

# MINUTES



**Meeting:** Board of Directors Meeting  
**Location:** Hyatt Regency & Video/Tele Conference  
**Date/Time:** March 17, 2022 ▪ 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 Hyatt Regency Hotel, via video and teleconference in Sacramento, CA. Board Chair Sami Qureshi called the meeting to order at 12:07 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	Kipp Blewett
Christine Calvin	Mabel Salon
David Huber	Nikki Carlson
Denia Phillips	Patrick Miller
Doug Warren	Rick Pickering
Erika Bjork	Royce Pollard
Greg Shaw	Sami Qureshi
Heather Andrade-Neumann	Shelly Moranville
Jeroen Gerrese	Stacey Kauffman
Joe Chiodo	Terry Harvego
John Lambeth	

#### Industry Advisors

Liz Lorand, <i>Designee, Downtown Sacramento Partnership</i>	Michael Jasso, <i>City of Sacramento</i>
Emily Baime Michaels, <i>Midtown Association</i>	Mark Davis, <i>Sacramento County</i>
	Matt Voreyer, <i>SAFE Credit Union Convention Center</i>

#### Guest

Jose Hermocillo

#### Visit Sacramento Staff

Mike Testa, Sonya Bradley, Kari Miskit, Daniel Santucci, Linda Odell and Elizabeth Anderson (recording secretary)

### ABSENT

#### Directors and Industry Advisors

Alex Rodrigo	Darrell Steinberg
Amanda Blackwood	Henry de Vere White
Bay Miry	Josh Nelson
Kim Nava	Steve Young

**II. Public Comments – Matters Not on the Agenda**

Board Chair Sami Qureshi called for public comment on items not listed on the agenda; there were no matters presented.

**III. Approval of Board Meeting Minutes:**

A. January 20, 2022

There being no changes to the January 20, 2022, minutes, *Jeroen Gerrese motioned to approve the minutes as presented; Doug Warren seconded. [Vote: Unanimous\*]*

**IV. Chair’s Report**

Chair Qureshi spoke to the expansion of the center and the hope of additional business coming to the market quickly and he reminded the group it will take some time. There was a short discussion on hotels participating in citywide business and working together to secure business that is best for the whole city.

**V. President’s Report**

A. Annual Organizational Goal Approval

Testa shared that the goal committee met the week prior and approved the annual goals. Crossovers are also being worked on to be recommended in the future. The below goals were reviewed.

Room Night Goals	Annual Goal	Stretch Goal
Convention Sales	165,000	175,000
Sports Commission	125,000	135,000
<b>Total Room Night Goal</b>	<b>290,000</b>	<b>310,000</b>

Department	Annual Goal
Private Revenue	<b>\$3,000,000</b>
Communications	<ol style="list-style-type: none"> <li>1. Develop and execute a multi-medium marketing campaign that showcases Sacramento to prospective audiences as a leisure travel destination</li> <li>2. Develop and host at least one media FAM showcasing the destination</li> <li>3. Secure at least three travel or destination focused media pieces in top-tier publications</li> <li>4. Secure participation in at least 5 speaking engagements for Visit Sacramento leadership and/or senior staff</li> </ol>
Diversity, Equity & Inclusion	<ol style="list-style-type: none"> <li>1. Attend three meeting planner trade shows/client events with sales team members</li> <li>2. Complete three campaigns targeted to a diverse group (e.g., Black, Latino, accessible, LGBT) that adds a minimum of 250 new opt-in emails to the Visit Sacramento database for re-targeting</li> <li>3. Develop &amp; promote an overnight stay itinerary for November’s Colour of Music Festival</li> </ol>

**MOTION: Jeroen Gerrese motioned to approve the organizational goals as presented; Doug Warren seconded. [Vote: Unanimous\*]**

B. Organizational Financial Reserves Policy

Testa shared that staff and the executive committee have been discussing a financial reserve policy. The goal of the policy would be to have twelve months of reserves on the books. The policy will also cover what will trigger the use of the funds. Once the policy is written it will be submitted to the executive committee for review.

C. New Festival Announcement

Testa announced that a new country music festival will be announced next week. The festival is two-days long and the weekend following Aftershock. The goal is to have a third festival, but that one won't be added until a later date. The team is also looking at how to fill the market with conferences and events between the festival weekends.

D. State of the Hospitality Industry Event

Testa shared that the State of the Hospitality Industry luncheon will be held on June 29, 2022, and tickets will go on sale soon.

