

MINUTES

Visit SACRAMENTO

Meeting: Board of Directors Retreat
Location: SAFE Credit Union Convention Center
Date/Time: January 22, 2026 ▪ 9:00 am
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 SAFE Credit Union Convention Center in Sacramento, CA. Board Chair David Huber called the meeting to order at 9:05 am and recited the Visit Sacramento Mission. It was established that there was a quorum present, and the following attendance was recorded:

Name	Board Position	Attendance
Ariel Roblin	Director	Present
Brad Cecchi	Director	Present
Danielle Price	Director	Present
David Huber	Director	Present
Doug Warren	Director	Present
Emily Baime Michaels	Industry Advisor	Not Present
Emily Nichols	Director	Present
Erika Bjork	Director	Present
Greg Shaw	Director	Present
Heather Andrade-Neumann	Director	Present
Jeroen Gerrese	Director	Present
Jesus Tarango	Director	Present
Jody Bogle	Director	Present
John Lambeth	Director	Not Present
Jonathan Wiser	Industry Advisor	Present
Jose Hermocillo	Guest	Present
Keri Thomas	Director	Not Present
Kipp Blewett	Director	Present
Larry Lee	Director	Present
Mabel Salon	Director	Present
Mariana Corona Sabeniano	Industry Advisor	Not Present
Mark Davis	Industry Advisor	Not Present
Mark Friedman	Guest	Present
Matina Kolokotronis	Director	Present
Mayor Kevin McCarty	Industry Advisor	Present
Michael Ault	Industry Advisor	Present
Michael Jasso	Industry Advisor	Present
Oliver Ridgeway	Director	Present
Patrick Miller	Director	Present
Patrick Mulvaney	Director	Present
Phil Tretheway	Guest	Present
Ravin Patel	Director	Present

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Robert Heidt	Industry Advisor	Present
Royce Pollard	Director	Present
Shelly Moranville	Director	Present
Stacey Kauffman	Director	Present
Steve Mammet	Director	Present
Crystal Bethke	Industry Advisor	Present

Visit Sacramento Staff Present

- Mike Testa
- Kari Miskit
- David Eadie
- Mariles Krok
- Sonya Bradley
- Armando Martinez-Lopez
- Karlee Cemo-McIntosh
- Jill Culbertson
- Brandon Darnell
- Veronica Rivera
- Linda Odell
- Elizabeth Anderson, recording secretary

Presenters

present for all or a portion of the meeting

- Cassandra Pye, Facilitator
- Suzanne Ravitz, Tourism Economics
- Jason Harm, JLL
- Angie Pappas, Visit California
- Ali Burns, Praytell

II. Public Comments – Matters Not on the Agenda

Chair Huber called for public comments on items not listed on the agenda.

III. Welcome

Presenter: Chair David Huber and Cassandra Pye, Facilitator

Huber welcomed the group to the 2026 retreat and introduced the new board members in the room. Pye set expectations for the day and encouraged everyone to participate in group discussions and ask questions throughout the day.

IV. Destination Roadmap

Presenter: Mike Testa, Visit Sacramento

Testa shared what Visit Sacramento's role is in the community and the roadmap of the organization including:

- Highlighting the large events Visit Sacramento brings
- Showcasing the strategic expansion the organization has been focused on
- Internal changes
- Year-end goal recap

V. Sports Facilities

Presenter: Jason Harm, JLL and David Eadie, Visit Sacramento

Eadie and Harm presented an update on the research to bring a flat field complex to Sacramento. They also shared that they are looking at two different sites viability for the complex and will be doing their due diligence to ensure the most viable location is found.

VI. From Market Conditions to Sales Outcomes

Presenter: Suzzanne Ravitz, Tourism Economics

Ravitz presented on how economic conditions are affecting the group business in Sacramento. She highlighted the following:

- Economic Trends
- How Business Travel is Reacting
- Near-Term Outlook
- Evolving Group meetings Landscape
- US, Competitive, and Sacramento Sales Production
- Competitive Landscape

VII. Terra Madre Americas Recap and Visioning

Presenter: Angie Pappas, Visit California and Mike Testa, Visit Sacramento

Pappas discussed Visit California's partnership with Visit Sacramento for Terra Madre Americas. Testa presented a recap of Terra Madre Americas highlighting the success of the first year of the event as well as what the team learned and what changes will be made for 2027. Testa concluded by sharing an update on how the organization is preparing for 2027.

VIII. National Media Landscape Overview & Strategy

Presenter: Ali Burns, Praytell

Burns presented an update regarding Visit Sacramento's Earned Media Landscape highlighting the following:

- The state of media today; what's new and what's next
- How Praytell can bring stories to life in emerging media
- What makes a great story

IX. Board Discussion/Group Work

Presenter: Mike Testa, Visit Sacramento and Cassandra Pye, Facilitator

Testa provided an overview of the group discussion prompts. Pye broke the group up into smaller groups for them to discuss the prompts and then brought them back together to present on their smaller discussions.

X. Wrap Up and New Board Member Vote

Huber shared that the executive committee has discussed adding Mark Friedman to the board and called for a vote to add him to the board of directors.

There being no changes to adding Mark Friedman to the board; **Erika Bjork motioned to approve him as a new board member, Royce Pollard seconded. [Vote: Unanimous]**

Testa and Huber thanked the group for their participation during the retreat and concluded the meeting at 3:40 pm.

XI. Adjournment

Chair Huber adjourned the meeting at 3:40pm.

Respectfully submitted,



Elizabeth Anderson
Administration Manager
(Recording Secretary)



Mike Testa
President & CEO