

# MINUTES



**Meeting:** Board of Directors Meeting  
**Location:** Embassy Suites, River City Ballroom  
**Date/Time:** September 19, 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 Embassy Suites Hotel in Sacramento, CA. First Vice Chair David Huber called the meeting to order at 12:19 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

Ariel Roblin	Henry de Vere White
Barry Miller	Kipp Blewett
Brad Cecchi	Larry Lee
David Huber	Mabel Salon
Doug Warren	Steve Mammet
Erika Bjork	Tim Woolslayer
Greg Shaw	

#### Industry Advisors

Howard Chan, *City of Sacramento*  
Crystal Bethke, *Sacramento County*  
Robert Heidt, *Sacramento Metro Chamber*  
Mark Davis, *Sacramento County Dept of Airports*  
Matt Voreyer, *SAFE Credit Union Convention Center*  
Mariana Sabeniano, *Metro Edge BoardLink Young Professional*

#### Visit Sacramento Staff

Mike Testa, Kari Miskit, Mariles Krok, David Eadie, Sonya Bradley, Jill Culbertson, Karlee Cemo-McIntosh, Linda Odell and Elizabeth Anderson (recording secretary)

### ABSENT

#### Directors and Industry Advisors

Alex Rodrigo	Patrick Mulvaney
Christine Calvin	Royce Pollard
Heather Andrade-Neumann	Stacey Kauffman
Jeroen Gerrese	Oliver Ridgeway
John Lambeth	Terry Harvego
Josh Nelson	Michael Ault
Nikki Glass	Emily Baime Michaels
Patrick Miller	Darrell Steinberg

**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 quorum at the September meeting, the minutes were not voted on.

**IV. Chair's Report**

First Vice Chair Huber shared that current Board Chair Nikki Glass is on maternity leave and, as the first vice chair, he will be starting his 2025 Board Chair term early.

**V. Presentation: Assemblymember Kevin McCarty**

Huber welcomed Assemblymember Kevin McCarty to the meeting and shared what Visit Sacramento does as an organization and how the board is committed to working with the City of Sacramento to improve the quality of life for our residents and businesses by driving tourism. Continuing that the board looks forward to working with whoever becomes Sacramento's next Mayor but does not endorse Mayoral or City Council candidates because we receive funding from the City of Sacramento.

Assemblymember McCarty shared information about his policies that he is running on and why he wants to be Mayor and then opened the floor to questions. The board and Assemblymember McCarty discussed various topics including homelessness, infrastructure for new youth sports facilities, and updates to the Old Sacramento Waterfront.

**VI. President's Report**

A. Sports & Entertainment Update: Farm-to-Fork Festival

Testa shared that the Farm-to-Fork festival starts tomorrow September 20<sup>th</sup> and the festival has sold out of vendor spots for the first time. There will be great musical acts, and demo stages including the new "What the Pho?" cooking competition. Testa added that it is Festival Season in Sacramento and Holo Holo is also happening this weekend at Cal Expo. It is a different music genre and shows that there is room for multiple festivals at the same time in Sacramento.

**VII. Presentation Dr. Flojuane Cofer**

Huber welcomed Dr. Flojuane Cofer to the meeting and shared what Visit Sacramento does as an organization and how the board is committed to working with the City of Sacramento to improve the quality of life for our residents and businesses by driving tourism. Continuing that the board looks forward to working with whoever becomes Sacramento's next Mayor but does not endorse Mayoral or City Council candidates because we receive funding from the City of Sacramento.

Dr. Cofer shared information regarding her policies and platforms that she is running on, along with why she would like to be Mayor. The board and Dr. Cofer discussed various topics including, infrastructure for different events and public safety.

**VIII. Staff Reports**

Staff reports were sent prior to the meeting.

**IX. Items for Future Agendas**

None at this time.

**X. Adjournment**

First Vice Chair Huber adjourned the meeting at 1:36 pm.

Respectfully submitted,



Elizabeth Anderson  
Administration Manager  
(Recording Secretary)



Mike Testa  
President & CEO