

MINUTES



Meeting: Board of Directors Meeting
Location: Courtyard by Marriott, Cal Expo
Date/Time: May 19, 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 Courtyard by Marriott Cal Expo in Sacramento, CA. Board Chair Sami Qureshi called the meeting to order at 12:05pm and recited the Visit Sacramento Mission. It was established that a quorum was not present, and the following attendance was recorded:

Present

Directors

David Huber	Kipp Blewett
Denia Phillips	Nikki Carlson
Erika Bjork	Patrick Mulvaney
Greg Shaw	Rick Pickering
Joe Chiodo	Royce Pollard
Josh Nelson	Sami Qureshi

Industry Advisors

Emily Baime Michaels, *Midtown Association*

Guests

Ryan Opatz, The Westin
Mirinda Sildack, The Westin

Visit Sacramento Staff

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

ABSENT

Directors and Industry Advisors

Alex Rodrigo	John Lambeth
Amanda Blackwood	Kim Nava
Barry Miller	Mabel Salon
Bay Miry	Mark Davis
Christine Calvin	Matt Voreyer
Darrell Steinberg	Patrick Miller
Doug Warren	Shelly Moranville
Heather Andrade-Neumann	Stacey Kauffman
Henry de Vere White	Steve Young
Howard Chan	Terry Harvego
Jeroen Gerrese	

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. March 17, 2022

As no quorum was present the vote was postponed to the July 2022 meeting.

IV. Chair's Report

Chair Qureshi welcomed Patrick Mulvaney back to the Visit Sacramento Board and spoke about how hotels in the region needing to work together to secure business with Visit Sacramento. He continued by briefly recapping a Sacramento Hotel Association general manager meeting that was held the week prior. Qureshi shared that a goal of the group will be to have a quarterly meeting to keep the dialogue open with each other.

V. President's Report

A. Industry Update

Testa shared a hotel industry update for those not directly in the hotel business. The demand is being driven by leisure travel, including those who can drive into Sacramento. Convention attendance has not returned to pre-pandemic levels yet and this is not just in Sacramento, but in most cities. People are apprehensive to travel, which is impacting convention attendance numbers. There is hope that it will improve by the third or fourth quarter to close to 2019 levels, but with the chance of a COVID resurgence this could change.

Testa continued that hotels are expected to see 95% of 2019 levels in the next year with a full recovery estimated for 2024. California is currently two thirds of where they were in 2019 from a visitor's standpoint and Transient Occupancy Tax collections are at 89% in the City of Sacramento.

In 2019 weekends were the challenge to fill in Sacramento and now the challenge is weekdays, which is driven by business travel. Visit Sacramento's marketing investment in the leisure markets is helping to drive the weekend business. The other pivots made by Visit Sacramento with focusing on outdoor sporting events has also helped to drive weekend business as families continue to spend money for their children to compete.

B. Scheduled Events & Conventions:

World's Strongest Man

Planners for the World's Strongest Man joined the board meeting to briefly share about the upcoming tournament on Capitol Mall. They shared about expected crowd size, events, and competitors for the 45th annual event.

State of the Hospitality Industry Luncheon

Chair Qureshi shared that the State of the Hospitality Industry Luncheon is going to be happening on June 29, 2022, and that he would like everyone to please support the event and buy a table or individual tickets. Testa shared that the programing will be

different than in previous years and will be more focused on video's instead of speeches to directly show the marketing efforts of Visit Sacramento.

USATF Junior Olympic Championships

Dave Eadie shared that the USATF Junior Olympic Championships is returning to Sacramento July 25 – 31, 2022 and is expecting upwards of 6,500 athletes to compete. The event is run by the Visit Sacramento Sports Commission and a local organizing committee from the USATF. Even though Sacramento has hosted this event multiple times it is important to remember how large of an impact it has on the city and region. There are some contracted blocks through a housing company, but it is known that many families will book on their own outside of the block as well.

World Butcher Challenge

Testa shared that World Butchers Challenge will be taking place at the Golden 1 Center September 2-3, 2022. Tickets have gone on sale and the planners are very excited for the event to take place after having to postpone twice due to COVID. There will be sixteen countries competing and the French are known to bring a delegation of approximately 500 people. We are still calculating the full spectator number, but the entire Golden 1 Center will be programed. They will also be hosting a gala dinner at the Memorial Auditorium for the teams. There is also a pitch for an international TV program to film the event. The goal is for this to be a bi-annual event.

