

MINUTES



Meeting: Board of Directors Meeting
Location: SAFE Credit Union Convention Center, Meeting Room 1
Date/Time: November 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 SAFE Credit Union Convention Center in Sacramento, CA. First Vice Chair David Huber called the meeting to order at 12:09 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	Josh Nelson
Barry Miller	Kipp Blewett
Brad Cecchi	Larry Lee
David Huber	Mabel Salon
Doug Warren	Patrick Miller
Erika Bjork	Stacey Kauffman
Henry de Vere White	Oliver Ridgeway
Jeroen Gerrese	

Industry Advisors

Crystal Bethke, *Sacramento County*
Robert Heidt, *Sacramento Metro Chamber*
Mark Davis, *Sacramento County Dept of Airports*
Matt Voreyer, *SAFE Credit Union Convention Center*
Michael Ault, *Downtown Sacramento Partnership*

Visit Sacramento Staff

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

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Steve Mammet
Christine Calvin	Tim Woolslayer
Greg Shaw	Terry Harvego
Heather Andrade-Neumann	Emily Baime Michaels
John Lambeth	Darrell Steinberg
Nikki Glass	Howard Chan
Patrick Mulvaney	Mariana Sabeniano
Royce Pollard	

II. Public Comments – Matters Not on the Agenda

First Vice Chair David Huber called for public comment on items not listed on the agenda.

III. Approval of Board Meeting Minutes:

A. July 25, 2024

There being no changes to the July 25, 2024, board meeting minutes, **Ariel Roblin motioned to approve the minutes as presented, Brad Cecchi seconded. [Vote: Unanimous]**

B. September 19, 2024

There being no changes to the September 19, 2024, board meeting minutes, **Ariel Roblin motioned to approve the minutes as presented, Brad Cecchi seconded. [Vote: Unanimous]**

IV. Chair's Report

Chair Huber shared that Visit Sacramento passed the annual audit and asked treasurer Kipp Blewett to give a brief recap. Blewett shared that it was a clean audit.

Additionally, Chair Huber asked the board to think about new board members for the 2025 calendar year and to send suggestions to him.

V. President's Report

A. Terra Madre Update

Mike Testa shared that a small group went to Italy to do a site visit of Terra Madre Salone del Gusto. Testa asked those in the room to share their experience from traveling to the event. Annie Mosley, Brad Cecchi and Patrick Mulvaney shared their experiences at the event including the location, set up, and what is possible for Sacramento.

The board discussed potential programming for the event and how board members can support the Terra Madre America's event in 2025.

B. Marketing Update

Testa shared that the board retreat will be local moving forward and if anyone has content, reports or data they would like to see presented to let Kari Miskit know. Miskit shared a preview of the agenda for the retreat as well as updates regarding the marketing department.

Miskit presented the Travel & Leisure article that came out the day before the board meeting and credited the teams work with Praytell agency which because Visit Sacramento's public relations agency of record in 2024.

Miskit reviewed the festival season campaign, visitor sentiment research and upcoming general leisure campaign with the group. Miskit concluded by discussing the Althetic's coming to Sacramento and the committees that Visit Sacramento is putting together with other local organizations to ensure that no one is duplicating efforts.

Sonya Bradley discussed the video projects the team has been working on and shared a video from the neighborhood guide series. This is not a performative act, the team is going to these neighborhoods with the local business improvement districts to meet with proprietors who can be built into tourism champions. Testa added that these videos are valuable for the market and are helping to engage the elected officials and helps them understand we are advocating for these neighborhoods outside of the market.

C. Convention Sales Update

Testa shared that Matt Voreyer, General Manager of the SAFE Credit Union Convention center is retiring in February 2025.

Testa continued by reviewing the current year to date goals, and that the team is pacing to meet all goals. The team is seeing that groups are starting to book further out again based on the crossover goals. With the current pace of bookings for the year Visit Sacramento is poised to hit record numbers again and are conscious of the fact that Downtown is doing well, and other areas of the city and county are not. It is not a Sacramento specific problem, but a national problem.

D. Sports & Entertainment Update

David Eadie shared that Sports is on target to hit their goals as well and that is due in large part to Jill Culbertson. They have been working to diversify the portfolio and types of events they are targeting, including all competition-based events including Pokémon which returned for a second year in a row and has doubled in size.

Eadie continued that the NCAA bid cycle announcements were made, and Visit Sacramento was awarded four championship level events. These include three cross-country events and March Madness. For the first time in Sacramento history, we will host back-to-back weekends of cross country in 2026.

Eadie also shared a recap of recent events, and announcements and how Visit Sacramento is supporting these events including:

- IRONMAN California and the various ways local artists were used for item's created for the event
- World Strongest Man returning for the third year of their contract in 2025
- NCAA DII Cross Country Championships at Haggin Oaks
- A confidential event will be announced on December 12th.

E. City Grant

Testa reviewed recent items that have been approved at City Council meetings that will affect tourism in Sacramento. Including Wilton Rancheria becoming majority owners of Republic FC, approval for the convention center hotel to move forward, and funding for Old Sacramento.

Additionally, Testa shared that the city council approved a \$2M grant for music festivals. Our hotel room bookings are up due to festivals and GoldenSky generates an estimated \$14M in economic impact for the city.

F. Sports Fields

Testa shared that the last piece of tourism infrastructure the city and county need is a sports field complex. He continued that board member; Erika Bjork has been doing a lot of work on this project for Visit Sacramento.

Bjork shared the history of how this project came together and the location that the city identified in South Sacramento is not a viable option for what we need. Another option came forward with Granite regional park as an option to expand it. Visit Sacramento is ensuring they are doing their due diligence to vet the land and the area surrounding it. An RFP has gone out to two nationally recognized firms to make sure this is the best space for what we need.

Testa shared that Erika will be managing the project and keeping it moving forward and Visit Sacramento would like to formalize the work with her for a six-month contract. This is important work and staff internally do not have the bandwidth to work on it.

There being no changes to Erika Bjork's contract terms, **Doug Warren motioned to approve the contract as presented and Jeroen Gerrese 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

First Vice Chair Huber adjourned the meeting at 1:17 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO