

MINUTES



Meeting: Board of Directors Meeting
Location: Sheraton Grand Hotel
Date/Time: October 19, 2023 ▪ 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 Sheraton Grand hotel in Sacramento, CA. Board Vice Chair Royce Pollard called the meeting to order at 12:09 pm and recited the Visit Sacramento Mission. It was established that there was not a quorum present, and the following attendance was recorded:

PRESENT

Directors

Barry Miller	Jeroen Gerrese
Brad Cecchi	Kipp Blewett
David Huber	Larry Lee
Doug Warren	Mabel Salon
Erika Bjork	Patrick Miller
Heather Andrade-Neumann	Royce Pollard

Industry Advisors

Michael Ault, <i>Downtown Sacramento Partnership</i>	Jenna Abbott, <i>Sacramento Metro Chamber</i>
Emily Baime Michaels, <i>Midtown Association</i>	Mariana Sabeniano, <i>MetroEdge BoardLink YP</i>

Visit Sacramento Staff

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

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Shelly Moranville
Ariel Roblin	Stacey Kauffman
Bay Miry	Steve Young
Christine Calvin	Terry Harvego
Greg Shaw	Tim Woolslayer
Henry de Cere White	Howard Chan
John Lambeth	Darrell Steinberg
Nikki Carlson	Crystal Bethke
Patrick Mulvany	Mark Davis
Sami Qureshi	Matt Voreyer

II. Public Comments – Matters Not on the Agenda

Board Vice Chair Royce Pollard called for public comment on items not listed on the agenda.

Vice Mayor Eric Guerra shared a matter not on the agenda regarding BooFest Soccer tournament at Granite Regional Park. Sharing the event would host 200 soccer teams from surrounding cities. Guerra shared that they are currently looking at expanding Granite Regional Park by adding 50 acres to the park would allow for up to 420 teams, 600 players, and draw 9,000 room nights for a three-day tournament once the expansion is complete. The facility expansion would allow for 30 events per calendar year. Mike Testa shared that Visit Sacramento.

III. Approval of Board Meeting Minutes:

A. July 27, 2023

There being no quorum at the October meeting, the minutes were not voted on.

IV. Chair's Report

None at this time.

V. President's Report

A. IRONMAN

Tim Brosious, Regional Director of IRONMAN presented to the group regarding the event taking place on Sunday, October 22nd. Brosious shared that there is approximately 3,000 athletes this year and it was a sell out event and the largest event in North America. Athletes come from 53 countries, 48 states and 6 continents for the event.

Brosious spoke to plans for the event and how they would like to bring in more local aspects during the next five-year agreement. David Eadie added that the community has started to welcome the event in new ways including Silt Winery adding a viewing party. There is also a dine around program that Sacramento has branded the Fork Around and new partnerships were signed this year with businesses who specifically wanted to be involved with IRONMAN.

B. Convention Sales

Testa shared that Sarah Atilano is no longer with Visit Sacramento after 13 years. There is opportunity here and the team is engaging Search Wide to recruit for this position. It will be posted as a Chief position; it is a challenging time of year to recruit, and the goal is to find someone by the start of the year.

C. Farm-to-Fork Events

Annie Mosley shared that September was the 10-year anniversary of Legends of Wine, Tower Bridge Dinner and the Farm-to-Fork Festival. Legends of Wine was a sold-out event with 40 wineries, and 4 restaurants participating. Tower Bridge Dinner was one of the greatest line ups this year and the smoothest one in the last five years. The festival had record crowds and focuses on more revenue generating activations including the Grand Tasting and Farm x Fire x Fork with Tyler Florence which both sold out.

Testa added that when Visit Sacramento produces events earning revenue is important as the event is free to attend, but not free to host. When these events started sponsorship was great and it is still positive, but there is a reduction each year.

D. Music Festivals

Testa shared that the goal is still to get to three weekends of music festivals and then be followed by IRONMAN. That vision is still being pursued.

During this years GoldenSky Festival the Convention Sales team flew in 8 clients to attend the festival and tour Sacramento. Next year GoldenSky will be three days and when the third festival joins the line up it would start at two days and grow to three.

E. Slow Food

Testa shared that pre-pandemic the team was working with Slow Flood on an event for Sacramento that would further position us as a food capital. Paolo di Croce was in Sacramento in early October for a site visit. The goal would be to do a Terra Madre of America; in Italy it is an event that generate 350,000 attendees.

Mosley added that the team is working with the group from Italy and the first event will be in May 2024 at the Memorial Auditorium and will start small. The three pillars of the event are Food Production in North America, South America and Caribbean, Slow Coffee and Slow Wine. As is the edict of Slow Food, the event will ensure that everything that is produced is done in a fair and clean way.

Mosley continued that in 2025 the event will double in size and be at the SAFE Credit Union Convention Center and in 2027 it will be the full Terra Madre Americas event. The event in Italy occurs in even years so the America event in Sacramento will be in odd years.

F. Board Retreat

Testa shared that the 2024 Annual Board retreat will be held from January 31 – February 2, 2024, at the Andaz in Napa. The retreat will be facilitated by Trever Cartwright who spoke at Destinations International annual convention this year. He will be reaching out to 15 board members for fact finding and then will do a survey to our hospitality community. The goal is to create greater board engagement, to gain addition insight from the board on the direction of Visit Sacramento, and to look down the road to ensure that we are growing Sacramento's hospitality and tourism market share.

G. Annual Audit

Dan Santucci shared that the annual audit was on track to be completed in the next couple of weeks and that the audit partner would be presenting to the Executive Committee at their November meeting.

H. DEI/Spanish Language Initiative

Sonya Bradley discussed how she has recently been to multiple summits and presented at different conferences. She will be returning as the co-chair for Destinations International DEI committee next year as well. Locally Visit Sacramento has released a Spanish language microsite. It mirrors our English website but has been translated into Spanish. The Hispanic community is the largest growing community in the region and is a large market for California. In addition to the new microsite a six series podcast was released during Hispanic heritage month that was all in Spanish and has been well received.

Bradley continued that the LGBTQ campaign that was shared at the State of the Hospitality Industry luncheon has been well received as well. Currently she is working towards the Colour of Music Festival which will be in town November 9 – 11, 2023. Bradley and Larry Lee shared that if there are any corporate partners who want to support the Colour of Music Festival they can use that support.

I. Sports & Entertainment

Eadie shared that after IRONMAN the next event is the NCAA Division 1 Regional Cross-Country Championships. This event will be held at Haggin Oaks who has made a commitment to helping Visit Sacramento Sports Commission host NCAA events. There will be 500-600 athletes in attendance from the Western US.

Jill Culbertson discussed the popularity of non-traditional sporting events and the interest in Sacramento. Most recently hosting a Pokémon regional championship at the SAFE Credit Union Convention center last week which had 1,200 competitors and tripled their number of expected spectators from 200 to 600. Culbertson added that she is currently working on a Futsal event which is a five versus five fast paced version of soccer.

J. Marketing Update

Kari Miskit shared that two large campaigns for the drive markets just finished. The campaigns directed people to a specific landing page that was created for all festivals. The analytics are still coming in, but it is looking good so far. The marketing will be moving back to a traditional overarching campaign.

Miskit added that the team is doing a new advertising campaign in the convention marketing space. It is consistent with the Digital Edge ad buying but has added in the Meeting Planner night out video that has been receiving a positive response at trade shows.

K. Bank Signature Card Update

Mike Testa shared that the Bank Signature card needed to be updated to remove Sarah Atilano and add Kari Miskit.

VI. Staff Reports

Staff reports were sent prior to the meeting.

VII. Items for Future Agendas

None at this time.

VIII. Adjournment

Board Vice Chair Royce Pollard adjourned the meeting at 1:09 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO