

MINUTES

Visit SACRAMENTO

Meeting: Board of Directors Meeting
Location: SAFE Credit Union Convention Center & Video/Tele Conference
Date/Time: August 26, 2021 ▪ 2:30 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 the SAFE Credit Union Convention Center, via video and teleconference in Sacramento, CA. Board Chair Shelly Moranville called the meeting to order at 2:38pm. It was established that a quorum was present, and the following attendance was recorded:

Present

Directors

Barry Miller	Mabel Salon
Bay Miry	Nikki Carlson
Christine Calvin	Royce Pollard
David Huber	Rick Pickering
Doug Warren	Sami Qureshi
Erika Bjork	Shelly Moranville
Heather Andrade-Neumann	Stacey Kauffman
Henry de Vere White	Jeroen Gerrese
John Lambeth	

Industry Advisors

Michael Ault, <i>Downtown Sacramento Partnership</i>	Kelly Rivas, <i>City of Sacramento</i>
Emily Baime Michaels, <i>Midtown Association</i>	Scott Whyte, <i>City of Sacramento</i>
Darrell Steinberg, <i>Mayor City of Sacramento</i>	Matt Voreyer, <i>SAFE Credit Union Convention Center</i>

Guest

Tony Giannoni

Visit Sacramento Staff

Mike Testa, Sonya Bradley, Sarah Atilano, Kari Miskit, Daniel Santucci, David Eadie

ABSENT

Directors and Industry Advisors

Alex Rodrigo	Terry Harvego
Denia Phillips	Amanda Blackwood
Greg Shaw	Howard Chan
Joe Chiodo	Jody Ulich
Josh Nelson	Mark Davis
Kipp Blewett	Kim Nava
Steve Young	

II. 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.

III. Approval of Board Meeting Minutes: July 15, 2021

Chair Moranville shared that the minutes will be sent for approval during the October 21, 2021, meeting.

IV. Chair's Report

Chair Moranville welcomed new board members Jeroen Gerrese and Patrick Miller to their first board meeting as well as those who were added during the pandemic to their first board meeting in person.

Moranville shared that Visit Sacramento staff was in the room to observe the meeting and thanked them for all they do.

V. President's Report

A. SAFE Credit Union Convention Center Update

Matt Voreyer welcomed the group to the SAFE Credit Union Convention Center and shared the timeline of the building renovation and expansion. He also shared the building naming rights timeline and that the buildings are now called:

- SAFE Credit Union Performing Arts District
 - SAFE Credit Union Convention Center
 - SAFE Credit Union Performing Arts Theater
 - Memorial Auditorium

Voreyer thanked City Staff, Visit Sacramento, and the Board for their involvement in the project. The first event at the Convention Center will be SacAnime on Labor Day weekend, for the Performing Arts Theater will be Hamilton on September 15th, and the Memorial Auditorium will have its first event since the start of the pandemic with the Sacramento Philharmonic and Opera on September 10th.

Voreyer shared that the Visit Sacramento and Convention Center teams have conducted over 60 tours of the convention center since the beginning of summer. They have over 160 groups booked or planning to book through fiscal year 2022.

Mike Testa shared that Tony Giannoni was at the meeting and has been instrumental in many projects throughout the city including the Convention Center. Currently, Giannoni is working on plans for a convention center hotel. Testa asked Giannoni to provide an update to the group. Giannoni shared that the project was further along than expected and he is working closely with a company out of San Diego. Giannoni concluded by sharing the timeline for the construction and that the building will contain between 325-350 hotel rooms.

a. 2022 Convention Center

Sarah Atilano shared that there is still some hesitation from meeting planners to book events for the end of 2021 and beginning of 2022. There is business on the

books with several groups holding events over the next two years in Sacramento. Many of which would not have been possible without the renovation and expansion of the convention center.

Atilano concluded by providing a room night goal update. Sharing that Convention Sales is 64% to goal and Sports Commission is 52% to goal and overall, both sales teams are pacing well towards the goal.

B. City of Sacramento Comprehensive Siting Plan

Mayor Darrell Steinberg shared an update with the group on investments being made into the community. Including the money that is being put towards creating a clean and safe environment in downtown. With the new sites being opened for unhoused members of community they will have workers who can assist with mental health and substance abuse issues. They are also planning on providing training to community workers to help them navigate day to day situations. Once the sites are open then it will make it so that ordinances can be enforced. Mayor Steinberg shared that Lloyd Connelly will be joining his team to oversee the Siting Plan.

Mike Testa shared that for many months Visit Sacramento, Downtown Sacramento Partnership, Midtown Association, and the city have been in discussion to get the convention center on the critical infrastructure list. Testa thanked the mayor for his help and for all he has done to work on homelessness in the city.

Michael Ault added that the group knows this is bigger than just the convention center and the allocation of resources is going to help everyone in the city. He reminded the group that with occupancy increasing at hotels they want to ensure that guests first impressions are positive. Adding that hospitality is more than just hotels it is also restaurants and the workforce in the city that welcome these guests.

C. Visit Sacramento Business Plan

Testa reminded the goal of the business plan that was shared by Ann Ranson at the May board meeting. Sharing that it is a three-year business plan that is a playbook for leadership and staff. The playbook is meant to be nimble so that adjustments can be made as necessary. The plan keeps in mind the convention center and will be shared towards the end of 2021.

D. Sports Commission Update

David Eadie shared that he will be attending Connect Sports which will be held during Connect Marketing at the end of August. He has 45 appointments currently scheduled with event planners and rights holders.

Eadie continued by sharing that Ironman planning is still underway and they are cautiously optimistic to hold the event without restrictions. The Ironman team does have a plan in place that can be modified depending on current county health and safety guidelines. Eadie stated that the NCAA Regional Cross-Country event will be hosted at Haggin Oaks in November and the events team has been working with Sacramento State

and Sacramento Running Association on the event which was last hosted in 2018. Sacramento is also being considered for this event in 2022. He added that planning for the Junior Olympics in 2022 has begun and a hotel lead would be sent out in the coming weeks and that California International Marathon was still moving forward as scheduled.

Eadie announced that a Criterium would be coming to Sacramento at the end of October. It is a closed course cycling event that will go around the state capital. Kristine Klein who previously worked with Amgen is now working on this event. The goal is for this event to turn into an annual event. The prize for the winner is \$100,000 so there will be a draw for competitors.

Testa shared that he has met with Barry Broome of the Greater Sacramento Economic Council, and they are very supportive a sports facility. They had a board retreat last week where they spoke about this. It will be a long road to get the facility built, but the team is working diligently on it.

E. Private Revenue/Sponsorships

Testa shared that there have been changes in who sponsors are this year, some of the changes are blamed on the pandemic. Sponsors who are no longer participating include Raley's, Nugget and some financial institutions. With that said the team is still on the right path with new sponsorships secured including Hard Rock Hotel Sacramento. Bank of America has also increased their sponsorship this year.

F. Stats of Farm-to-Fork Festival, Aftershock, Ironman

Testa shared that the organization was moving forward with all scheduled events. Aftershock is sold out and the expected attending is over 140,000. This event has a regional impact, and they are instituting health and safety protocols for the event.

a. Leisure Campaign Progress/TV Commercial

Kari Miskit shared that that additional money has been invested in marketing for Farm-to-Fork events. The marketing has been targeted to markets that haven't seen it before. It is a multi-layer campaign in the surrounding drive markets. It includes streaming ads, 30 second ad on YouTube and Chromecast.

Brandon Darnell shared that the YouTube add has been seen by 100,000 people and the average watch time is 29 seconds. Miskit added that this is encouraging and that the feedback received has all been positive. Additional marketing has been through the podcast series which has grown over the last year and now has approximately 14,000 downloads. The podcast is shifting from local partners to the festival performers to attract their fans to come to Sacramento. All of the Farm-to-Fork artists have a combined 500,000 followers on social media.

b. Festival DEI Scholarships

Sonya Bradley shared the Farm-to-Fork is an integral part of the Visit Sacramento brand and the team has been looking at how to make it more inclusive as feedback was received stating that our events don't look diverse. Bradley continued that

Visit Sacramento has asked those sponsoring Tower Bridge Dinner tables to look at who they are inviting and be more inclusive.

Regarding the festival Bank of America sponsored five impact scholarships that paid the vendor fees for underrepresented groups. There was a total of 23 applicants. In the end six were chosen and Visit Sacramento sponsored the sixth vendor as their story was very compelling and the team felt it was important, they were included.

c. Bridge Dinner CAMP Scholarships

Testa shared that the Bank of America sponsorship increase includes assisting with paying for the CAMP Scholarships. Previously, seven scholarships were given out at the Tower Bridge Dinner. Bank of America decided this year that they would also like to add an additional scholarship increasing the total to 17.

G. Destinations International (DI) Board Appointment

Testa shared that because of Sonya Bradley's work with Diversity, Equity, and Inclusion she has become selected to join the Destinations International Board of Directors.

H. December Board Retreat

Testa shared that the board retreat will be a one-day meeting held the first week of December at the SAFE Credit Union Convention Center and that the holiday dinner will occur on the same date. Once a date is confirmed a invitation will be sent to the board.

VI. Staff Reports

None at this time, the staff reports will be sent prior to the October meeting.

VII. Items for Future Agendas

None at this time.

VIII. Adjournment

Board Chair Shelly Moranville adjourned the meeting at 3:28pm.

Respectfully submitted,



Office Administrator
(Recording Secretary)



President & CEO