

# MINUTES



**Meeting:** Board of Directors Meeting  
**Location:** Video/Teleconference  
**Date/Time:** May 14, 2020 ▪ 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 via video and teleconference in Sacramento, CA. Board Chair Shelly Moranville called the meeting to order at 12:01pm. It was established that a quorum was present, and the following attendance was recorded via roll call:

### **PRESENT** (for all or a portion of the meeting)

#### **Directors**

Alex Rodrigo

Bay Miry

Barry Miller

Christine Calvin

David Huber

Dennis Raymond

Heather Andrade-Neumann

Greg Shaw

Joe Chiodo

Josh Nelson

Mabel Salon

Patrick Mulvaney

Royce Pollard

Sami Qureshi

Scott Vandenberg, *Immediate Past Chair*

Shelly Moranville, *Board Chair*

Steve Young

#### **Industry Advisors, or Their Designees**

Michael Ault, *Downtown Sacramento Partnership*

Emily Baime Michaels, *Midtown Association*

Jody Ulich, *Convention & Cultural Services*

Mark Davis, *Sacramento County Department of Airports*

Matt Voreyer, *SAFE Credit Union Convention Center*

#### **Guest(s)**

Jose Hermocillo, *Integrated Communications*

Doug Warren, *Welcome Group*

John Lambeth, *Civitas*

Michael Jasso, *City of Sacramento*

#### **Visit Sacramento Staff**

Mike Testa, *President & CEO*

Sonya Bradley, *Chief Marketing Officer*

Sarah Atilano, *Chief of Strategy & Market Growth*

Kari Miskit, *Vice President of Communications*

Dan Santucci, *Director of Accounting*

Jeff Dougherty, *Director of State Association Sales*

Susan Babich, *Director of National Account Sales*

Elizabeth Anderson, *Convention Sales Coordinator*  
(Recording Secretary)

### **ABSENT**

#### **Directors and Industry Advisors**

Henry de Vere White

Nikki Carlson

Rick Pickering

Terry Harvego

Amanda Blackwood

Howard Chan

Kim Nava

Mayor Darrell Steinberg

## 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: January 16, 2020

There being no changes to the January 16, 2020 minutes, ***Sami Qureshi motioned to approve the minutes as presented; Scott VandenBerg seconded. [Roll Call Vote: Unanimous]***<sup>1</sup>

## IV. Chair's Report

### A. New Board Member Approval

Chair Moranville shared that three new members need to be voted on to be added to the board. Mike Testa shared that John Lambeth was on the call as a guest and is one of the new members looking to be added. He also shared that Lance Richard from Entercom Communications has resigned from the board as he has moved to Iowa.

New board members are listed below:

- i. John Lambeth, President & CEO, Civitas
- ii. Stacey Kauffman, SVP Market Manager Entercom Communications
- iii. Erika Bjork, Principal, Matters of Import

There being no questions or request for changes to the new board members, ***Dennis Raymond motioned to approve the new board members as presented; Heather Andrade-Neumann seconded. [Roll Call Vote: Unanimous]***<sup>1</sup>

### B. New Executive Committee Members

Chair Moranville shared that the executive committee would like to add the General Manager of the Kimpton Sawyer hotel Nikki Carlson to the executive committee as Secretary. Testa added that Carlson has been instrumental in the city since moving here from the bay area.

There being no questions or request for changes to the new executive committee member, ***Royce Pollard motioned to approve the new executive committee member as presented; Scott VandenBerg seconded. [Roll Call Vote: Unanimous]***<sup>1</sup>

## V. President's Report

### A. Coronavirus Impacts

Testa acknowledged that the Coronavirus has impacted everyone on the call. He shared the direct impact of the virus on Visit Sacramento including that 15 employees were laid off on Tuesday, May 12, 2020 while the remainder of the team had been on furlough since late March. The laid off employees received a severance package based on their tenure with the company. Testa added that the current financial situation is challenging as the revenue that is received from hotels is not coming in at this time. He knows that everyone is in the same situation and that Visit Sacramento is trying to stay financially viable.

Testa shared that hotel occupancy YOY has gone from 84% to 16.3% which is a significant drop and the ripple effect is seen in STMD revenues and the team is working towards the recovery. All programming has been stopped and Visit Sacramento is not

<sup>1</sup> Roll call votes listed on page 6

advertising in other markets as no one can travel. He continued that it does not make sense to be marketing and advertising when you cannot travel.

Visit Sacramento does not qualify for the Payroll Protection Plan as it is a 501c6. Testa added the Visit Sacramento has applied for a portion of the CARES money that was given to the city. All indications from the Mayor and City Manager have been very positive. There is also the possibility of a fourth stimulus that could include state and city governments. If this happens the discussion would be that if transient occupancy tax is made whole, then STMD should be as well.

B. 2020 Events

Testa informed the group that large public events did not look like they would be allowed this year including the Farm-to-Fork Festival and Aftershock festivals. The team will be holding off on cancelling any events until they are closer. There are talks about how Tower Bridge Dinner can be held while physically distancing, but more guidelines are needed from County Health officials before decisions are made. Christine Calvin added that the Crocker Art Museum is reorganizing how they will be doing their Winter fundraiser and will reach out to the team with suggestions.

C. Recovery Planning

Testa shared that recovery planning is a large focus for Sonya Bradley and the marketing team. Bradley has also been working closely with Kari Miskit during this fluid situation.

Bradley shared that currently marketing is laying the groundwork for future campaigns. There is expected to be an uptick in travel near the end of summer for destinations with big attractions. The reality is that until local business are reopened and ready for visitors, Visit Sacramento cannot bring anyone in. The team will be working with hotels and restaurants to get promotional deals that can be shared in the campaigns that will go out. The first campaign will be "Calling all Sacramentans"

Bradley continued that the timing is still to be determined based on county announcements for travel. Once the local travel market is built up then the team will extend to regional and beyond. Adding that one staff member that is on furlough will be brought back one day a week to assist with getting email messages out.

Miskit shared that media relations have been a large focus over the last eight weeks in the local market. The reason was to establish the relevance of the organization and the tourism industry and how it can help in Sacramento's recovery. As well as the unique roll we can play in supporting local bars, restaurants, attractions, and hotels. It was important to keep this message out there and the media is seeing the value that they may have not seen before. This has been done in conjunction with the remaining members of Sonya's team so that there is a hyper focus on local business.

Lou Hammond in New York are still on the ground and working for Visit Sacramento and continuing to share our story, including how restaurants are helping those in need. The hope is that if some of the funding is received, Visit Sacramento can utilize it to develop

<sup>1</sup> Roll call votes listed on page 6

a new contract with Lou Hammond to include crisis media recovery. In the meantime, they are looking at different ways that journalists can virtually come to Sacramento.

D. Budget Forecasting

Testa shared that he has asked hoteliers at the table how they are forecasting for the upcoming budget and it sounds that many are guessing based on all of the unknowns. STMD revenues are down for March, but once they are received for April it will tell the true story of how affected Visit Sacramento is. The STMD forecast is essential along with the City Stimulus grant. There is a possibility of a second round of layoffs depending on how the numbers forecast. A number of hotels are not paying their STMD collections, which further complicates forecasting.

E. Budget Approval

Testa informed the group that normally the budget meetings would start in May or June, but at this time those are being postponed due to the forecast being needed. Once more information is received a budget meeting will be scheduled.

F. SCC Expansion Update

Atilano shared that the week before the board meeting that the SAFE Credit Union Convention Center project reached a significant milestone with the last piece of structural steel being placed. The new ballroom is still on schedule as well as the whole project.

Atilano added that the convention sales team is still selling the building and having success with target accounts. Atilano reviewed the list of target accounts that are currently being worked on. She added that NCAA has been in contact with Sacramento hotels and Jeff Dougherty regarding being short listed for multiple events. These events will be confirmed in October. Also, the California International Marathon is still looking to move forward in December.

Atilano shared that there is a very positive story to tell as the building has not been open during the COVID crisis and that it will be brand new with updated standards when it reopens. Atilano turned the floor over to Matt Voreyer from the convention center. He shared that the goal is to move forward safely when reopening. Populous has been working on different analysis on what they are calling "Venue Readiness and Preparedness" this will allow the center to adhere to social distancing guidelines and safe distancing capacities for the meeting space. They are working on 20 studies between many major league sports and additional convention centers. They will be doing the analysis on the Convention Center, Memorial Auditorium and Community Center Theater. This should help to make customers feel safer and know that the proper protocols have been taken.

G. Board Retreat

Testa shared with the group that the 2020 Board Retreat was originally scheduled for Tahoe, but it has now been postponed to 2021. There will be a locally held board retreat instead and more information will be announced later. Similarly, the State of the

<sup>1</sup> Roll call votes listed on page 6

Hospitality Industry Lunch is going to be postponed. There are multiple possibilities of how it will be conducted, but it does have to be held based on the bylaws.

H. Breaking Bread

Testa shared that UC Davis Health system has funded the TV program that Visit Sacramento is producing called Breaking Bread. A Fox affiliate will air it in multiple markets. The pandemic has slowed down the production.

Miskit shared that the filmmaker team saw an opportunity to help our restaurants. They have put together vignettes where they are inviting the community to break bread at home with take out from locally owned restaurants. In the initial weeks of promotions some restaurants sold out of the item's they were promoting.

Miskit added that they have been in communication with a major national publication that is creating a travel feature about Sacramento. Breaking Bread at home has been some of the information they are working with as they reframe the piece due to the pandemic.

I. Fork 2 Farm

Testa shared that Bank of America reached out and wanted to help local farmers by giving grants of up to \$5,000 per farm, the total amount of funding given by Bank of America is \$100,000. Visit Sacramento has joined forces with Downtown Sacramento Partnership and Downtown Sacramento Foundation to act as the 501c3 to create Fork 2 Farm. The farms are being nominated by restaurants with outstanding invoices.

Farm-to-Fork al fresco has also been created to expand the footprint of restaurant dining rooms to sidewalks, streets, and parking lots. The goal is to make it work so that the restaurants can still make money when they reopen. There are some details still being worked on and ensuring that all health code rules are being followed. Downtown Sacramento Partnership and Midtown Association are also partnering with Visit Sacramento on this program.

Michael Ault asked Patrick Mulvaney what kind of support the different organizations can offer restaurants that are going through this? Mulvaney shared that half capacity is tough for people to make ends meet, especially for the smaller restaurants downtown. Mulvaney added that ABC and the Health department have been helpful in make things happen so restaurants can expand their seating. He concluded that at the end of the day restaurants want to make sure that staff and customers are safe. They do not want to reopen to have to close again.

Ault added that there have been many restaurants that will need a large inventory of personal protective equipment (PPE) and it hard to find it online for a good cost. He shared that Downtown Sacramento Partnership has started working with the city to try and utilize their buying power. Assistant City Manager Michael Jasso shared that the City is looking into how they can assist these restaurants with PPE.

<sup>1</sup> Roll call votes listed on page 6

J. Bank Signature Card Updates

Dan Santucci shared that the CHASE bank cards needed to be updated to remove John Reyes and Sheri Graciano, and to add Sarah Atilano.

There being no questions or changes requested by the board, **Patrick Mulvaney motioned to remove John Reyes and Sheri Graciano from the Bank Signature Card and to add Sarah Atilano; Heather Andrade-Neumann seconded. [Roll Call Vote: Unanimous]<sup>1</sup>**

K. Board Member Reports

No Comment from board

VI. **Staff Board Reports**

The January, February, March, and April department report was e-mailed to the board for their review prior to the meeting.

VII. **Items for Future Agendas**

No comment from the board.

VIII. **Adjournment**

Board chair Shelly Moranville adjourned the meeting at 12:55pm.

Respectfully submitted,



Elizabeth Anderson  
 Convention Sales Coordinator  
 (Recording Secretary)



Mike Testa  
 President & CEO

Voting Director	Minutes		Executive Committee		New Board Members		Bank Signature Card	
	Yea	Nay	Yea	Nay	Yea	Nay	Yea	Nay
Alex Rodrigo	X		X		X		X	
Bay Miry	<i>Not Present during vote</i>		X		X		<i>Not Present during vote</i>	
Barry Miller	X		X		X		X	
Christine Calvin	X		X		X		X	
David Huber	X		X		X		X	
Dennis Raymond	X		X		X		X	
Heather Andrade-Neumann	X		X		X		X	
Greg Shaw	X		X		X		X	
Joe Chiodo	X		X		X		X	
Josh Nelson	X		X		X		X	
Mabel Salon	<i>Not Present during vote</i>		X		X		<i>Not Present during vote</i>	
Patrick Mulvaney	X		X		X		X	
Royce Pollard	X		X		X		X	
Sami Qureshi	X		X		X		X	
Scott VandenBerg	X		X		X		X	
Shelly Moranville	X		X		X		X	
Steve Young	X		X		X		X	

<sup>1</sup> Roll call votes listed on page 6