E. Sacramento Monopoly Game

Testa shared that an article came out announcing Hasbro creating a Sacramento Monopoly Game. Visit Sacramento has suggested certain areas to be included on the board and the company has reached out to multiple businesses to purchase a square. The cost to purchase a square is \$7,000 a year for three years.

F. New Positions at Visit Sacramento

Testa introduced the new Director of Human Resources, Linda Odell, to the group. He also shared that the Visit Sacramento Sports Commission has hired a new sports development manager, Jill Culbertson, who will be starting in the coming weeks. He added that an event manager position has also been posted and will begin the interview process soon.

G. In-Person Board Meetings

Chair Qureshi shared with the board that the March board meeting would be the last hybrid meeting unless a requirement from the county is announced to return to virtual meetings.

H. Visit Sacramento Board Committees: Advocacy Committee/Sports Facilities Committee

Testa shared that the new committees have had their first meetings and are headed in a good direction on the Sports Facilities. The Hospitality Advocacy committee meeting was not as well attended. This committee is very important as it plays into the sports committee and is helpful on other fronts to have businesses that can back up our conversation with elected officials.

Chair Qureshi added that when the committees were formed it was discussed that they need be board driven and not staff driven. Continuing that the board cannot expect the staff to run the committees on their own.

I. New Board Member Vote

a. Patrick Mulvaney

Chair Qureshi shared that he would like to nominate Patrick Mulvaney from Mulvaney's B & L to return to the board of directors, Chair Qureshi believes there is a benefit to having Mulvaney on the board. Testa agreed and shared that Mulvaney is very well connected in the industry and his passion helps to drive the organization and city as a whole to success.

**MOTION: Jeroen Gerrese motioned to approve new board member Patrick Mulvaney; Doug Warren seconded. [Vote: Unanimous\*]**

J. Bank Signature Card Approval

Testa continued that former COO John Reyes is still listed on the bank signature card and he needs to be removed. Mike Testa and Sonya Bradley will remain on the account with no person being added to replace John.

**MOTION: Jeroen Gerrese motioned to approve removing John Reyes from the Bank Signature Card as presented; Doug Warren seconded. [Vote: Unanimous\*]**

K. Bank Loan Payoff

Testa shared that the current office building mortgage has approximately \$366,000 remaining with 4.5% interest. It averages an annual payment of \$51,000 a year and approximately \$18,000 of that is in interest. There is enough money in the budget to pay off the building, but to do that there is a \$9,000 penalty. The executive committee discussed this and decided it would be best to pay off the building now and not continue to pay interest. It was clarified that paying off the loan would not affect the financial reserves.

**MOTION: Jeroen Gerrese motioned to approve the bank loan mortgage payoff as presented; Doug Warren seconded. [Vote: Unanimous\*]**

VI. **Staff Reports**

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

VII. **Items for Future Agendas**

None at this time.

VIII. **Adjournment**

Board Chair Sami Qureshi adjourned the meeting at 12:50pm.

Respectfully submitted,



Elizabeth Anderson  
 Office Administrator  
 (Recording Secretary)



Mike Testa  
 President & CEO

Board Member	Minutes – October 21		Organizational Goals		New Board Member		Bank Signature Update		Loan Payoff	
	Yea	Nay	Yea	Nay	Yea	Nay	Yea	Nay	Yea	Nay
Barry Miller	X		X		X		X		X	
Christine Calvin	X		X		X		X		X	
David Huber	X		X		X		X		X	
Denia Phillips	X		X		X		X		X	
Doug Warren	X		X		X		X		X	
Erika Bjork	X		X		X		X		X	
Greg Shaw	X		X		X		X		X	
Heather Andrade-Neumann	X		X		X		X		X	
Jeroen Gerrese	X		X		X		X		X	
Joe Chiodo	X		X		X		X		X	
John Lambeth	X		X		X		X		X	
Kipp Blewett	X		X		X		X		X	
Mabel Salon	X		X		X		X		X	
Nikki Carlson	X		X		X		X		X	
Patrick Miller	X		X		X		X		X	
Rick Pickering	X		X		X		X		X	
Royce Pollard	X		X		X		X		X	
Sami Qureshi	X		X		X		X		X	
Shelly Moranville	X		X		X		X		X	
Stacey Kauffman	X		X		X		X		X	
Terry Harvego	X		X		X		X		X	