

AGENDA



Purpose: Finance & Executive Committee Meeting
Location: Visit Sacramento, 1608 I St, Sacramento, CA 95814 - Closed Meeting
Date/Time: July 22, 2024 ▪ 1:30 pm

This agenda has been prepared and posted in compliance with the provisions of the Ralph M. Brown Act. Board action may occur on any identified agenda item.

- I. Call to Order Nikki Glass, Board Chair
 - A. Visit Sacramento Mission

- II. Financial Review Staff

- III. Review of July 25, 2024, Board Agenda Mike Testa
Chair’s Report Nikki Glass

President’s Report Mike Testa/Staff
 - A. FY 24-25 Budget Review and Approval
 - B. 2024 Mid-Year Goal Achievement Update
 - C. STMD Renewal
 - i. Short-Term Rental Operators
 - D. Festivals Update
 - E. Convention Sales Update
 - F. Sports & Entertainment Update
 - G. Marketing Update
 - H. Farm-to-Fork/Terra Madre Events Update

- IV. Future Agenda Items

- V. Adjournment

NOTICE TO PUBLIC

You are welcomed and encouraged to participate in this meeting. Public comment is taken (5 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors.

BROWN ACT NOTICE

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify Elizabeth Anderson, at Visit Sacramento at (916) 808-8992 at least 48 hours prior to the meeting.

