

# MINUTES



**Meeting:** Board of Directors Meeting  
**Location:** Video/Tele Conference  
**Date/Time:** August 20, 2020 ▪ 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 via video and teleconference in Sacramento, CA. President & CEO Mike Testa called the meeting to order at 12:03pm. It was established that a quorum was present, and the following attendance was recorded:

### **PRESENT**

#### **Directors**

Barry Miller	Joe Chiodo
Christine Calvin	John Lambeth
David Huber	Mabel Salon
Dennis Raymond	Patrick Mulvaney
Erika Bjork	Rick Pickering
Heather Andrade-Neumann	Royce Pollard
Henry de Vere White	Scott Vandenberg
Greg Shaw	Stacey Kauffman

#### **Industry Advisors, or Their Designees**

Michael Ault, <i>Downtown Sacramento Partnership</i>	Mark Davis, <i>Sacramento County Airports</i>
Emily Baime Michaels, <i>Midtown Association</i>	Darrell Steinberg, <i>Mayor City of Sacramento</i>
Jody Ulich, <i>City of Sacramento</i>	Kelly Rivas, <i>Mayor-Chief of Staff City of Sacramento</i>

#### **Guest(s)**

Jose Hermocillo, *Integrated Communication Strategies, LLC*

#### **Visit Sacramento Staff**

Mike Testa, <i>President &amp; CEO</i>	Dan Santucci, <i>Director of Accounting</i>
Sonya Bradley, <i>Chief Marketing Officer</i>	David Eadie, <i>Director of Sports Commission</i>
Sarah Atilano, <i>Chief of Strategy &amp; Market Growth</i>	Elizabeth Anderson, <i>Office Administrator</i>
Kari Miskit, <i>Vice President of Communications</i>	<i>(Recording Secretary)</i>

### **ABSENT**

#### **Directors and Industry Advisors**

Alex Rodrigo	Steve Young
Bay Miry	Terry Harvego
Josh Nelson	Amanda Blackwood
Nikki Carlson	Kim Nava
Sami Qureshi	Howard Chan
Shelly Moranville	Matt Voreyer

## II. Mayor Darrell Steinberg

Mike Testa introduce Mayor Darrell Steinberg to the board and thanked him for coming to the meeting. Mayor Steinberg spoke on how the hospitality industry is crucial and an important part of the community. He shared that the city was fortunate enough to qualify for the CARES funding and he wanted to invest the money into the community and not the city government. He continued by sharing the overarching plan of the how the funding would be distributed throughout the city.

Mayor Steinberg shared that on September 1, 2020 that the city council was going to move forward with a \$5.4 million grant to Visit Sacramento to recoup some of the losses during the pandemic. He did note that it would have to pass city council, but he did not expect any opposition.

Testa thanked the Mayor and shared how many employees were laid off or furloughed and that this would allow for Visit Sacramento to bring back the furloughed staff. Testa also thanked Jody Ulich for supporting Visit Sacramento and championing for the organization.

Testa asked the Mayor if this was the most money dedicated to tourism and creative economy in the United States. Mayor Steinberg shared that by percentage it was, and it was quite possibly also the most by dollar amount. He shared that he has gotten some opposition for it but he believes that tourism and creative economy is not a luxury and it a major piece in growing the modern economy.

## III. Public Comments – Matters Not on the Agenda

Board chair Shelly Moranville called for public comment on items not listed on the agenda; there were no matters presented.

## IV. Approval of Board Meeting Minutes: May 14, 2020

There being no changes to the May 14, 2020 minutes, ***Scott VandenBerg motioned to approve the minutes as presented; Heather Andrade-Neuman seconded. [Vote: Unanimous, Erika Bjork and Stacey Kauffman Abstained]***<sup>1</sup>

## V. Chair's Report

### a. Coronavirus Impacts

Testa shared that Shelly Moranville was unable to attend due to the increased in evacuee occupancy that many of the hoteliers were handling making them unable to attend. Testa shared that hotel occupancy was 80% last year and now at 8% this year in some of the largest hotels in the city.

