

MINUTES



Meeting: Board of Directors Meeting
Location: Sky River Casino, 1 Sky River Pkwy, Elk Gove, CA 95757
Date/Time: February 12-13, 2025
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 retreat for the Board of Directors of Visit Sacramento was held at the Sky River Casino in Elk Grove, CA. Facilitator John Rodriguez conducted the one-and-a-half-day retreat. It was established that there was a quorum present, and the following attendance was recorded by day:

Name	Board Position	February 12 th	February 13 th
Alex Rodrigo	Director	Not Present	Not Present
Ariel Roblin	Director	Present	Present
Brad Cecchi	Director	Present	Present
Christine Calvin	Director	Present	Present
Danielle Price	Guest	Present	Present
David Huber	Director	Present	Present
Doug Warren	Director	Present	Present
Emily Baime Michaels	Industry Advisor	Present	Not Present
Erika Bjork	Director	Present	Present
Greg Shaw	Director	Present	Present
Heather Andrade-Neumann	Director	Present	Not Present
Henry de Vere White	Director	Present	Present
Jeroen Gerrese	Director	Present	Present
John Lambeth	Director	Present	Present
Jonathan Wiser	Industry Advisor	Present	Present
Jose Hermocillo	Guest	Present	Present
Josh Nelson	Director	Not Present	Not Present
Kipp Blewett	Director	Present	Present
Larry Lee	Director	Present	Present
Mabel Salon	Director	Present	Not Present
Mariana Corona Sabeniano	Industry Advisor	Not Present	Not Present
Mark Davis	Industry Advisor	Not Present	Not Present
Mayor Kevin McCarty	Industry Advisor	Not Present	Not Present
Megan Van Voorhis	Guest	Present	Present
Michael Ault	Industry Advisor	Present	Present
Michael Jasso	Industry Advisor	Not Present	Not Present
Nikki Glass	Director	Present	Present
Oliver Ridgeway	Director	Present	Present
Patrick Miller	Director	Present	Present
Patrick Mulvaney	Director	Present	Present
Ravin Patel	Guest	Present	Present
Robert Heidt	Industry Advisor	Not Present	Not Present
Royce Pollard	Director	Present	Present

Shelly Moranville	Guest	Present	Present
Stacey Kauffman	Director	Present	Present
Steve Mammet	Director	Present	Present

Visit Sacramento Staff Present

- Mike Testa
- Kari Miskit
- David Eadie
- Mariles Krok
- Sonya Bradley
- Karlee Cemo-McIntosh
- Jill Culbertson
- Brandon Darnell
- Elizabeth Anderson, recording secretary

Presenters

present for all or a portion of the meeting

- John Rodriguez, facilitator
- Suzzanne Ravitz, 2Synergize
- Lynn Mohrfeld, CH&LA
- Kim Hiltachk, Hiltachk Marketing Group
- Chris Vargas, Integrated Media Strategist
- Phil Tretheway, Position
- Karina Talamantes, City of Sacramento Vice Mayor
- Phil Pluckebaum, City of Sacramento Councilmember
- Roger Dickinson, City of Sacramento Councilmember
- Scott Ford, Downtown Sacramento Partnership

II. Public Comments – Matters Not on the Agenda

Facilitator John Rodriguez shared that attendee's, and guest should feel welcome to speak up as needed, that the day was meant to be a dialogue with each other and that time would be given for group discussions.

III. Wednesday, February 12, 2025

Welcome

Presenter: Chair David Huber and John Rodriguez, Facilitator

Chair Huber welcomed the group to the retreat and shared some of Visit Sacramento's successes from 2024. Rodriguez set the stage for the day and shared his role as facilitator.

Visit Sacramento Landscape

Presenter: Mike Testa, Visit Sacramento

Testa shared Visit Sacramento's year end goals and how the organization has evolved since 2017. This includes:

- Diversifying events brought to town
- Showcasing the food scene
- Marketing all of Sacramento
- Focused relations
- Community engagement

- Strategic staffing

2Synergize Market Report

Presenter: Suzzanne Ravitz, 2Synergize

Ravitz shared she is from 2Synergize who a consulting agency who specializes in the destination management organization industry. 2Synergize also operates multiple different reporting platforms such as FuturePace, Mint+ and they conduct the Destination Attractiveness Comparative Cities, and Destination Attractiveness Mathematical Market Metrics reports.

Visit Sacramento commissioned an updated market analysis for year end 2024. The analysis reviewed lead generation, lead room night generation, booking production and room night production for the US Aggregate, West/Pacific, California and Sacramento specifically.

Ravitz also shared her analysis of Lost business in 2024 and market segment growth in Sacramento. Ravitz concluded her presentation by reviewing the competitive set analysis. Her key takeaways included:

- Sacramento is currently performing better than other West Coast and California destinations. However, as these destinations adapt, Sacramento must maintain its momentum.
- With Sacramento's convention package ranking 13th in its competitive set, collaboration among stakeholders is essential to presenting the strongest lead offers – especially for growth in the corporate market.
- Shifting to turning annuals 1-2 years at a time, production numbers will be impacted as the booking policies are updated.
- Stay aware of lost business factors and seek opportunities to improve conversion rates.
- Highlight success stories (such as the US Composting Council) to showcase Sacramento's ability to host impactful events.

Convention Sales Update

Presenter: Mariles Krok, Visit Sacramento

Krok shared a recap of what she has done since joining the team in May 2024. Additionally, she shared changes that are in progress including:

- Marketing updates
- Target market segments
- Staffing changes
- Strategic collaboration

Marketing & Communications

Presenter: Kim Hiltachk, Hiltachk Marketing Group, Chris Vargas, Integrated Media Strategist, and Phil Tretheway, Position

Tretheway started the presentation by reviewing the leisure marketing audience, messages, and goals while showcasing previous leisure campaigns.

Hiltachk reviewed the brand awareness survey which included insights such as:

- In refining the marketing effort, it will be important to consider the best target audience. This research indicates that Millennials are the best age group to target, followed by Gen Z. Additionally, families with children at home are a strong target for Sacramento, with the LGBTQIA+ audience also being more receptive and interested in the city.

Vargas reviewed Visit Sacramento's paid media performance and shared his recommendations on expansion into other nonstop fly markets such as Las Vegas, Guadalajara, Dallas, Chicago and Phoenix.

Festivals

Presenter: Mike Testa, Visit Sacramento

Testa shared an update regarding the festival landscape in the city, and let the group know to expect an announcement from event promoters in the coming week.

Sports Facilities Committee Update

Presenter: Davide Eadie, Visit Sacramento and Erika Bjork, Matters of Import

Eadie and Bjork shared a timeline on what the Sports Facilities Committee has been working on. They shared the target complex is a flat field facility which has the potential to attract up to \$28M in direct visitor spending each year.

They showcased the results of the study and what would be needed at the facility to generate the most economic impact possible. Additionally, they showed proposed options within the city and how they would compare to other flat field complexes in the United States.

Terra Madre Americas

Presenters: Mike Testa, David Eadie, and Karlee Cemo-McIntosh, Visit Sacramento

The group shared information on Terra Madre Salone del Gusto and how the first iteration of it in America will be in Sacramento from September 26-28, 2025. They reviewed how position Sacramento as America's Food Destination helped to secure the event.

They reviewed the focus of the event, target audience, key event components and the layout of the events footprint.

At the end of the presentation Rodriguez broke the group into table work to discuss how they can support Visit Sacramento in this endeavor from their own business sectors.

Meet the Mayor

Please note the mayor's schedule changed and he was unable to attend the meeting.

IV. Thursday, February 13, 2025

Welcome & Terra Madre America's Reflection

Presenter: John Rodriguez, Facilitator

Rodriguez welcomed the group back for the second day and asked them to reflect at their tables on the discussion from the previous afternoon.

CH&LA Update

Presenter: Lynn Mohrfeld, CH&LA

Mohrfeld presented updates from the California Hotel & Lodging Association. Including a recap of 2024 legislation, 2025 political outlook, and CHLA priorities for the year.

Downtown Sacramento Partnership

Presenter: Michael Ault, and Scott Ford, Downtown Sacramento Partnership

Ford and Ault shared the current PBID boundaries and where they are looking to expand it too. They also reviewed return to office trends, pedestrian trends and how civic amenities drive visitation. They shared their opportunity sites for new amenities in the city and the lighting project taking place on K St. Their key takeaway from the presentation was progress through partnership.

Ralph M. Brown Act Training

Presenter: John Lambeth, Civitas

Lambeth conducted training for the board which reviewed the Ralph M. Brown Act, Public Records Act, Nonprofit corporation compliance, and duties of directors.

Community Engagement Discussion

Moderator: Sonya Bradley, Visit Sacramento

Panelist: Vice Mayor Karina Talamantes, Councilmember Phil Pluckebaum, Councilmember Roger Dickenson

Bradley led a panel discussion on the importance of community engagement and how Visit Sacramento has been working with local neighborhoods to highlight businesses that are outside the typical visitor path. The panel also discussed how these video's and Visit Sacramento's work can generate community pride, engagement and more business to their neighborhoods.

Wrap up

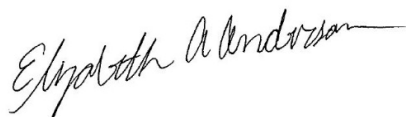
Presenter: John Rodriguez, Facilitator

Rodriguez concluded the retreat by asking for each table to share a key takeaway from the day and half and how they can help support Visit Sacramento throughout the year.

V. Adjournment

Rodriguez concluded the day and a half retreat on Thursday, February 13th at 12pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO