

MINUTES



Meeting: Board of Directors Meeting
Location: Hyatt Regency
Date/Time: April 20, 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 Hyatt Regency in Sacramento, CA. Board Chair Nikki Carlson called the meeting to order at 12:05 pm and recited the Visit Sacramento Mission. It was established that a quorum was present, and the following attendance was recorded:

PRESENT

Directors

Barry Miller
David Huber
Doug Warren
Greg Shaw
Heather Andrade-Neumann
Henry de Vere White
Josh Nelson

Mabel Salon
Nikki Carlson
Patrick Miller
Patrick Mulvaney
Sami Qureshi
Shelly Moranville

Industry Advisors

Howard Chan, *City of Sacramento*
Liz Lorand Williams, *Downtown Sacramento Partnership*
Mark Davis, *Sacramento County Dept of Airports*
Crystal Bethke, *Sacramento County*
Matt Voreyer, *SAFE Credit Union Convention Center*

Visit Sacramento Staff

Mike Testa, Kari Miskit, Sarah Atilano, David Eadie, Dan Santucci, Annie Mosely and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Alex Rodrigo
Bay Miry
Christine Calvin
Erika Bjork
Jeroen Gerrese
Steve Young
Terry Harvego
Emily Baime Michaels

John Lambeth
Kipp Blewett
Darrell Steinberg
Royce Pollard
Stacey Kauffman
Michael Ault
Jenna Abbott

II. Public Comments – Matters Not on the Agenda

Board Chair Nikki Carlson called for public comment on items not listed on the agenda; none were presented.

III. City of Sacramento Update

City Manager Howard Chan shared with the groups a variety of updates including the below:

- Start of budget cycle
- Renewal of labor agreements
- Sidewalk ordinance
- Measure N and Transient Occupancy Tax
- Partnership with Ann Edwards at the county
- Primary Elections starting in March

IV. Approval of Board Meeting Minutes:

A. October 20, 2022

There being no changes to the October 20, 2022, minutes, ***MOTION: Shelly Moranville motioned to approve the minutes as presented; Heather Andrade-Neumann seconded. [Vote: Unanimous*]***

V. Chair's Report

Chair Carlson recited the Visit Sacramento Mission, Purpose and Vision and reminded the board members of its importance. Carlson also shared that if a board member does not attend two meetings in a row, then their position on the board would be reevaluated.

New Board Member Appointments

Chair Carlson presented the following people to be voted on to the board:

- Ariel Roblin, KCRA
- Larry Lee, Sacramento Observer
- Brad Cecchi, Canon East Sac
- Tim Woolslayer, Hilton Arden West
- Crystal Bethke, Sacramento County
 - Crystal is taking over the position previously held by Kim Nava

MOTION: Shelly Moranville motioned to approve the new board members as presents; Heather Andrade-Neumann seconded. [Vote: Unanimous*]

VI. Presentation: SMForward

Stephen Clark, Deputy Director of Airport Commercial Development for the Sacramento County Airport system presented to the group regarding the SMForward airport renovation project. Clark reviewed the timeline for each phase of construction, the estimated cost, and what would occur in each phase.

VII. Presentation: Metro Edge BoardLink

Liz Lorand Williams from Downtown Sacramento Partnership shared that she also works with the MetroEdge program. Last year they launched a new program called BoardLink by MetroEdge, where they are helping place young professionals on boards throughout the city. Mariana Sabeniano was selected to be placed on the Visit Sacramento board based on her experience and qualifications. Testa added that a number of resumes were submitted to Visit Sacramento and that Sabeniano was the best fit.

MOTION: Shelly Moranville motioned to approve the MetroEdge BoardLink Industry Advisor position as presented; Heather Andrade-Neumann seconded. [Vote: Unanimous*]

VIII. President's Report

A. Annual Organizational Goal Approval

Testa shared that the goal setting committee met prior to the board meeting and had agreed to the goals outlined below:

Room Night Goals	Annual Goal	Stretch Goal
Convention Sales	185,000	193,000
Sports Commission	105,000	110,000
Total Room Night Goal	290,000	303,000

Department	Annual Goal
Private Revenue	\$2,200,000
Communications	<ol style="list-style-type: none">1. Develop and execute two multi-medium marketing campaigns that showcase Sacramento to prospective audiences as a leisure travel destination.2. Develop and host three media FAMs showcasing the destination.3. Conduct one to two out of market deskside tours with media.
Diversity, Equity & Inclusion	<ol style="list-style-type: none">1. Attend three to five customer events/tradeshows and/or diversity-specific events to demonstrate VS's commitment to DEI with customers and potential prospects.2. Add 1,000 opt-in email addresses to diversity database for marketing and remarketing.3. Develop cultural tourism content for use as sales promotion, as well as a resource for convention attendees and leisure visitors.

MOTION: Shelly Moranville motioned to approve the annual organizational goals; Heather Andrade Neumann seconded. [Vote: Unanimous*]

B. Communify Ad Campaign

Kari Miskit shared that Communify had just completed a new leisure campaign around pride, and that it featured members of the Sacramento community. The tagline for the campaign is Unapologetically Sacramento and to come and find your people in Sacramento. Miskit also shared that Sonya Bradley presented alongside Dustin Woehrmann at an E-Tourism submit regarding the campaign and how Visit Sacramento is working with Communify.

C. Convention Sales Update

Sarah Atilano shared that when the Citywide Sales Strategy was completed the benchmark years chosen were 2018 and 2019. The team is seeing the same group business coming back and bookings are up year over year. As a result, the team has been traveling often, including a recent sales mission to Washington D.C. and Virginia where they hosted a client event for nine convention clients.

D. Sports Commission Update

David Eadie shared that March Madness just completed their second tournament in Sacramento. The first time they were here DOCO was not fully built yet, and to see it activated this year was great. This was an event where the Visit Sacramento team is hands on from transportations, police escorts, hotels, and arena operations.

Eadie continued that at the end of May the NCAA West Regional Track and Field Championships were returning. It is a five-day event at Sacramento State that was last in Sacramento in 2019.

Eadie added that the NCAA bid cycle begins in July and the team will have until February 7, 2024 to put bids together, with sites selected in October 2024. In the last bid cycle Visit Sacramento bid on 36 events and were awarded nine.

Testa shared that the Sports Commission and Events department have been working very closely and they have decided to merge them into one department with Dave being promoted to Chief of Sports and Entertainment.

E. NYC Media Trip

Miskit shared that Mike Testa, Chef Ravin Patel and Kari Miskit will be traveling to New York next week for media desk side visits. There are two ways journalists get to know Sacramento and it is they either come here or we go there. Meetings have already been scheduled with Wall Street Journal Off Duty and many others.

F. Kings Playoff Media Opportunities

Miskit informed the group that if you watch or read any local news coverage with the Sacramento Kings you will see that Visit Sacramento has also commented. The goal with talking about sports is to reinforce the value of sports when it comes to tourism in the city. Being able to be in these media opportunities is a testament to the work everyone here is doing to show the value of tourism.

G. State of the Hospitality Industry Event

Testa shared that the annual State of the Hospitality Industry luncheon is scheduled for June 8, 2023. He asked that the board put it on their calendars and let them know that more information would be released in the coming weeks.

IX. Staff Reports

Staff reports were sent prior to the meeting.

X. Adjournment

Board Chair Nikki Carlson adjourned the meeting at 1:29 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO