

MINUTES



Meeting: Board of Directors Meeting
Location: Kimpton Sawyer Hotel & Video/Tele Conference
Date/Time: October 21, 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 at the Kimpton Sawyer Hotel, via video and teleconference in Sacramento, CA. Board Chair Shelly Moranville called the meeting to order at 12:06pm. It was established that a quorum was present, and the following attendance was recorded:

Present

Directors

Bay Miry	Kipp Blewett
Christine Calvin	Mabel Salon
David Huber	Nikki Carlson
Erika Bjork	Patrick Miller
Greg Shaw	Rick Pickering
Heather Andrade-Neumann	Royce Pollard
Joe Chiodo	Shelly Moranville
John Lambeth	Stacey Kauffman
Josh Nelson	Jeroen Gerrese

Industry Advisors

Michael Ault, <i>Downtown Sacramento Partnership</i>	Kelly Rivas, <i>City of Sacramento</i>
Emily Baime Michaels, <i>Midtown Association</i>	Matt Voreyer, <i>SAFE Credit Union Convention Center</i>
Jody Ulich, <i>City of Sacramento</i>	

Guest

Jose Hermocillo, Dave Christen

Visit Sacramento Staff

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

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Steve Young
Barry Miller	Terry Harvego
Denia Phillips	Amanda Blackwood
Doug Warren	Howard Chan
Henry de Vere White	Mark Davis
Sami Qureshi	Kim Nava

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:

A. July 15, 2021

There being no changes to the July 15, 2021, minutes, *Erika Bjork motioned to approve the minutes as presented; Heather Andrade-Neumann seconded. [Vote: Unanimous*]*

B. August 26, 2021

There being no changes to the August 26, 2021, minutes, *Erika Bjork motioned to approve the minutes as presented; Heather Andrade-Neumann seconded. [Vote: Unanimous*]*

IV. Chair's Report

Chair Moranville shared that it was her last board meeting as chair and thanked the group for all their hard work. Mike Testa recognized Chair Moranville for her hard work and shared that she has been incredibly supportive during the unprecedented time of 2020 and 2021. When her term in 2020 ended, the executive committee gave her a second year as chair because the pandemic halted many programs.

V. President's Report

A. Zero Bail

Testa shared that some challenges have been created with the zero-bail program that was put in place due to COVID. There were some unintended consequences and asked Michael Ault from the Downtown Sacramento Partnership to provide an update on what has been happening.

Ault shared that Downtown Sacramento Partnership; Midtown Association and the R Street Partnership have head from businesses on the unintended consequences of the zero-bail program and want to keep people held accountable for their actions with a goal of returning to the pre-pandemic bail schedule. The judges have agreed to reimplement the bail schedule and changes should be seen soon.

B. Best Western Sutter House

Testa shared that there is a severe lack of hotel rooms in downtown and that another hotel is closing, the Best Western Sutter House. The hotel is ready to sell, and it will no longer be a hotel once sold. That deal was already done before the sale was announced. Based on our expanded convention center and current hotel inventory, Sacramento needs new hotel developers to come into the city and build hotels.

Bay Miry added that Miry development sold space on the western point of 7th Street to a hotel development group pre-pandemic, and it is now under construction and will be a 179 room, eight story Marriott AC branded hotel. Testa continued that projects like the one Miry mentioned are important to making our city better and helping it grow. Erika Bjork asked if the Vagabond is still a shelter, and it was confirmed that it is still part of the Project Roomkey program which is expected to conclude in November. The group

closed the topic by discussing what barriers there are to getting more hotels in Sacramento.

C. Farm-to-Fork Events Recap

Testa shared that the events went very well, despite the pandemic, and there was significant marketing done in the Bay Area to drive out of town visitors. Hotels saw a healthy occupancy in the month of September and the F2F events added to that success.

D. Aftershock

Testa continued that the Aftershock Festival was successful with their first four-day long event and had 25,000 attendees on Thursday, with 40,000 attendees, daily, Friday – Sunday. Compression was felt through the hotels in the Sacramento region. There were 150,00 attendees, 655 of which came from outside the market.

E. Ironman

Dave Eadie shared that this weekend is the inaugural Sacramento Ironman competition. This will be the first of three years as the event was supposed to begin in 2020 but was postponed, it was also shared that Ironman books events on three-year life cycles as they feel it is good to review the partnerships every three years. Eadie introduce Ironman's Regional Director Dave Christen to speak about the event.

Christen shared that working with Visit Sacramento has been a great experience and they operate very well as a team. The event is 140.6 miles long and will include a swim, bike, and run. Average household income for participants is \$207,000. There is also data that people have relocated their businesses after Ironman competitions. The participants stay an average of four days with upwards of seven spectators with them. The estimated number of participants is 2,600.

Christen continued that in most cities they average 600 volunteers for the event and Sacramento has over 1,900 volunteers. They have never seen this type of response anywhere else in the world and it showcases that the community knows how to host visitors. Christen added that the Sutter Health Park in West Sacramento will be an integral part of the race as the transition area and opening night party facility. The event will be broadcasted globally on the Facebook Watch platform and is expected to have 4.5-6.5 million viewers throughout the weekend. Ault asked if any other platforms were broadcasting the event and it was clarified that it is exclusively on Facebook Watch, but a TV element is expected in the coming years.

John Lambeth asked Christen what Sacramento has done well and if they faced any challenges. Christen shared that the Visit Sacramento team is great at looking down the road and anticipating issues.

F. Into the Lion's Den

Eadie shared that Halloween weekend Sacramento will be home to a new cycling criterium event called "Into the Lion's Den". It is an amateur and professional event. The

team is working on turning this into an annual event for the future. Ten days after this the NCAA will be intown with a division one cross country regional championship.

Testa added that by design all these events are outdoors for the safety of those participating. There are still events happening at the Convention Center, but sports focused on as many outdoor events as possible in 2021.

G. Leisure Campaign Update

Kari Miskit discussed the marketing efforts for the festival and that it was the largest marketing buy that Visit Sacramento has ever done for the festival. The Visit Sacramento YouTube representative shared that the 30 second ad had 68% of viewers watching after the “Skip Ad” button appeared and 70% watched the full ad.

Miskit continued that the team is working closely with Position Interactive on future marketing campaigns, and there is a holiday campaign sponsored by SMUD that will be coming out to drive in-market visits during the holiday season.

H. Annual Audit

Testa shared that it is audit season, and the accounting department is working with the auditors on what they need. The report will be presented at the January board meeting.

I. DEI Advisory Committee

Sonya Bradley shared that she has been working on forming the first diversity, equity and inclusion advisory committee and it will be the umbrella committee for all Visit Sacramento programs. Currently, there is an LGBTQ advisory group that has been working with Visit Sacramento for many months. The goal is to keep us accountable. A couple of the committee members will be Larry Lee, Councilmember Mai Vang, Cathy Rodriguez from the Hispanic Chamber of Commerce, and representatives from the arts group. Bradley continued that she has also been working with Alisha Anderson who is an expert in the accessibility area and has also done a TED talk. Bradley wants to talk with members of the board on what their organizations are doing we well.

Bradley concluded by sharing that the Colour of Music Festival press release and invitation were in everyone’s packets and encouraged the board to support the event by purchasing tickets.

J. Board Retreat

Testa shared that the retreat is local this year and will be one day. It will be held on December 2, 2021, at the SAFE Credit Union Convention Center. The team will have presenters coming from Position Interactive and Huddle Up Group as well as Ann Ranson who has been working with the leadership team on the three-year business plan.

VI. Staff Reports

None at this time, the staff reports will be sent prior to the October meeting.

VII. Items for Future Agendas

None at this time.

VIII. Adjournment

Board Chair Shelly Moranville adjourned the meeting at 1:16pm.

Respectfully submitted,



Elizabeth Anderson
Office Administrator
(Recording Secretary)



Mike Testa
President & CEO

Board Member	Minutes – July 15, 2021		Minutes – August 26, 2021	
	Yea	Nay	Yea	Nay
Bay Miry	X		X	
Christine Calvin	X		X	
Erika Bjork	X		X	
Greg Shaw	X		X	
Heather Andrade-Neumann	X		X	
Joe Chiodo	X		X	
John Lambeth	X		X	
Josh Nelson	X		X	
Kipp Blewett	X		X	
Mable Salon	X		X	
Nikki Carlson	X		X	
Patrick Miller	X		X	
Rick Pickering	X		X	
Royce Pollard	X		X	
Shelly Moranville	X		X	
Stacey Kauffman	X		X	
Jeroen Gerrese	X		X	