<sup>1</sup>Roll Call Votes listed on page 6

b. New Board Member Approval

Kipp Blewett – Partner and Co-Founder of Rubicon Partners, INC

Testa shared that Kipp would also be added to the Executive Committee as the Second Vice Chair. He continued that Kipp was previously on the board and was the developer who built The Citizen Hotel.

***Scott VandenBerg motioned to approve the new board and executive committee member as presented; Heather Andrade-Neuman seconded. [Vote: Unanimous]<sup>1</sup>***

VI. **President's Report**

a. Budget Approval

Testa presented the budget to the board and informed them that the STMD Committee has already approved the budget and that the Executive committee has also reviewed the budget. The budget was put together in May and the forecast has already changed. Estimating revenues is next to impossible in the current economic climate. The original estimate of los was \$7 million and it is now closer to \$9 million.

Key Points on the budget are as follows:

- Large change in City Revenue and Private Revenue
- Reduced staff from 42 employees to 26 employees, 10 full time currently with the remainder furloughed
  - All 10 that are full time have taken a 20% pay cut
- Eliminated the Tourism and Partner Marketing Department, both are valuable but cannot be brought back at this time
- National Public Relations contract has been eliminated, but will be reevaluate if funds allow
- Convention Center sales and marketing are priority
- Annual Board Retreat is cancelled, may be pushed to later this year or early 2021
  - Important to note that the Finance and Executive Committee are meeting monthly
- Tradeshow/Travel marketing majority has been cut as the events are no longer occurring
  - Staff is attending virtual tradeshow when possible, but these are at a much lower cost than traveling
  - Staff will attend in person events as they are available and with their comfort level
- Brand Development has been reduced and is still important, but not as large of a priority
- Visitor Center 50% cut as they are currently closed.
- Juneteenth is incredibly valuable, and the budget line has been increased to represent this
- Sports Commission removed events that will not be happening, Youth Development was already contracted and started, it is a very important project
- Advertising has increased in three categories on Page six – These are all for directly marketing the convention center as future years are very important

<sup>1</sup>Roll Call Votes listed on page 6

- Some of this money has come from STMD that the hotels generously gave money to Visit Sacramento and it is going towards marketing the convention center
- Tourism Department has been removed as there is not a lot of global travel, there is still money left where need to keep a presence in the overseas market
  - Leisure Travel does not fit in the current state of the world and has been removed
- Partner Marketing budget is significantly reduced as community is a huge priority and we are trying to help them in different ways
- Farm-to-Fork budget is removed as the events are not happening in 2020, hoping to have those return next year
  - Anyone scheduled for this year's events have moved to next year

Questions:

Erika Bjork asked if there is anything from the board perspective that we can keep in mind or support? Testa shared that supporting the hotels by having a staycation would be a great option as there has not been a federal bail out for them like the airlines received.

***Scott Vandenberg motioned to approve the budget as presented; Heather Andrade-Neuman seconded. [Vote: Unanimous]<sup>1</sup>***

b. Bank Signature Card Update

Daniel Santucci stated that F & M bank needs to remove John Reyes as a signor. Mike Testa and Sonya Bradley will be the two signors on the account.

***Scott Vandenberg motioned to approve the F & M Bank Signature Card Updates as presented; Heather Andrade-Neuman seconded. [Vote: Unanimous]<sup>1</sup>***

c. Recovery Planning

No discussion.

d. SCC Expansion Update

Sarah Atilano shared photos of the construction progress at the SAFE Credit Union Convention Center as well as the new [animated tour video](#). Atilano noted that there is still a lot of sales activity happening with the sales teams that has remained on during the furlough. Atilano also shared that only four citywide pieces of business have cancelled for 2021 and the team was working on proposals for other pieces of business to go into these new open dates as well as need dates.

Atilano concluded that the team had gotten together for an informal happy hour and discussed traveling to tradeshow and 4 out of the 5 members of the team were willing to travel.

e. 2020 Events

Testa shared that all of Visit Sacramento's annual events have been cancelled for the year.

