

MINUTES



Meeting: Board of Directors Meeting
Location: Sacramento State University
Date/Time: November 16, 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 Sacramento State University in Sacramento, CA. Board Vice Chair Royce Pollard called the meeting to order at 12:17 pm and recited the Visit Sacramento Mission. It was established that there was a quorum present, and the following attendance was recorded:

PRESENT

Directors

Ariel Roblin	Josh Nelson
Brad Cecchi	Kipp Blewett
Christine Calvin	Larry Lee
David Huber	Patrick Mulvaney
Doug Warren	Royce Pollard
Erika Bjork	Shelly Moranville
Greg Shaw	Stacey Kauffman
Henry de Vere White	Tim Woolslayer

Industry Advisors

Michael Ault, *Downtown Sacramento Partnership*
Mariana Sabeniano, *MetroEdge BoardLink YP*
Howard Chan, *City of Sacramento*
Crystal Bethke, *Sacramento County*
Mark Davis, *Sacramento County Dept of Airports*
Matt Voreyer, *SAFE Credit Union Convention Center District*

Visit Sacramento Staff

Mike Testa, Kari Miskit, Sonya Bradley, David Eadie, Dan Santucci, Linda Odell, Jill Culbertson, and Elizabeth Anderson (recording secretary)

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Patrick Miller
Barry Miller	Sami Qureshi
Bay Miry	Emily Baime Michaels
Heather Andrade-Neumann	Steve Young
Jeroen Gerrese	Terry Harvego
John Lambeth	Darrell Steinberg
Nikki Carlson	Jenna Abbott
Mabel Salon	

II. Public Comments – Matters Not on the Agenda

Board Vice Chair Royce Pollard called for public comment on items not listed on the agenda, none were presented.

III. Approval of Board Meeting Minutes:

A. July 27, 2023

There being no changes to the July 27, 2023, minutes, ***Josh Nelson motioned to approve the minutes as presented, Henry de Vere White seconded. [Vote: Unanimous, Erika Bjork Abstained]***

B. October 19, 2023

There being no changes to the October 19, 2023, minutes, ***Erika Bjork motioned to approve the minutes as presented, Henry de Vere White seconded. [Vote: Unanimous*]***

IV. Chair's Report

None at this time.

V. President's Report

A. Convention Sales

Mike Testa shared that a national recruiter was hired to search for candidates for the Chief of Sales position. The recruiter came to Sacramento to tour the city, meet with various staff and members of the community and gained a better understanding of the market. The position was posted this week, and the team is hopeful to schedule interviews in December.

B. Marketing Update

Kari Miskit shared that the city of festivals campaign was inviting people to come and book their festival experience in the fall. It was on multiple platforms and has performed well. Preliminary results show just under 5M impressions. There was an additional piece from Expedia that ties 2,500 room nights to this specific campaign, which shows that the leisure market is being educated on Sacramento and following through with booking. The campaign ran from the end of July through September with a small break during the Farm-to-Fork festival and came back up until the end of GoldenSky.

C. Sports & Entertainment Update

David Eadie informed the group about the success of the most recent IRONMAN California triathlon. As well as reviewed the NCAA Division 1 Cross Country regional event, the 2024 USATF Masters and the upcoming NCAA Bid Cycle.

Jill Culbertson discussed the recent joint sales mission in Colorado Springs with Catch Des Moines and Visit St. Paul. Culbertson shared that there are many headquarter offices in Colorado Springs for sports event organizations and the event was successful. The next event Culbertson will be attending is the US Sports Congress in December which is a new tradeshow for Visit Sacramento Sports Commission.

D. Goals Update

Testa reviewed the current production goals for the Sales and Sports department and highlighted the number of room nights generated from festivals. Testa also discussed the private revenue, communications, and DEI goal progress.

E. Audit

Kipp Blewett shared that the annual audit was completed and had a clean opinion and there was only one item brought up which was non-material regarding the copy machine.

F. F2F/Harvest

Testa shared that a vote was needed to pursue a third music festival and begin negotiations with Danny Wimmer Presents on how this can be accomplished. Visit Sacramento would still have our priorities in the festival as it would be destination focused, but Danny Wimmer Presents would be the team who would handle all of the musicians and set up in Discovery Park.

MOTION: With no changes requested Henry de Vere White motioned to approve Visit Sacramento to begin financial negotiations with Danny Wimmer Presents, similar to the dollar amounts committed to GoldenSky, on a third music festival; Josh Nelson Seconded. [Vote: Unanimous]

G. Slow Food

Testa discussed that Terra Madre of the Americas will start in Spring 2024 and will shine a spotlight on Sacramento. Testa shared a vote is required for approval to negotiate up to \$1M to bring the conference to Sacramento.

MOTION: With no changes requested Henry de Vere White motioned to approve Visit Sacramento to begin negotiations with Terra Madre of the America's event; Josh Nelson Seconded. [Vote: Unanimous]

H. Bank Signature Card Update

Testa shared that the bank signature card needed to be updated to remove Sarah Atilano and add Kari Miskit.

MOTION: With no changes to the bank signature card updates Henry de Vere White motioned to approve as presented; Josh Nelson Seconded. (Vote: Unanimous)

I. Board Meetings

No items discussed.

J. City of Sacramento Update

Testa introduced City Manager Chan to the group for an update on items currently occurring in the city. Chan shared updates regarding the public council priority workshop and that the results of the workshop were a top three priority list with consisted of homelessness, public safety and a tie for housing and infrastructure.

Chan gave updates on each item including the incident management team (IMT) who are tasked to respond to 311 calls for service and address encampments. The new IMT has already made a significant impact on responding to incidents more quickly before the team was formed.

Chan took questions from the group regarding the items discussed. Including:

- Clarifying the enforcement of the sidewalk ordinance and how they are addressing them in order of importance.
- The need for additional staff and that they are hiring for the departments as fast as possible.
- Clarified that the bike trails are managed by county enforcement.
- Reiterated that enforcement is happening and that citizens should not be hearing from law enforcement that it cannot happen.

Chan closed the discussion by sharing the impact the IMT has had thus far on the community.

VI. Staff Reports

Staff reports were sent prior to the meeting.

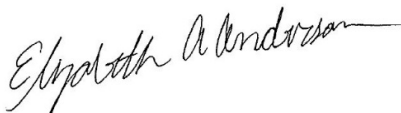
VII. Items for Future Agendas

None at this time.

VIII. Adjournment

Board Vice Chair Royce Pollard adjourned the meeting at 1:26 pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO