and currently responses are gaining momentum. There will also be one on one calls with the hotel Directors of Sales.

Ranson thanked the board for completing the survey and that many of the responses were consistent, thoughtful, and positive. The depth and areas of focus for the strategy were shared with the board. The first function will be in operations as this the most actionable area to start on.

The next step is the partner survey to identify priorities from the categories shared with the board. Goals will then be created, and a plan implemented. Once this is complete it will be presented to the board.

**VI. Staff Reports**

The March and April 2021 department reports and Financial Reports as of April 30, 2021 were e-mailed to the board for their review prior to the meeting.

Erika Bjork asked what the marketing collateral and support represented on the reports. Testa clarified that this section has been larger this year with the focus on leisure travels instead of convention travelers as the state was not allowing conventions to be held.

**VII. Items for Future Agendas**

None at this time.

**VIII. Adjournment**

Board Chair Shelly Moranville adjourned the meeting at 1:12 pm.

Respectfully submitted,



Elizabeth Anderson  
Office Administrator  
(Recording Secretary)



Mike Testa  
President & CEO

Board Member	March 18 Minutes	
	Yea	Nay
Barry Miller	X	
Christine Calvin	X	
David Huber	X	
Denia Phillips	X	
Doug Warren	X	
Erika Bjork	X	
Greg Shaw	X	
Heather Andrade-Neumann	X	
Joe Chiodo	X	
John Lambeth	X	
Josh Nelson	X	
Kipp Blewett	X	
Mabel Salon	X	
Nikki Carlson	X	
Royce Pollard	X	
Shelly Moranville	X	
Stacey Kauffman	X	
Terry Harvego	X	

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