Into the Lion's Den

Eadie shared the cycling criterium will be returning in 2022 for a men's and women's race, but the date is shifting to a different weekend and will be announced soon.

Farm-to-Fork Festival

Testa shared that staff is hard at work to bring new programming to the festival. There will be three stages this year and the James Beard House Foundation is going to come out and bring four to five chefs from various cities, along with local chefs, for one of the stage programs. Bands will be announced in early June, and with the new programming we are hoping to be back at the 2019 attendance level this year.

The marketing for the festival is different than we have ever done before. The goal is to have attendees in town for both days of the festival. There will be a media FAM and meeting planner FAM that same weekend.

GoldenSky

Testa shared that in 2021 Aftershock extended their event to be a four-day festival and that will be continuing this year and is currently on pace to sell out again. The GoldenSky festival will be starting this year and ticket sales are already going better than expected. This is partly because it is an underserved market in the community. If the event does well this year, they will be able to invest in larger headliners and additional performers next year.

Emily Baime Michaels shared that Danny Wimmer Presents spoke at the 2019 board retreat and talked about wanted local restaurants to be included in the festivals. Baime Michaels is in charge of restaurant outreach for the GoldenSky festival, and they will have somewhere between five to ten local restaurants in the Farm-to-Fork village. Baime Michaels shared that if anyone is interested in participating or knows a restaurant who is to please let her know.

Testa concluded that the festival organizers are trying to make it a very Sacramento centric event. There will be local food, wine, craft breweries and artists painting murals and selling their art. There will also be three bands from Sacramento performing. They will also be working closely with local bars to program the hours that events are not happening at the festival.

IRONMAN

Eadie shared that IRONMAN will be returning in October and the expected attendance is going to increase this year to approximately 4,300 competitors.

Testa concluded the event highlights by sharing that many of the events touched on were new and primarily put in the market due to the pandemic. They will drive occupancy to the market, and these should grow the market significantly as conventions return.

C. NCAA Bid

David Eadie shared that Visit Sacramento is currently pursuing a bid to host the NCAA Women's Final Four for a year between 2027-2031. Currently on step five of a ten step process. In the next few days there will be an announcement of finalist from all of the cities who bid.

Eadie continued that the event will utilize the whole city and is expected to generate \$20-25 million in economic impact based on other cities reports. For Sacramento to be successful all hotels will need to provide room blocks for the bid, which was part of the discussion at the general manager meeting that Chair Qureshi previously discussed.

D. Staffing Updates

Testa shared that Jill Culbertson has joined the Sports Commission and the team has added a marketing specialist, director of human resources and event manager over the last year. Testa continued that hiring will continue based on market needs. The next position being looked at is in the sales department.

E. July Board Meeting Date

Testa communicated that during the week of the originally scheduled board meeting is the Destinations International Annual Conference which the majority of the leadership team will be attending. Due to this fact the July board meeting will be moving to July 28, 2022.

F. Department Updates

Sarah Atilano shared that she attended the Sacramento Hotel Association general manager meeting with Mike the week prior and presented the Citywide Sales Strategy to the group as a refresher. Atilano added that along with the Sales team a similar presentation was given to Director of Sales for convention hotels as well in the month of May. Atilano is also working on doing a similar meeting for revenue managers as well.

Atilano continued that the Council of Higher Education Management Association (CHEMA) will be in Sacramento at the beginning of June for a familiarization tour and it will bring 40-60 new meeting planners to the market to experience what Sacramento has to offer. Then a couple of weeks later there will be a Meeting Professionals International (MPI) familiarization tour that will be just before their conference in San Francisco.

Kari Miskit and Mike Testa shared that in late June they will be traveling to New York city to do media pitches alongside our agency of record Lou Hammond. The duo will be pitching leisure travel, conventions, sports, festivals etc. They just started in person meetings again in New York and the team wanted to get there as soon as possible.

Miskit added that the prior there was a feature on the morning show Kelly & Ryan about Sacramento. The show was given video and talking points as well as a few chefs to consider for the segment. They chose to have Chris Barnum-Dam on the show, and he went to New York and did a demonstration live.

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 12:52 pm.

Respectfully submitted,



Elizabeth Anderson
Office Administrator
(Recording Secretary)



Mike Testa
President & CEO