<sup>1</sup>Roll Call Votes listed on page 6

f. CARES Funding Request

Testa shared that with the Mayors speech it was very exciting and settling. Testa continued by thanking the board members who have helped in the process including those who have written letters to the Mayor and City council, or op eds in the Sacramento Bee. Testa concluded that restaurants are what make us the Farm-to-Fork capital and any assistance you can give is extremely important.

g. Tower Bridge Dinner To Go

Kari Miskit shared that this program would include restaurants that have participated in the Tower Bridge Dinner before as well as those who have not or may not be aware of what Visit Sacramento does. The restaurants would be invited to create a four-course menu with locally sourced ingredients and beverages. The proceeds for this program will not be coming to Visit Sacramento, the restaurants will all keep their profits. The event will be promoted on farmtofork.com, Entercom Communications radio stations and social media, etc.

The event will happen the week the Tower Bridge Dinner was supposed to be held. This will also give patrons the chance to possibly try multiple restaurants in one week. The restaurants who participate will also receive some promotional materials such as stickers for to go bags.

Testa shared that this program will allow those who have not been able to attend the dinner before will be able to get a taste of it now. Adding that this would be continued post-pandemic during the week of the Tower Bridge Dinner.

h. Staycation Campaign

Sonya Bradley shared that Visit Sacramento has a very engaging platform across social media and that the organization wanted to lend support to its partners, especially the hotels. Position Interactive offered a reduced price to help create the campaign. The campaign is called "Travel in Place" and it is meant to encourage people to stay in hotels local. It is not being promoted outside of the local markets and it has a focus on being a responsible traveler. The campaign will also share the hotels health and safety protocols. Currently, this is only on social media and it will evolve as things change.

i. Breaking Bread

Testa shared that the episodes have been filmed and thanked UC Davis for their sponsorship. He informed the board that it is in post-production and expect to have something at the end of October. It will be six, 25 min episodes and FOX40 has already agreed to air it in five markets.

**VII. Staff Board Reports**

The May, June and July department report was e-mailed to the board for their review prior to the meeting.

**VIII. Calendar of Events**

Upcoming events are listed on the Agenda for Board review.

<sup>1</sup>Roll Call Votes listed on page 6

**IX. Item's for Future Agendas**

None presented

**X. Adjournment**

Board Treasurer Dennis Raymond adjourned the meeting at 1:02pm.

Respectfully submitted,



Elizabeth Anderson  
Convention Sales Coordinator  
(Recording Secretary)



Mike Testa  
President & CEO

Voting Director	Minutes		New Board Member/Executive Committee Member		Budget		Bank Signature Card	
	Yea	Nay	Yea	Nay	Yea	Nay	Yea	Nay
Alex Rodrigo	Absent		Absent		Absent		Absent	
Bay Miry	Absent		Absent		Absent		Absent	
Barry Miller	X		X		X		X	
Christine Calvin	X		X		X		X	
David Huber	X		X		X		X	
Dennis Raymond	X		X		X		X	
Erika Bjork	Abstained		X		X		X	
Heather Andrade-Neumann	X		X		X		X	
Henry de Vere White	X		X		X		X	
Greg Shaw	X		X		X		X	
Joe Chiodo	X		X		X		X	
John Lambeth	X		X		X		X	
Josh Nelson	Absent		Absent		Absent		Absent	
Mabel Salon	X		X		X		X	
Nikki Carlson	Absent		Absent		Absent		Absent	
Patrick Mulvaney	X		X		X			
Rick Pickering	X		X		X		X	
Royce Pollard	X		X		X		X	
Sami Qureshi	Absent		Absent		Absent		Absent	
Scott Vandenberg	X		X		X		X	
Shelly Moranville	Absent		Absent		Absent		Absent	
Stacey Kauffman	Abstained		X		X		X	
Steve Young	Absent		Absent		Absent		Absent	
Terry Harvego	Absent		Absent		Absent		Absent	

<sup>1</sup>Roll Call Votes listed on page 6