

MINUTES



Meeting: Board of Directors Meeting
Location: SAFE Credit Union Convention Center
Date/Time: September 25, 2025 ▪ 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 SAFE Credit Union Convention Center in Sacramento, CA. Board Chair David Huber called the meeting to order at 12:15 pm and recited the Visit Sacramento Mission. It was established that there was a quorum present, and the following attendance was recorded:

PRESENT

Directors

Alex Rodrigo	Josh Nelson
Brad Cecchi	Mabel Salon
Christine Calvin	Oliver Ridgeway
David Huber	Patrick Mulvaney
Danielle Price	Patrick Miller
Doug Warren	Ravin Patel
Erika Bjork	Royce Pollard
Greg Shaw	Stacey Kauffman
Henry de Vere White	Shelly Moranville
Jeroen Gerrese	Ryan Opatz
John Lambeth	

Industry Advisors

Johnathan Wiser, <i>SAFE Credit Union Convention Center</i>	Leyne Milstein, <i>City of Sacramento</i>
Emily Baime Michaels, <i>Midtown Association</i>	Michael Jasso, <i>City of Sacramento</i>
Crystal Bethke, <i>Sacramento County</i>	Mayor Kevin McCarty, <i>City of Sacramento</i>
Michael Ault, <i>Downtown Sacramento Partnership</i>	Mariana Sabeniano, <i>MetroEdge YP</i>

Visit Sacramento Staff

Mike Testa, Kari Miskit, David Eadie, Sonya Bradley, Mariles Krok, Dan Santucci, Annie Mosley, Jill Culbertson, Brandon Darnell, Karlee Cemo, Veronica Rivera and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Ariel Roblin	Steve Mammet
Heather Andrade-Neumann	Robert Heidt
Kipp Blewett	Mark Davis
Larry Lee	

VISIT SACRAMENTO BRAND FAMILY



II. Public Comments – Matters Not on the Agenda

Chair Huber called for public comments on items not listed on the agenda.

III. Approval of Board Meeting Minutes:

A. July 24, 2025

There being no changes to the July 24, 2025, board meeting minutes, **Greg Shaw motioned to approve the minutes as presented, Royce Pollard seconded. [Vote: Unanimous]**

IV. Chair's Report

Chair Huber welcomed Mayor McCarty along with Edward Mukiibi and Paolo di Croce from Slow Food International.

V. Event Updates

Testa shared information regarding an event that was previously postponed in Sacramento. Visit Sacramento is now under consideration for a partnership with the event organizers. The Visit Sacramento team is still in the process of reviewing the data to ensure the event would make sense to pursue for the city. Testa requested that the board vote to grant the executive committee the authority to work with staff to review the deal and approve to partner or not to partner in the event.

There being no changes to the request for the executive committee to be able to approve or deny the confidential events funding, **Greg Shaw motioned to approve the executive committee to be granted approval power as presented, Royce Pollard seconded. [Vote: Unanimous]**

VI. City Services Transfer

Testa shared that the City of Sacramento was Visit Sacramento's accounting team for many years and as Visit Sacramento evolves into a larger organization the IT services have moved in house, and the team is ready to move forward with moving the accounting services in house as well. This means that the expense will be increasing to make this change. Initially \$45,000 was budgeted for these services and an additional \$94,000 is needed to make the change. The money is in the budget, but the amount is over the limit for internal approvals.

There being no changes to the accounting system services transfer, **Greg Shaw motioned to approve the budget increase to move the accounting services in house, Royce Pollard seconded. [Vote: Unanimous]**

VII. Terra Madre Americas

Testa introduce Edward Mukiibi and Paolo di Croce from Slow Food International to the group and reviewed how the event came to be held in Sacramento. Annie Mosley shared information regarding the event including the following key facts:

- Three Day Event
- 306 Presenters
- 120 sessions equaling 155 hours of content
- 75 indoor exhibitors
- 25 outdoor vendors

- 10 food trucks
- 34 sponsors
- Six celebrity chefs
- Over 95 wine labels
- 20 different craft beer labels
- Grand Tasting doubled in size to nearly 700 guests with over 30 restaurants

Testa continued by sharing that a 10-year deal has been negotiated for Terra Madre Americas then he turned the floor over to di Croce and Mukiibi to say a few words. They both shared their excitement to be in Sacramento and how welcomed they felt. They also touched on the long-term vision for the event and thanked everyone for their hard work.

VIII. Staff Reports

Staff reports were sent prior to the meeting.

IX. Items for Future Agendas

None at this time.

X. Adjournment

Chair Huber adjourned the meeting at 12:56 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO